

A man with a beard and short dark hair is sitting in the driver's seat of a truck. He is wearing a bright red short-sleeved button-down shirt with the Snap-on logo on the left chest, and a red seatbelt. He is smiling at the camera. The truck's interior, including the steering wheel, dashboard, and side window, is visible. The background outside the window is bright white.

7 STEPS TO





When you're a Snap-on Tools franchise business owner, every day is what you make it. We just give you the tools to make it great.

What is a Snap-on Franchise?

A Snap-on Tools franchise business is a mobile tool store you own, selling the #1 tool brand in the world directly to professionals in your exclusive territory. It's a proven business model we've honed for nearly 100 years.

Why should you own a Snap-on Franchise Business?

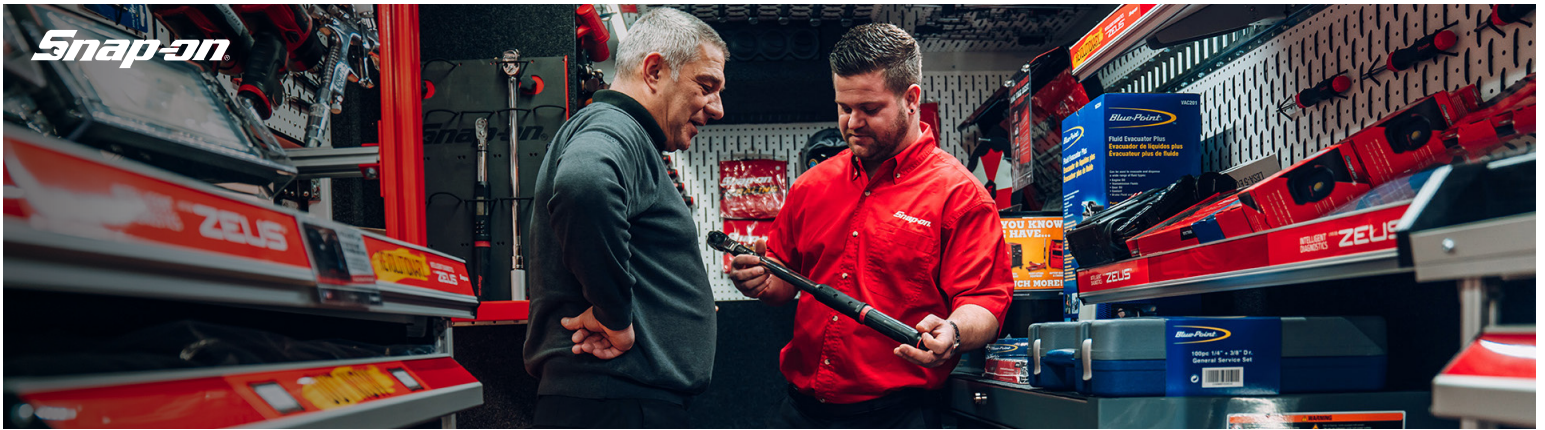
Our system includes available financing, exceptional training and incentives. Along with these benefits, our franchisees appreciate the freedom and pride that comes with owning their own Snap-on Tools franchise business.

Is it really as easy as 7 steps?

While becoming a Snap-on franchise owner is a big decision, it doesn't need to be a complicated process. Snap-on Tools franchisees can get the keys to their new mobile store in as quickly as 4 months.

www.snaponfranchise.co.uk





1

Determine if Franchising is Right for You

By now, you've probably spent a lot of time wondering if owning your own business is right for you. You may still have many questions, but we are excited you have made it this far in the process. The hardest part is over. You've taken the first step. Now you can learn what comes next in the 7-step process outlined here. We are excited about your interest and being able to get you behind the wheel of your very own mobile store.

2

Discover the Snap-on Franchise Opportunity

The Snap-on Tools company boasts a long and successful history. As a Snap-on franchisee, you have the opportunity to own your own business selling the #1 professional tool brand in the world. Our system is based on a proven business model that has been working since 1920. We help you get set up by granting you a license to operate a franchised mobile store that serves as a showroom on wheels. We also provide you with an exclusive territory and locations assigned to you and no other Snap-on Tools franchisee.

You maintain control of your franchise business. You set your schedule and manage your customer relationships.

You have the freedom to operate your business in a way that works best for you, but we will always provide support and training when you need it. Complete the form at www.snaponfranchise.co.uk to receive your link to the Welcome Tour.



3

Take the Online Welcome Tour

At this stage, we encourage you to take a self-guided tour of our Snap-on Tools franchise discovery site. After you complete the tour, take a few minutes to complete our confidential questionnaire and then the Snap-on Tools Franchise Recruitment Manager will call you and setup an online “Discovery” meeting, which moves you one-step closer to getting the keys to your mobile store and becoming a Snap-on franchise business owner. Take a few minutes to fill it out.

4

Ride Along with a Franchisee

During your meeting with the Franchise Recruitment Manager you will coordinate a ride along with an existing franchise business owner. The ride along is an important step, you get a front-row seat for all the action – in the passenger seat – and experience what it really means to “own it”. After your ride along, your Franchise Recruitment Manager will schedule your next online meeting.



5

Attend Online Meeting with Your Franchise Recruitment Manager

Your Snap-on Franchise Recruitment Manager will discuss your ride along experience and make sure all of your questions are answered. You will then be invited to attend a formal interview where you will present your business plans and goals. If you and the Snap-on Recruitment Manager are both feeling that is a good fit following the interview Snap-on will make you an offer to become a Snap-on Tools franchise business owner.

6

Begin Your Training

This is when your life as a Snap-on Tools franchisee gets real. Your initial training lasts ten days. Our sessions help new franchisees from various backgrounds feel comfortable selling and servicing Snap-on branded products. You don't have to have experience with tools – we will teach you what you need to know. You'll learn about:

- Customer Driven Selling
 - Planning Your Day
 - Selling and Collection Techniques
- Product Knowledge
- Snap-on Finance
- Business Management
- Point of Sale System Training



7

Get Behind the Wheel of Your Mobile Store

At this point, you're a Snap-on Tools franchisee, but you aren't riding solo just yet. For the first six weeks you are in your mobile store, a Franchise Performance Team member will ride along with you to help you get familiar with your list of calls and the Snap-on Tools programme. They can answer any questions you may have and, as experts on the Snap-on Tools programme, they can coach you through getting your business started and show you how to demonstrate our products. Even after your first six weeks come to an end, your Franchise Performance Team is only a phone call away.



If you think you've got what it takes to "own it," visit www.snaponfranchise.co.uk