

IFPG Certified Franchise Consultants Enjoy a Flexible Business in a Growing Industry

Learn how a new direction as a Certified Franchise Consultant is changing people's lives.

PARLIN, NEW JERSEY, UNITED STATES, May 3, 2023 /EINPresswire.com/ -- Ready to ditch the corporate job for business ownership? Many people want financial freedom and fulfilling work and are finding a [franchise consulting](#) business may be right for them.

What is a franchise consultant?

[Franchise consultants](#) are part of the dynamic, rapidly-growing franchise industry. According to the International Franchise Association, the franchise industry generates \$825 billion in revenue in 2022 for the U.S. economy and has created over eight million jobs. Read more at <https://www.franchise.org/media-center/press-releases/2023-economic-outlook-shows-franchise-job-and-unit-growth-trends-ahead>

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The Certified Franchise Consultant Program gives entrepreneurs the tools and support they need to grow a lucrative and rewarding business.”

Red Boswell, IFPG President

Franchise consultants help people who want to get into business for themselves. They help their candidates determine if franchising is the right path.

With their candidates' best interest in mind, franchise consultants help aspiring entrepreneurs find an ideal franchise that matches their interests, experience and finances. Franchise consultants guide candidates through every step of the franchise discovery process from an

initial evaluation to the introduction to a brand. They may also help with market research, feasibility studies, franchise opportunity evaluation and financial analysis.



Freedom and flexibility
Finally, own a business on your own terms.

IFPG Certified Franchise Consultant training program can help build a business on flexible terms.

Franchise consultants typically work independently or as part of a consulting firm. They may also be affiliated with a franchise brokerage firm or a franchisor, and earn a commission on successful franchise placements. Access to high commissions, flexibility, and rewarding work are just some of the reasons why so many people are attracted to franchise consultant businesses.

What type of experience do people need to become a franchise consultant?

To become a franchise consultant, people ideally have a combination of education, experience, and business acumen. But the most important quality for most successful franchise consultants is people skills - and the ability to build relationships. People do business with people they like and trust.

Here are some of the common attributes of a successful franchise consultant

Education: Although many successful franchise consultants do not have advanced degrees, education in business, marketing, or a related field is helpful.

Experience: A background in business or franchising is helpful but not necessary. Many franchise consultants have previous experience as business owners, in franchising or in management roles.

Skills: Excellent communication, analytical, and interpersonal skills are important for success as a franchise consultant. Ideal candidates should be able to evaluate franchise opportunities and provide valuable guidance. These are all skills gained in certified franchise training programs.



IFPG's Certified Franchise Consultant Program

Take a new direction.

Certified Franchise Consultants can build lucrative businesses on their own terms.



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Industry Knowledge: Knowledge of the franchising industry and understanding of franchising laws, regulations, and best practices are important to become a successful franchise consultant.

Certification: Obtaining a franchise consultant certification from a nationally-recognized, well-respected organization like the [International Franchise Professionals Group](#) (IFPG) is important. The support needed to get up and running will be critical for success.

Becoming a franchise consultant can offer several benefits, including:

High earning potential: With a franchise consulting business, the sky's the limit. There are thousands of franchise opportunities out there, and even more people who want to go into business for themselves.

Flexibility: Franchise consulting offers a flexible schedule and the freedom to work from home or remotely, allowing an opportunity to work on terms the franchise consultant sets.

Varied work: Franchise consulting involves working with diverse people in different industries, providing an opportunity to learn and grow in their careers.

Easy startup: Franchise consultants can work from home without the expense of leases, equipment or employees. A computer and a wi-fi connection is all that's needed to get up and running.

Continuous learning: The franchise industry is constantly changing and growing. As a franchise consultant, many find opportunities to network and stay up-to-date on industry trends and best practices, which can benefit franchise consultant candidates and their own professional growth.

Entrepreneurial opportunity: As a franchise consultant, work with inspiring entrepreneurs and business owners, who can help develop an entrepreneurial mindset and skill set.

People with a passion for franchising, a love of business, sales or marketing, and the desire to help people, becoming a franchise consultant can be a rewarding and fulfilling business opportunity.

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