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## **Discovery Map adds sales mentoring to franchise offering**

DATELINE: WAITSFIELD, VT...

Discovery Map International, Inc., the leading provider of curated guides to top tourist attractions, cities and towns throughout North America, recently added it will offer two days of sales mentoring in the franchise territory to its franchise offering. The Burlington, Vermont-based announced this enhancement at its recent franchise owner meetings held in Denver, Colorado and Burlington, Vermont in October.

“We go to great lengths to train our new franchise owners during the initial orientation with some added sessions at our annual meetings, yet nothing really duplicates going out on a live sales call,” said Peter Hans, president of Discovery Map International, Inc.

Discovery Map International Sales Director Rob Amon will lead the new sales shadowing program. In addition to the in initial training, Amon will accompany the new franchise owner for two days on in person sales calls.

“Many of our new owners come from other walks of life and don’t have direct selling experience, just a love and appreciation of our maps. That love and the stories our maps tell can, sell ads with some refinement. And we certainly want our franchise owners to get out of the gate strong and fast. It just made sense to include this addition to our franchise offering,” said Amon.

Discovery Map has more than 130 maps across the U.S. and Canada. It is the charge of franchise owner to sell advertising space on the map and the online version of the map, available at [discoverymap.com](http://discoverymap.com). The typical franchise owner will publish a printed map once per year, depending on the initial print run and the popularity of the map.

Discovery Map franchise owners come from many walks of life. Some are corporate refugees or semi-retired individuals looking to build a business and fund their full retirement. Others include recent college grads, as well as mothers (and fathers) looking to build a business with hours around the kids’ school schedules.

*Forbes Magazine* recently named Discovery Map® one of the top 10 franchises to buy with an initial investment under \$150,000. In 2018 and 2019 it won the Top 50 Franchisee Satisfaction Award based on a survey conducted by FranchiseBusinessReview.

For more information on the Discovery Map franchise opportunity, visit <https://discoverymapfranchise.com/>.

**About Discovery Map**

Discovery Map International is the country's leading provider of curated guides to top tourist destinations, cities and towns throughout North America. The distinctively colorful, hand-drawn maps are a favorite of travelers for navigating local dining, attractions, businesses, cultural experiences, ski destinations – and even the best locations to take selfies. Discovery Maps can be found in local hotels, restaurants, shops, visitor information centers and other participating venues, and at [discoverymap.com](http://discoverymap.com). Named by Forbes as “one of the best franchises to buy” in 2015, Discovery Maps International is headquartered in Waitsfield, VT, in the heart of the Green Mountains.