

Dedicated Service is just a call away. *Anytime. Anywhere.*

August 26, 2007



## Franchising Opportunities

For qualifying applicants

Ron Greenwood, President  
MKI Travel & Conference Management Inc.  
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## Franchising

**MKI® is proud of its dedicated travel and event professionals all of whom exhibit and perform the MKI® principles and standards of operation on a daily basis.**

It is through the dedication and commitment of our front line professional travel and event team, combined with the knowledge advice and direction from our management personnel, that MKI® has become the largest independent travel and event management company in the National Capital region and one of the largest (top 1%) in Canada.

Operating since 1964 through successor organizations, including, Algonquin Travel, Ottawa Travel, Admiral Travel, Westerlund Travel, Goligers Travel, FN Travel, and MKI Travel and Conference Management, MKI® has evolved with the corporate and institutional travel business amalgamation of these agencies. MKI® now proudly serves clients around the globe 24/7 from Ottawa with state of the art technology and leading edge travel and event management services!

MKI®, following on President Ron Greenwood's franchising success with Algonquin Travel Corporation, is now offering sales and service relationship franchise opportunities for qualifying applicants. The all important basic principles mentioned above are best represented by full time Licensee's dedicated entirely to the hands on operation of their sales and service relationship businesses. Each Licensee is supported, in all aspects of their operation, by an extensive range of sales and services relationships technology and know-how, the "MKI System", provided by MKI Travel and Conference Management Inc.

We are actively seeking franchise applications across Canada as we anticipate strong future growth. New applications will be kept on file for possible future opportunities.



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### Selection Process

**The selection of a new MKI Sales and Service Relationship Manager is an important decision involving an extensive interview and approval process. Not everyone who applies for a franchise meets the criteria to be a MKI Licensee. For mutual success and satisfaction, we must ensure that each Sales and Service Relationship Manager possesses the necessary entrepreneurial drive, management skills, financial means and dedication which is required in today's competitive market.**

At MKI, we are proud that, our superior products and services, provided by trained, knowledgeable, experienced professional travel and event management team members have developed such a loyal clientele. This continuing success will allow dozens of individuals to realize their dream of owning and operating a successful business. However, it is not as easy as it sounds! This business requires a great amount of dedication, direct relationship meetings with clients, excellent listening skills, long hours and a commitment to meeting and exceeding the expectations of our clients in concert with MKI® professionals.

In the MKI® system, the selection of the best people followed by a comprehensive training program and ongoing support will see the MKI® brand continue its expansion and remain as one of Canada's leading travel and event management companies.

To submit an application for future opportunities, please complete the *attached PDF* file and send it to MKI Travel & Conference Management Inc., Suite 202, 2121 Carling Avenue, Ottawa, Ontario, K2A 1H2, or by fax to 613-233-7813, or scan and send via email to [rgreenwood@mkitravel.com](mailto:rgreenwood@mkitravel.com). Note that each owner/partner associated with the purchase of the Franchise must complete the Franchise Application. Both owners/partners must return the Franchise Questionnaire together.



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**Dear Applicant,**

**Thank you for your interest in a MKI® Franchise. Should you wish to proceed, please return the completed questionnaire to the attention of Ron Greenwood, President. This information will be kept confidential and assist us in establishing a match to our profile used in the selection of a new franchisee.**

Please note: the submission and acceptance of a questionnaire, should not be construed as an approval, or a future guarantee, of becoming a MKI® franchisee! To become an "approved" franchisee, here is a formal approval/meeting process that is undertaken with applicants who have been short-listed for a particular opportunity. We do not rank our applicants in numerical order nor do we base consideration on the length of time an application has been on file. At the time of conducting a search for a new franchisee, we select the most qualified applicant from the current applications on file, and the best match to our business concept. Therefore, a "waiting list" is not maintained and it is impossible to estimate the length of time to become either short-listed or ultimately approved as a franchisee, or any assurances such will happen. A letter of response will be sent to you within 14 days of receipt of your application.

We caution applicants that, choosing locations where you have not previously resided, or where you currently do not have a strong connection to the community through family and friends, will not accelerate the process.

Thanks again for your interest in MKI®

Yours truly,

MKI Travel and Conference Management Inc.  
Ron Greenwood,  
President



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**FRANCHISE QUESTIONNAIRE**

(This application does not obligate either party in any manner)

Our flat management structure assures Public Service Alliance of Canada has access to our senior management at all times. Major decisions can be taken immediately and responses provided without delay. Personalized service at every level is guaranteed at all times.

Please print clearly

Mr. \_\_\_ Mrs. \_\_\_ Ms. \_\_\_ First Name: \_\_\_\_\_ Last Name: \_\_\_\_\_

Address: \_\_\_\_\_ Apt.# \_\_\_\_\_

City: \_\_\_\_\_ Province: \_\_\_\_\_ Postal Code: \_\_\_\_\_

Home Phone: \_\_\_\_\_ Business Phone: \_\_\_\_\_

Date of Birth (day/month/year) \_\_\_\_\_

Single \_\_\_ Married \_\_\_ Spouse's First Name \_\_\_\_\_ Last Name: \_\_\_\_\_

Name of Dependents: \_\_\_\_\_ D.O.B. \_\_\_\_\_

\_\_\_\_\_ D.O.B. \_\_\_\_\_

\_\_\_\_\_ D.O.B. \_\_\_\_\_

**WORK EXPERIENCE**

Present Employer \_\_\_\_\_ City/Province \_\_\_\_\_

Nature of Business \_\_\_\_\_ Start Date \_\_\_\_\_

Position \_\_\_\_\_ Salary \_\_\_\_\_

Name of Supervisor \_\_\_\_\_ Title \_\_\_\_\_



**LOCATION PREFERENCES**

(List of cities or towns only, "anywhere" or entire province is not applicable)

1. \_\_\_\_\_ 2. \_\_\_\_\_ 3. \_\_\_\_\_

Will you devote full-time to the business?

Yes\_\_ No - please explain \_\_\_\_\_

Will you have a partner (i.e. spouse, friend etc.)? No\_\_ Yes\_\_ If yes, please indicate:

Partners involvement: Full time\_\_ Part time\_\_ Investment only\_\_

Partners First Name \_\_\_\_\_ Last Name \_\_\_\_\_

Partners Relationship to you: \_\_\_\_\_

What level of income do you expect/require to draw from the business per year (salary and profit)? \_\_\_\_\_

**FINANCIAL STATEMENT:**

Please do not combine (if applicable) non-spousal partner's financial information.

ASSETS		LIABILITIES	
Cash on hand	\$	Mortgages - home	\$
Securities		Mortgages - other	
Home (market value)		Notes Payable	
Other Real Estate		Credit Cards Payable	
Personal Property		Operating loans	
Business Interests		Other Liabilities	
Other Assets			
<b>Total Assets</b>		<b>Total Liabilities</b>	

**NET WORTH (total assets-total liabilities) \$** \_\_\_\_\_

Please itemize below, the assets which you would convert to cash, if necessary, to meet the initial cash requirement (\$100,000-\$200,000). Unencumbered equity refers to assets without liabilities against them. This does not include funds that are borrowed such as a line of credit, investors or loans. If applicable, provide specifics regarding securities.

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**ACKNOWLEDGEMENT AND CONSENT**

The undersigned acknowledges that the statements and information made in the attached Franchise Questionnaire fully and truthfully set forth the true and accurate personal information and financial conditions of the applicants as of the date hereof.

The undersigned further acknowledges that for the purposes of determining whether or not the undersigned would be a suitable MKI® franchisee, an investigation may be made with respect to the information above, as well as further information with respect to the undersigned's financial status, litigation history, criminal record history, educational credentials, employment history, driving record, character and general reputation, personal characteristics and mode of living. The undersigned hereby consents to MKI® or its agents collecting and retaining such information and conducting further investigations with respect to such information. The undersigned further consents to the updating of this information from time to time, as necessary.

Dated the \_\_\_\_\_ day of \_\_\_\_\_ year \_\_\_\_\_

Signature of Applicant: \_\_\_\_\_

Print Name: \_\_\_\_\_

Signature of Spouse (if applicable) \_\_\_\_\_

Print Name: \_\_\_\_\_

Signature of Witness: \_\_\_\_\_

Print Name: \_\_\_\_\_



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## TRAINING PROGRAM

New franchisees undergo an intensive four week training program of which, two weeks is at the Ottawa head office and two weeks is in the franchisee home market. The facility includes classrooms and a fully operational travel and event management business. This two week period in Ottawa, provides trainees with intensive, hands-on experience, in the preparation and understanding of all MKI® sales, services, and relationship know-how. Strong emphasis is placed on human interaction and personal relationships – both internally within MKI® and externally in the business community.

## SUPPORT TEAM

With our head office in Ottawa, Ontario, operating 24/7/365, franchisees receive corporate support from coast-to-coast. The Head Office Team is comprised of key functions ranging from operations, sales technique, RFP response and bidding techniques, service techniques, and travel and event management procedures.

Our senior managers are the direct link to our franchisees through their frequent on-site visits. In addition to their primary function of providing experienced and knowledgeable feedback and guidance, they also ensure that our standards of product quality, value, client services, and market needs are met in all markets across the country.



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## FREQUENTLY ASKED QUESTIONS

1. How much does it cost to purchase a MKI® franchise?
2. What is included in the cost of the franchise?
3. Who is responsible for the costs to develop the home office?
4. What types of qualifications does MKI® seek in a franchise candidate?
5. How do I apply for a franchise?
6. How long does the application process take?
7. Once I meet the criteria, what is the waiting period for a franchise and how do I know that I am on the list?
8. What type of return can I expect?
9. In addition to the initial investment of a MKI® franchise, what on-going payments am I required to make during the term of the License?
10. What is the term of the License Agreement?
11. What if I am interested in an International franchise outside of Canada and the United States?
12. What if I am living outside of Canada; can I still apply for a Canadian franchise?
13. How secure is my personal information provided by way of the Franchise Questionnaire?

### How much does it cost to purchase a MKI® franchise?

The cost of a full Canadian franchise including \$15,000 of working Capital, varies from \$150,000 to \$300,000 depending upon the guaranteed amount of client revenues being licensed to the franchisee. In addition, the franchisee must supply equipment that meets the company standards including: laptop (with minimum 1 gig memory; Colour printer, scanner, copier, fax; office & heavy duty stapler; 3 hole punch, Cerlox binding equipment. At least 60% of the franchise cost must be unencumbered (cash or liquid assets). The remaining amount may be financed through a chartered bank, upon “approval” of a franchise.

### What is included in the cost of the franchise?

The following is included in the cost of a franchise:

- Blackberry/cell phone combination + VoIP phone
- All software licenses loaded and working with access to the MKI® System
- 2 week training in Ottawa and 2 weeks in the field
- On site assistance for 2 weeks in the field post training
- The use of MKI® manuals
- Right to use the Trade Marks and Trade Names
- Support from the head office personnel
- Opening stationery package (letterhead, business cards, presentation folders, lapel pins)
- Licensed client list and revenue guarantee



### **Who is responsible for the costs to develop the home office?**

The franchisee assumes all costs associated with the development of the home office

### **What types of qualifications does MKI® seek in a franchise candidate?**

Not everyone who applies for a franchise meets the criteria to become a MKI® franchisee. For mutual success and satisfaction, we must ensure that every franchisee possesses the necessary skills and qualifications (i.e. employment history, sales and service experience, to name a few), commitment level, dedication, work ethic, character and strong people skills. Financial soundness is a requirement, however, is not the deciding factor when short-listing candidates.

We franchise only to individuals who will be hands-on sales and service relationship managers, not to corporations or passive investors.

### **How do I apply for a MKI® franchise**

To submit an application for future opportunities, please complete the *attached PDF file* and fax or mail it to MKI®. Each owner associated with the purchase of the Franchise must complete the Franchise Application. Both owners/partners must return The Franchise Questionnaire together. Please complete the Franchise Questionnaire in full and return to the attention of Ron Greenwood, President, Suite 202, 2121 Carling Avenue, Ottawa, Ontario, K2A 1H2 or by fax to 613-233-7813, or scan and send by email to [rgreenwood@mkitravel.com](mailto:rgreenwood@mkitravel.com).

### **How long does the application process take?**

Candidates are advised (in writing) as to whether or not they meet the profile of becoming a MKI® franchisee within 30 days of our receipt of their completed questionnaire. Once a candidate meets our criteria they will become “active” in consideration of any opportunities that may become available.

### **Once I meet the criteria, what is the waiting period for a franchise and how do I know that I am on the list?**

We do not rank applicants in order in which they apply. Therefore, we are unable to quote timeframes or guarantee a candidate that they will ultimately be chosen for an interview and or “approved” for a franchise. When we have an opportunity for a new franchisee, all candidates have identified that particular are as a location preference, will be considered. The most qualified candidates will be contacted for the first interview. Consideration is not based on the length of time that a candidate has been on file.

### **What type of return can I expect?**

Projected earnings statements are provided to candidates who have been short-listed for a particular opportunity. These statements are not available in the initial stages of the application process. Needless to say, quality returns are required for a franchisee to invest.

In addition to the initial investment of a MKI® franchise, what on-going payments am I required to make during the term of the License?



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### **Ongoing payments include:**

- Potential sales training commitments with Sandler Sales Training
- Out of pocket travel and entertainment
- Participation in local travel, event and business associations that will benefit your business
- Franchise advisory counsel (once it is set up)
- Attend annual franchise meetings in Ottawa or other designated location
- Attend quarterly meetings as required
- Use only MKI® approved supplies and services (i.e. stationery, communications etc.)
- Franchise renewal fee once in 10 years

Note: There are no ongoing royalties, advertising or marketing fees

### **What is the term of the License Agreement?**

The term of the License Agreement is usually 10 years and usually with options to renew for a further period of 10 years.

### **What if I am interested in an International franchise outside of Canada and the United States?**

The MKI® group has completed its own internal research on international markets. From this we have determined that a significant investment totaling at least \$2 million for a Master Franchise, of which the Master Franchisee would have to have at least 60% of this money in unencumbered cash or liquid assets would be required. Should this be of interest to you, please contact Ron Greenwood, President in confidence.

### **What if I am living outside of Canada; can I still apply for a Canadian franchise?**

Applicants must be permanent residents of Canada and be eligible to operate a business in Canada in order to apply for a franchise. Unfortunately, we are unable to pre-approve applicants to assist them in the immigration process. Should you still have an interest, please contact Ron Greenwood, President directly.

### **How secure is my personal information provided by way of the Franchise Questionnaire?**

All information is kept confidential within the senior management of MKI®. We do not sell your personal information to third parties. A copy of our Privacy Policy is posted on our website. Please visit [www.mkitravel.com](http://www.mkitravel.com).



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## WORK OR JOB DESCRIPTION

The best way to summarize the type of work is to share with you our job description for this position. MKI® recognizes that the franchisee is an independent business person and not an employee. The MKI® training program will provide training and experience in all aspects of the below work environment.

### BUSINESS DEVELOPMENT MANAGER JOB DESCRIPTION

#### Position Summary

Maximize travel and conference revenue from the assigned existing customer base. Primary focus is to **protect** existing business and **grow** new business through in depth knowledge of both current and anticipated requirements developed thorough, consistent 'hi touch' contact, service and response with customers.

#### Position Goals

- Maintain and protect a \$1.5m annual revenue portfolio on sales of \$10 – 15m.
- Generate 20 – 30% new revenue growth (\$300k – 500k) from existing/assigned accounts

#### Position Duties & Responsibilities

- Develop the annual Account Plan for each assigned account.
- Prospect for new business within assigned accounts
- Maintain 'hi-touch' contact with existing clients within assigned accounts to ensure service and responsiveness expectations are met/exceeded
- Leverage / solicit referrals from existing clients to generate new business
- Uncover customer business goals and underlying issues/concerns (Pain) related to travel and conference needs
- Qualify for Algonquin products and services
- Develop differentiated solutions, within customer budget constraints, based on an informed understanding of the customer's underlying needs, issues and priorities
- Pre-empt competitive entry through ongoing 'hi-touch' contact, service and response excellence
- Prepare and deliver customer presentations and proposals
- Close business within assigned customer base
- Effectively use the phone, written correspondence, e-mail, internet, face-to-face contact within the Account Management process.
- Document all contacts and activity accurately and timely within Algonquin's CRM system
- Learn and share competitive products and issues and develop strategies to overcome them in sales situations
- Provide information related to customer goals, needs, issues and priorities to assist in the development of RFP responses
- Meet or exceed revenue goals monthly and annually
- Initiate and complete timely and regular client value reviews with key (Influential) contacts per the Account Plan Skills:



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### **Self-Management**

- Has written goals that are clear and (SMART), specific, measurable, attainable, realistic and time-bound.
- Accomplishes written goals through implementation of an action plan that includes contingency for obstacles, check-points.
- Debriefs progress daily.

### **Controls Emotions**

- Is not lost for words
- Doesn't take things personally
- Knows what to say or do at the appropriate time
- Is a "third party" at the event
- Is prepared for whatever the prospect does
- Doesn't panic
- Doesn't become excitable
- Doesn't strategize "on the fly."
- Stays in the moment
- Doesn't over-analyze.

### **Recovers From Rejection**

- Doesn't affect their self-image
- OK with "no."
- Understands that they aren't being rejected personally.
- Willing to put themselves in "high risk" scenarios
- Puts last episode quickly behind them
- Probes for alternatives
- Offers options

### **Comfortable Talking About Money**

- Able to bring it up in interview
- Brings it up at the proper time
- Knows what prospect will invest before they present solution

### **Consistent, Effective Prospecting**

- Knows how many calls they have to make daily
- Makes the agreed upon calls
- Is on track with number of calls
- Debriefs calls daily
- Learns "lessons" from each call
- Is proactive at getting referrals (has a plan).



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### **Reaches Decision Maker**

- Goes for the top
- Gets past gatekeeper
- Able to talk the decision maker's language
- Is comfortable talking to tough decision-makers
- Is not intimidated by them
- Gets their attention
- Get appointments

### **Effective Listening/Questioning**

- Helps prospect do the talking
- Knows what questions to ask
- Asks lots of "How" and "Why" questions
- Knows why they are asking them
- Knows the "pains" your company can solve
- Doesn't get emotionally involved

### **Early Bonding & Rapport**

- Helps prospect to relax
- Gains comfort level
- They are relaxed themselves
- Knows when they don't have rapport
- Shares with prospects when they sense that they might be uncomfortable
- Deals with problems up-front
- Establishes good "up-front contracts."
- Displays sincerity, believability, warmth and trust

### **Uncovering Actual Budgets**

- Is able to establish what prospect has in the budget
- Helps prospect discover what they are willing to invest
- Is able to help prospect quantify their "pains"
- Helps prospect find the money if they don't have it
- Helps prospect gain conviction that they must spend it or close the file
- Is creative in helping prospect overcome their concerns about investing what it will take
- Is firm when it comes to money
- Sells vs. Negotiating



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### Discovering Why Prospects Buy

- Has taken the company's capabilities and translated this information to questions that will uncover pain
- They understand their prospects' business and the related pains
- Has internalized the "pain finding" questions
- Has internalized the "pain funnel" questions
- Helps prospect discover their own "pain."
- Is not afraid to ask the tough questions
- Doesn't solve problems before their time
- Helps prospect to "own" their pain
- Gets 3rd or 4th degree pain
- Makes sure there are compelling reasons to buy
- Gets prospect to quantify the pain
- Will attempt to "close the file" if there is no pain
- Gets to the business results and personal wins of the prospect
- Doesn't do "dog and pony shows."

### Qualifies Proposals & Quotes

- Knows when to bail out
- Gets to all the key players
- Knows decision criteria
- Helps influence decision criteria
- Knows where he/she stands all the way
- Asks the "right questions" before they complete the quote
- Is willing to walk away
- Knows decision making process
- Knows for sure how well bases are covered with each buying influence
- Knows the time line for decision
- Knows the probability of sale
- Knows the probability of the company getting the deal
- Knows how they stand against the competition
- Has inside "white knights" (coaches, champions) in all their accounts
- Always knows what will happen next
- Good "up-front" contracts
- Deals with potential concerns, apprehensions and potential risks prospect may have
- Has qualified for money

### Gets Commitments and Decisions

- Has good "Up-Front" contracts
- Gets "yes" or "no" decisions
- Doesn't "roll over" when they get a "no."
- Finds out the "conviction" level
- Is willing to hear "no."
- Always knows what will happen next



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### **Customer Service**

- Strives to anticipate, identify and understand customers' wants, needs and concerns
- Responds to customers with a sense of urgency adhering to company's customer response policies
- Follows through on customer requests
- Is patient and courteous with customers
- Expends extraordinary effort to satisfy customers
- Develops relationships with customers

### **Attitudes**

#### **Positive Attitude**

- About self
- About company
- About marketplace
- About learning
- About growing
- About value of what they have to offer
- About value of what company has to offer

#### **Takes Responsibility**

- Doesn't externalize (doesn't blame others, company, prospect, their past, etc.)
- Knows it's up to them
- Knows the only things they can control are their activity and behavior
- It's OK to fail
- Does the behavior they need to do at the appropriate times
- Learns from inappropriate behavior
- Accepts challenges
- Doesn't rationalize

#### **Strong Self Confidence**

- High self image
- Is not affected by what others think
- Understands that getting a "no" is a good thing
- Doesn't take a "no" as failure
- Learns from each behavior they perform
- Realizes that there is a lot to learn and it's ok not to be perfect
- Understands that "role" failure is a way to grow and does not affect how they should feel about themselves



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### Supportive Beliefs

- OK to hear "no"
- OK to "fail."
- OK not to get approval
- OK if I upset someone
- Calls at the right levels
- Knows she/he has "rights"
- Has a self-image of 10 (on a scale of 1-10)

### Doesn't Need Approval

- Will ask the tough questions
- Will go for "no."
- Will bring things to closure.
- Gets good "up-front contracts."

### Strong Desire for Success

- Has goals
- Is "money" motivated
- Willing to take risks
- Has the incentive to perform tasks that may be uncomfortable
- Is self-motivated
- Undying urge to become the best

### Commitment - Doing What It Takes for Success

- Is a winner
- Does what non-winners won't do
- Is willing to risk
- Will put themselves in "high risk" situations
- Willing to force a "no" from the prospect
- Unconditional even if: afraid, uncomfortable, or in disagreement over goal.

### Performance Measurements

- Meets or exceeds monthly sales targets
- Meets or exceeds Account Plan commitments
- Accurately documents prospect and customer contact activity
- Accurately documents customer opportunity and relationship development progress
- Achieves personal and job goals set by self and manager

### Special Considerations

Position requires heavy domestic and international travel



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## Contact us

**Please be advised that we are actively seeking franchise applications for all provinces in Canada. As such, we are also seeking corporate oriented travel agencies or travel management companies (TMC's) to purchase. We welcome new applications and they will be kept on file for possible future opportunities.**

To submit an application for future opportunities, please complete the *attached PDF file* and forward it to MKI® as follows:

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Fax to: 613-233-7813 attention: Ron Greenwood, President

Mail it to: Ron Greenwood, President Suite 202, 2121 Carling Avenue, Ottawa, Ontario, K2A 1H2