COMMERCIAL BROCHURE · 2026 EDITION

PSYCHOMETRICS · SIGMUND

FRANCHISE POTENTIAL®

Measures entrepreneurial drive, management rigour and network fit in a franchise candidate, in about 50 minutes.



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THE SOLUTION TO SECURING FRANCHISEE RECRUITMENT AND SUCCESS

The test assesses a franchise candidate's entrepreneurial potential: sales acumen, financial rigour, team management, leadership and respect for network standards. For a franchisor, it separates surface motivation from the real capacity to perform within the network over time.

What is it used for? Select franchisees, secure network development, anticipate franchisee profitability and target the support each one needs.



01 Franchisors
Reduce site failures

02 Network managers
Secure store openings

03 Development directors
Pick profiles aligned with the brand

04 HR managers
Objectify entrepreneurial potential

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WHAT THIS TEST CHANGES FOR YOU.

Entrepreneurship and network discipline, the two demands on a franchisee who lasts.

01

Entrepreneurial drive

Measure initiative, perseverance and commitment to the project.

02

Financial management

Assess budget rigour and command of key indicators.

03

Field leadership

Spot the ability to unite and manage a team.

04

Sales and service

Check commercial sense and customer service orientation.

05

Network compliance

Check adherence to rules, procedures and standards.

06

Franchise economics

Test understanding of the contract and the business model.

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NORMATIVE · ~400 QUESTIONS · ~50 MINUTES

DIMENSIONS & CRITERIA ASSESSED

31 criteria across 4 dimensions.

01 PROFESSIONAL DIMENSION

12 CRITERIA

Strong sales and business development acumen

Constant pursuit of quality in operations

Proficient and rigorous management of financial aspects

Ability to effectively manage all operations

Methodical organization and clear prioritization

Employee relations and team management

+ 6 more criteria

02 RELATIONAL DIMENSION

6 CRITERIA

Ability to communicate effectively with all stakeholders

Strict respect for the network's rules, procedures, and practices

Proficiency in negotiation within a commercial and contractual framework

High relational availability and active listening

Ease of contact and rapid establishment of trust

Self-confidence in professional interactions

03 PERSONAL DIMENSION

4 CRITERIA

Resilience to failure and ability to bounce back quickly

Natural authority to establish oneself as a leader

Strong willpower, courage, and perseverance

Sincere commitment to the project and the network's values

04 TECHNICAL DIMENSION

9 CRITERIA

Thorough understanding of economic models specific to franchising

Proficiency in financial management tools and techniques

Knowledge of sales techniques and local marketing

Understanding of legal issues related to the franchise agreement

Proficiency in digital tools for commerce and customer relations

+ 4 more criteria

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RESULTS YOUR HR TEAM CAN USE IMMEDIATELY.

After the assessment, SIGMUND turns answers into concrete markers to recruit, compare and prepare the interview. An AI-based assistant, available as a chatbot, also helps you interpret the results and move to action.



01

Scores and reference profile

A competency report with detailed scores, self-assessment and comparison against the expected profile.

02

Report that fits the need

From the full report to the short summary, depending on the level of detail the recruiter or manager needs.

03

Clear visualisations

Radar charts, histograms and comparisons to spot strengths and development areas at a glance.

04

Action guides

Interview questions and tailored follow-up tracks to dig deeper and prepare next steps.

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SCIENTIFIC RELIABILITY

A test built to support hiring, assessment and development decisions.

~400
QUESTIONS

4
DIMENSIONS

~50 minutes
COMPLETION TIME

VALIDATION

- **Independent external validation**
  Internal validation and consistency
- **Reliability and stability**
  Consistency of answers and scales
- **Job knowledge**
  500+ job-specific knowledge questionnaires

AVAILABLE IN

More than 10 languages

French · English · German · Spanish and more

Contact our team for a demo: service@sigmund.net

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