



Solve Your Toughest Franchise Development Challenges

With FranConnect's "Develop" solution, you can close more deals faster and reduce opening times and days to first dollar with the #1 performance management technology trusted by over 700 franchise brands.



EVERYTHING YOU NEED TO QUALIFY, NURTURE, AND CONVERT LEADS INTO HIGH PERFORMING FRANCHISEES - ALL FROM A SINGLE PLATFORM AND MOBILE APP

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FranConnect Sales

MORE THAN A FRANCHISE CRM

Nurture the right candidates, close deals faster, reduce cost-per-lead, and drive more revenue with automation and analytics. FranConnect Sales is the leading comprehensive franchise sales performance system built exclusively for franchisors.

Grow your Pipeline Faster

Make confident franchise award decisions, automate the sales cycle, and close franchise deals faster by qualifying and prioritizing sales leads, then track engaged candidates every step of the way.

Get Powerful CRM Functionality – Out-of-the-Box

Highly configurable, FranConnect Sales deploys quickly with ease, so you gain immediate value – no complex or costly implementation required. Streamlined functionality and ongoing support ensures maximum ROI.

Maintain Consistent Engagement

Automatically engage with franchise candidates from awareness to close with personalized content, dynamic email delivery schedules, and campaign management tools. Qualify leads with a “Heat Meter” – so you can identify the most engaged candidates.

Automate Your Responses

Improve conversions through automated emails and text messages (SMS) and trigger relevant workflow-based actions when candidates respond to your messages.

Leave No Franchise Deal Behind

Get dashboard views of your entire sales pipeline by territory, monitor franchise development performance metrics, marketing ROI, and quickly reference the progress of prospects so you can spot issues and take corrective action.

Automate Due Diligence

Streamline electronic distribution of the FDD with built-in, automated FDD creation, including Item 23 receipt – saving time and eliminating third-party legal fees. Then track receipts and compliance with electronic FDD distribution.

Designed for the Way You Work

Everything you need to scale your franchise business is built in, including integrations with Outlook and Gmail. You’ll be up and running and closing deals faster, in no time.

Free Up Teams to Focus on High-Value Tasks

Keep teams on task and speed up internal processes with automated compliance workflows and reminders.

Maintain Momentum on the Road

Use the FranConnect Mobile App to access key candidate information, perform tasks, and receive automatic push notifications – wherever your day takes you.

FranConnect Franchise Management Software Customers Grow over 44% Faster than the Broader Franchising Market

FranConnect Opener

STREAMLINE THE FRANCHISEE ONBOARDING PROCESS

Improve team coordination during the onboarding and opening process and speed your days to first dollar. With Opener, area reps, new owners, and headquarters personnel can proactively manage projects, quickly resolve issues and keep the process moving forward, while sharing best practices and critical knowledge.



Manage Critical Tasks in One Place

Designed exclusively for franchising, FranConnect Opener reduces delays, miscommunication, and inefficiencies by managing all coordination tasks in one place – construction, training, grand opening, and more. So, you open on-time, every time.



Improve Stakeholder Collaboration

Get visibility into every step of the onboarding process with productivity and collaboration tools that connect stakeholders to key documents, project plans, and milestones in real-time.



Streamline Critical Tasks

Automate vital tasks such as compliance and regulatory requirements. Proactively identify dependencies and milestones and track every step with notifications and status reporting – so you never miss a deadline.



Navigate with Transparency

Avoid delays and quickly resolve issues. Checklist templates offer transparency and consistency to everyone on your team. You'll know what to do and when to do it.



Stay Connected with the FranConnect Mobile App

Use the FranConnect Mobile App to keep the onboarding process moving – anytime, anywhere.

FranConnect Opener helps us ensure that our new restaurants are complying with standards and completing all the tasks required for opening a new [location].

– **Kristen Moore**, Director of Franchise Administration, Firehouse Subs.

In a full-employment economy, every lead is important. The FranConnect sales portal was built for franchising. Customizable reporting tools and automated insights into the sales process allow you to take corrective action before you lose a lead. I can't imagine franchise development without it.

– **Sean Fitzgerald**, Chief Executive Officer, TruBlue



SALES@FRANCONNECT.COM · 1-844-344-4303 · +1-703-390-9300 · FRANCONNECT.COM

