



Frank Kolbe, TAB Master Franchisee, Sees Potential for Explosive Growth in Germany and Beyond

Ralf Mathiesen (TBO Berlin) and Frank Kolbe (TAB Master Partner)

Frank Kolbe, Managing Partner of the north-east regions in Germany, sees great excitement building for the TAB business model in Germany.

“TAB has become the market leader in peer advisory groups in the region,” he notes. “Our model consists of six to eight leaders of mostly medium-sized companies getting together on a regular basis to exchange details about their entrepreneurial challenges and to work out solutions that facilitate expanded growth.”

In his role as TAB Master Franchisee, Frank is responsible for recruiting TAB Business Owners (TBOs)—individuals who start their own entrepreneurial boards. Since he came on board, nearly 100 TBOs have started their boards within Germany, Austria and Switzerland, and about 1,000 business owners in the same area have joined TAB as Board Members.

READY FOR A CHANGE

In 2011, Frank sold his shares of a successful printing/manufacturing company to a private equity firm. He had served as a shareholder and general manager in this enterprise, and was ready for a change.

“After the sale, I went on sabbatical,” he recalls. “From some business friends in the U.S., I learned about The Alternative Board, and found the concept of peer advisory groups very compelling. I made contact with TAB HQ and later met with people in the home office. Soon after that, I became a TAB Master Franchisee.”

Now he’s on the lookout for men and women in similar situations—experienced business leaders looking for a new challenge and a great opportunity to help others succeed. It’s an exciting moment to become a Master Franchisee, he notes, since Germany and its neighboring countries have an abundance of owners of medium-sized companies, eager to share and grow together.

LOOKING FOR NEW MASTER FRANCHISEES

Frank’s primary concern is identifying and recruiting individuals to become new TBOs who lead their own TAB Boards. He’s equally enthusiastic about the need for more TAB Master Franchisees like himself to come on board.

“The work of a Master Franchisee can be demanding, but the benefits are enormous,” he says. “You’re responsible for locating business leaders ready to make a change and become coaches and mentors to TAB Boards. In other words, you’re helping individuals who go on to help others become even more successful in their professional endeavors.”

THE BENEFITS OF MEMBERSHIP IN TAB

TAB Members enjoy the benefit of drawing upon the experience and insights of fellow entrepreneurs. Every Member knows he or she can always count on their TAB board and TAB facilitator to support them in recognizing new opportunities for growth and for solving problems that, up to now, have stood in the way of that growth.

“We live in a world where it is important to make the right decisions quickly and not just to be a big company,” Frank says. “As a result, leaders of smaller and mid-sized companies need to make better decisions faster, and that’s where membership in TAB comes in.”

ARE YOU READY FOR THE CHALLENGE?

As a TAB Master Franchisee, you can help spur this growth and cooperation in your region. You’ll be backed by the vast resources provided by the TAB home office, including support materials, marketing collateral, specialized training and other forms of support.



Volker Gözl (TBO Hameln)

One of the most meaningful moments for Frank came during a TAB Member's speech at the TAB Franchise Partner Conference 2019 in Berlin. This Member operated a company selling specialized health products.

As Frank recalls, "He told the assembled audience that without TAB, his company would have failed. But thanks to the support the Member received from other Members, his business grew and eventually helped thousands of customers to improve their health and live long lives. It was a very emotional moment for me and others in TAB to hear the Member express his gratitude in this way."

If you're interested in joining TAB as a Master Franchisee, be prepared to work hard—just as you would with any new enterprise. "But unlike starting another new business, with TAB, you get great back-up and support every step of the way," Frank says. "I've had fantastic collaboration with the home office and have found the entire process to be enormously satisfying."



ABOUT TAB AND MASTER FRANCHISEE OPPORTUNITIES

The TAB Master Franchisee recruits TAB Business Owners (TBOs)—also called TAB Franchise Owners—who share a "success mindset," a commitment to excellence, and a desire to make a meaningful difference by helping others. TBOs get support from their national TAB Home Office which offers:

- Marketing resources
- A contract facilitator model
- Access to geographic territories from which to recruit new TAB Members

New TAB Franchise Owners have the flexibility, within a proven framework, to operate their business in a way that meets their personal vision of success. These Franchise Owners nurture the growth of local businesses. Through a platform of knowledge and guidance, they deliver real-world guidance

TAB's training program ensures that every new TBO has the confidence and capability to recruit Members and build their own TAB Board and to provide the full range of TAB services that keep these Members engaged and committed for the long term.

Also, TAB Home Office handles all Member invoicing and debt collection for TBOs.

Contact us for more information on becoming a TAB Master Franchisee and helping drive the success of local business owners in your area.