

Strategies for Franchise Growth

Adding new franchisees is never easy. It requires hard work and a focused effort to convert **thousands of inquiries** and leads into new franchisees that will help grow your system for the next decade and more. FranConnect's sales and marketing management system allows you to identify and rank the hot prospects, build a powerful one-to-one relationship with your leads and save you thousands of dollars in brokerage fees, print and mailing costs and your time.

Consider these simple ideas:

- **The Internet makes it easy to get leads, but are they qualified leads?**
There are over 100 Internet portals that list franchise opportunities. Most of them make it extremely easy for cursory users to fill out RFI forms creating a huge amount of lead flow for most franchisors. However, unless these leads are qualified properly, organizations may spend a tremendous amount of time and energy pursuing them. Simple tools can help in rapid pre-qualification and pursuing hot leads.
- **Mastering the Search Engine Game!**
Getting a top listing on Google or Overture is the dream of every business. However, no matter what consultants tell you, the only guaranteed way to come on the first page is to have paid inclusions. There are simple techniques that can keep the costs down and allow the maximum return on your marketing dollars.
- **Besides Brokers, do you have a well-defined franchise growth and sales plan?**
Brokers are a great source of quality, pre-screened leads. But they are extremely expensive and are also representing 100 other franchise organizations. As a result, to convert more of your leads into sign-ups, you need to have better tools to pre-qualify and build a relationship with your leads. You need the ability to share your leads with your regional developers and consultants and the ability to identify the effectiveness of lead sources.
- **How do you pre-qualify your leads? How much time and energy do you spend following up on inquiries? Are you able to build a relationship with your prospects?**
Pre-qualifying your leads can allow you to separate the wheat from the chaff and focus more of your time on the more productive leads. Phone calls to leads are often left unanswered and do not yield a complete picture of the prospect. Personalized one-to-one emails are a powerful and low-cost approach to building a strong relationship with your prospects without overloading them with information.
- **How well are your marketing and sales dollars being spent? How effective are your lead sources?**
Sending out marketing packages to most prospective inquiries can be a tremendous waste of valuable marketing dollars. Not only can your package get lost among the 50 other packages the prospect might be getting, but your prospect may also end up having information overload. Presenting information electronically in rich audio and video format can create a very powerful impact while saving precious marketing dollars. Analyzing lead sources with reports that give you spend analysis can allow you to better channelize your resources.
- **Do you have a well defined branding and sales strategy for your website? Is it exciting enough for prospects to find out more about you?**
A majority of the individual franchise prospects conduct their research on the web today. Yet, for most organizations, the franchise opportunity section on their website is only an afterthought. Having an unstructured website that does not create a powerful impact on your prospects is worse than not having it. In addition, an interactive website can help you better pre-qualify your prospects and allow them to become more knowledgeable about you.