

## Evaluation Approach

Hi Joe. How are you?

**Fine. Thanks.**

Joe, did I catch you at an OK time to talk?

**Yes.**

Great. I wanted to see if I could ask for your help on something?

**Sure.**

Well, I'm looking at a new business (or expanding my business), and I would really appreciate your evaluation of the marketing plan because... I know you'd give me your honest opinion, right?

**Sure.**

Great! I'm available Tuesday or Thursday. Which is better for you? (They choose a day.) Are mornings or afternoons best? Is 3:30 or 5:00 pm better for you?

**What is it?**

It's a new business concept created in 1992 called the Unfranchise, have you ever heard of it?

**NO.**

I'm not surprised, most people haven't. But you will! I think it's where AOL was 10 years ago. Anyway, are mornings or afternoons usually better for you?

**Well, can you tell me more about it? or What do you actually do? or What is it?**

Are you familiar with franchising?

**Yes.**

Well it works just like a franchise, in that it has a proven business plan, yet it eliminates all the risks of traditional business. You know, like overhead, insurance, employees, you know what I mean right?

**Yes.**

Great! Is Tuesday or Thursday better for you?

**I really would like to learn more before we get together.**

That's why we are getting together for coffee. I have some charts and diagrams that you really need to see to get the picture. Does that make sense?

**Yes.**

So how is Tuesday at 9?

**That would be fine.**

## Evaluation Approach Take Away

(To be used only after several evaluation approach attempts)

I'll tell you what Joe, why don't we forget about the whole thing. What I really wanted was your help, and I'm getting the sense that you don't want to give it to me so, I'll tell you what, why don't we just forget the whole thing.

**Oh no, I'll sit down with you.**

You're sure?

**Yes.**

You're positive.

**Yes.**

OK. How's Tuesday at 10 am?

**That would be fine.**

See you then

Completed by "Big Al"