

Free Resource

**WHY
“FRANCHISE BUSINESS
COACH” *VS.*
“FRANCHISE BUSINESS
CONSULTANT”**

By:

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FIELD COACH EXPERTS

AC

Why “Franchise Business Coach” vs. “Franchise Business Consultant”

At AC Inc., we intentionally use the title Franchise Business Coach rather than Franchise Business Consultant because the role is fundamentally about driving performance, accountability, and long term capability, not just providing advice.

1. The Primary Objective Is Profitability and Performance

The number one role of the Franchise Business Coach is to help franchisees improve profitability.

This is not a reporting or advisory position. It is a results driven role focused on helping franchisees:

- Identify and execute on lead indicators
- Focus on the two or three most impactful KPIs
- Understand and improve unit level economics, including P and L management

A consultant often analyzes and recommends.
A coach ensures execution and follow through.

2. The Relationship Is Partnership, Not Policing

The Franchise Business Coach model is built on respect and partnership. It is not a parent and child dynamic, and not about keeping franchisees in line. The role is to engage, motivate, and position them for growth.

This distinction is important culturally.

Consultant can imply outside expertise evaluating the business.
Coach reinforces collaboration, buy in, and shared accountability.

The Franchise Business Coach serves as a liaison between franchisee and headquarters, strengthening alignment rather than creating an us versus them dynamic.

3. The Role Emphasizes Ongoing Accountability

Franchise Business Coaches meet with franchisees on a scheduled, ongoing basis, whether weekly or monthly, to keep them on track.

They:

- Help franchisees stay accountable to their goals
- Lead with soft skills first and technical skills second
- Reinforce understanding through repetition and role play

This cadence and behavioral reinforcement is characteristic of coaching, not consulting.

4. The Focus Is Capability Building

A Franchise Business Coach teaches franchisees how to:

- Interpret KPIs and make informed business decisions
- Understand P and L drivers and return on investment
- Implement practical business building strategies across marketing and operations

The goal is not dependency on an external expert.

The goal is developing stronger, more capable franchisees.

In Summary

Consultant implies expertise that delivers recommendations.

Coach implies partnership that drives execution, accountability, and measurable performance.

Because the role is centered on profitability improvement, behavior change, ongoing accountability, capability development, and franchisee franchisor alignment, the term Franchise Business Coach more accurately reflects both the intent and the impact of the position.