

FRANCHISE PROGRAMME - FAQs

Q1. What is the Excellent Publicity's Franchise Programme?

A1. Excellent Publicity's Franchise Programme aims at creation of opportunities for those who have been affected by the current pandemic in form of either a lay off or salary cuts and are on the hunt for work. These opportunities are here to help people to be able to use their skill sets and work further to garner more opportunities for themselves as well as gain monetary benefits.

Q2. Who can join this Franchise Programme?

A2. Anybody who has been affected with the pandemic and has some professional experience in Media Sales or also well versed with sales in either B2B or B2C segment irrespective of any industry, can join the programme. The reason for this specification is that the work given shall entail media sales either through mails or phone.

Q3. What is the fee for joining this Programme?

A3. Joining Excellent Publicity's Franchise Programme is absolutely free, there are no hidden costs involved, and all that is needed is the will to work.

Q4. How secure is the Programme for the candidate?

A4. A Formal Contract is drawn with the candidate and all the terms & conditions are mutually agreed between both the parties.

Q5. Is this contract binding and is there any minimum or fixed period to be served?

A5. No, there is no clause that binds the candidate in terms of a specific period to serve or otherwise, as soon as the candidate get an opportunity that the candidate find suitable and wish to move to, kindly inform us and we shall proceed with the nullification of the contract which will take about 7 days for completion.

Q6. What is the onboarding process, once the candidate shows interest in joining?

A6. Once we receive the official confirmation from the candidate, one of the co-founder will call and welcome the candidate and will brief them regarding the entire process. A "Mentor" will be assigned to the candidate.

Q7. What role does the mentor play in this programme?

A7. The mentor assigned to the candidate will be an experienced sales person who shall guide the candidate at every step and help the candidate achieve success in closing business and acquiring new leads. The mentor shall along with the candidate speak to the client to make sure the process is followed seamlessly to create an overall win-win situation.

Q8. What will my role and responsibilities entail?

A8. The candidate role entails the candidate ability to be able to generate leads, once the candidate have a lead that is keen, Excellent's backend team along with the mentor assigned to the candidate shall prepare media plans and upon confirmation of business shall execute the campaigns. Thus, the candidate will be responsible in getting business for the services of Excellent Publicity and the acquiring the required payments as per the deal.

Q9. How do I generate inquiry?

A9. The mentor assigned to the candidate shall give the candidate all the directions as to which media to sell, how to sell, when to sell and explain to the candidate the entire process of planning and execution for the candidate better understanding of the business.

Q10. What is the importance of this Franchise Programme for the candidate who is interested in joining?

A10. As we all know that Covid-19 has destroyed the entire Indian economy and lots of companies are either shutting down permanently or laying off majority of their employees, in such a scenario this is a lucrative opportunity to remain occupied, learn something new along with earning money.

Q11. What is the payment that I will receive or how much will I earn?

A11. There is no fixed salary, but the candidate and Excellent Publicity shall be sharing 50% of the revenue.

Q12. Why should I join if there is no fixed income?

A12. Excellent Publicity after conducting in-depth research and through its journey in advertising has marked several industries which are prospering as well as advertising. Excellent Publicity has thus created new ways to reach out to decision makers who even in the times of the pandemic are keen on advertising and on other levels through covid19 protection kits, Excellent Publicity has generated some great deals for its clients.

Moreover, advertising campaigns pan out in figures of lacs and crores and with support of team Excellent and the franchise programme, the candidate may be able to earn more than the salaries earned in previous jobs, during this time of crisis as well use & upgrade their skills with full optimization. And lastly, Excellent Publicity as an organization also has a limitation to accommodate additional overheads in these trying times.

Q13. What is the assurance that Excellent Publicity won't reach out to my client?

A13. Excellent Publicity has started this programme to help individuals who have been affected by the pandemic, thus the organization assures that there are no intentions or motives behind contacting or forging relations with the candidate's client. The purpose of the programme is to be able to form a community and work towards great advertising campaigns, together.