

Robert Stidham of Franchise Dynamics to Share Sales and Development Expertise at 2016 IFE NY

President and Chief Development Officer of leading international franchise sales outsourcing firm to reveal winning sales tactics for franchisors

NEW YORK, NEW YORK, UNITED STATES, June 15, 2016 /EINPresswire.com/ -- [Franchise Dynamics](#), the world's leading franchise development company, is proud to announce that President and Chief Development Officer Robert Stidham will be speaking at the International Franchise Expo in New York, happening June 16-18.



Founded in 2006, Franchise Dynamics has provided clients with industry-leading growth solutions for 10 years. A seasoned expert in franchise sales, consulting, and business development, Stidham and his team of proven professionals have facilitated more than 7,000 franchise sales across various sectors and investment levels.

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If there was ever a time to have your most pressing franchise questions answered, it's this event.

Robert Stidham, Franchise Dynamics president and chief development officer

Stidham will be speaking on Thursday, June 16 at 10:30 a.m. on “Improving Franchise Sales: Strategies and Tactics” with Matthew Jonas, president of [TopFire Media](#). On Saturday, June 18 at 2 p.m., Stidham and [iFranchise Group](#) President Dave Hood will discuss “Best Practices for Startups and Early Stage Franchisors.”

“If there was ever a time to have your most pressing franchise questions answered, it's this event,” Stidham said. “Knowledge

seekers in the franchise space will walk away with a stronger understanding of how to position their businesses for measurable growth.”

Franchise Dynamics will appear throughout the expo with sister companies iFranchise Group and TopFire Media. On the show floor, Franchise Dynamics can be found at booth #459, and iFranchise Group and TopFire Media can be found at booth #550.

The 2016 International Franchise Expo will be held June 16-18 at the Javits Center in New York City, bringing together thousands of franchise professionals and entrepreneurs, with several hundred of the top franchises represented on the trade show floor.

For more information on IFE NY, visit [ifeinfo.com](#).

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