

# Springboard to Success

## Activities Book – Reviving Dead Leads

With an average cost-per-lead of \$105, not following up with a lead essentially means you're throwing marketing dollars down the drain. Reviving a dead lead is like getting some of that money back – potentially for minimal effort.

This book gives you the steps to build killed lead reasons, and automate outreach to leads who might not be dead – just temporarily cold.

We invite you to use these instructions, to submit questions to [training@franconnect.com](mailto:training@franconnect.com), and if you're really really stuck, we invite you to schedule a 1:1 session with us to help you through these processes. You can schedule that time using this link: <https://tinyurl.com/677y7tz8>.

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## About the Sales Module

FranConnect Sky Sales module is an application which assists and manages franchisees leads. The Sales module is status driven. The Sales Funnel shown below gives you a quick view of how your leads are moving through the statuses. Detects any bottlenecks and much more.

The goal is to convert your leads to become a successful franchise. In this example, we call the status “Closed Lead – Sold”.

### WELCOME!

SALES FUNNEL		
DATE :	Last 12 Months ▾	
Lead Status	My Leads	All Leads
New Lead	1	1
Initial Contact Made	2	3
Pre-Qualification	--	--
FDD	--	--
Application	--	--
Application Received	1	1
Application Approved	--	--
Discovery Day	1	1
Franchise Agreement	--	--
Closed Lead - Sold	4	4
Dead Lead	1	32
No Territory Available	--	--
Revisit Killed Leads	--	--
No Registered Lead	1	2

## What about all the Dead Leads?

Depending on the type of franchisee, and which study you read, the average conversion rate is 2-10%. (Lead to Franchise) That means, you will have a lot of Dead Leads (update their status to “Dead Leads”). Now, wouldn't it be great to target those leads based on the reason WHY they went “Dead Lead” status in the first place?

Often, we see a generic Campaign going out to all leads with a “Dead Lead” status. It is good to target your Dead leads with a generic Campaign, but it is even better to target leads that is specific to their “Killed Reason”.

First, we need to collect the reason WHY the lead went dead in the first place.

## How to collect the Killed Lead Reason

In Sales, select a Lead and change status to “Dead Lead”.

You will be prompted to

- Update the Co-Applicant Leads (if applicable)
- Select the Killed Reason

The screenshot shows a 'LEAD DETAILS' form with several fields. A dropdown menu is open for the '\*Killed Reason' field, showing options: Select, Bought A Different Franchise, COVID-19, Deferred Decision, Financing Not Available (highlighted), Fishing Expedition, Needs a Partner, No Response, and Not Interested. Other fields include 'Lead Status' (Dead Lead), 'Update Co-Applicant Leads' (checked), and 'Comments'.

LEAD DETAILS	
Lead Status :	Dead Lead
Update Co-Applicant Leads :	<input checked="" type="checkbox"/>
*Killed Reason :	COVID-19
Lead Owner :	E
Lead Rating :	
Marketing Code :	
Lead Source Category :	I
Current Net Worth :	6
Investment Timeframe :	2
Source Of Investment :	C
# Of Units / Locations Requested :	
Brands :	
Comments :	
Lead Source Details :	
Cash Available for Investment :	
Background :	
Next Call Date :	
Franchise Awarded :	

## How to Set up your Lead Killed Reason

Go to:

[Admin](#) > [Sales](#) > [Define Lead Attributes](#) > [Lead Killed Reason](#)

Admin > Sales > Lead Killed Reason

\*Indicates that some leads are associated with the Lead Killed Reason

Modify Delete Cancel

### LEAD KILLED REASON

Add Lead Killed Reason

<input type="checkbox"/> Killed Reason	Associated Lead Status
<input type="checkbox"/> Bought A Different Franchise	Dead Lead
<input type="checkbox"/> COVID-19 *	Dead Lead
<input type="checkbox"/> COVID-19 Revisit	Revisit Killed Leads
<input type="checkbox"/> Deferred Decision *	Dead Lead
<input type="checkbox"/> Financing Not Available *	Dead Lead
<input type="checkbox"/> Fishing Expedition	Dead Lead
<input type="checkbox"/> Needs a Partner *	Dead Lead
<input type="checkbox"/> Needs a Partner - Revisit	Revisit Killed Leads
<input type="checkbox"/> No Response	Dead Lead
<input type="checkbox"/> Not Interested *	Dead Lead

**Side note:** Make sure when setting up your statuses that they are for a particular TYPE of lead, in this case, Status for: Killed Leads. (rather than active, or closed, etc.)

Fields marked with \* are mandatory

#### MODIFY STATUS

\*Status: Revisit Killed Leads

Status for: Killed Leads

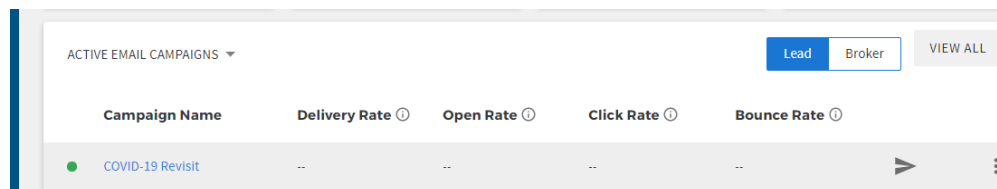
Exclude from Heat Meter?

Modify Close

Now you can start classifying Dead Leads for the reason why they went cold or what we are calling “Dead Leads”. Example: If it was because of COVID, we can group those leads and send a Campaign specific to the reason why.

## Create Campaigns targeting Killed Lead Reason

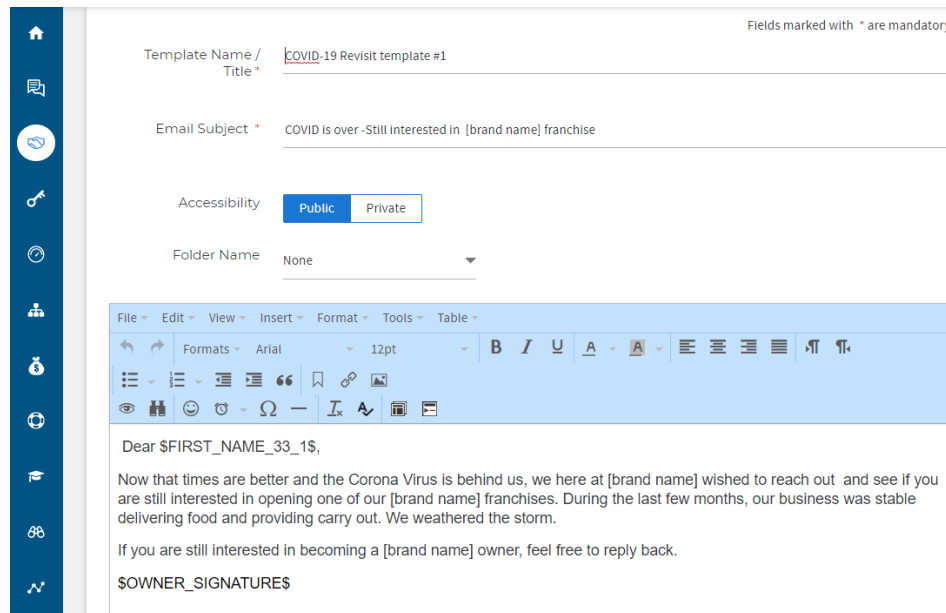
Here is an example. Let's say the Killed lead reason was due to COVID -19. Create your Campaign and name it appropriate to the reason. Leads do NOT see the name of the Campaign.



The screenshot shows a table titled 'ACTIVE EMAIL CAMPAIGNS'. At the top right, there are buttons for 'Lead', 'Broker', and 'VIEW ALL'. The table has five columns: 'Campaign Name', 'Delivery Rate', 'Open Rate', 'Click Rate', and 'Bounce Rate'. A single row is visible with the campaign name 'COVID-19 Revisit' and all performance metrics are represented by dashes ('--').

Campaign Name	Delivery Rate	Open Rate	Click Rate	Bounce Rate
COVID-19 Revisit	--	--	--	--

For the templates in the Campaign, as an example: include some verbiage asking if they would like to pick up from where they left off once the time is right.



The screenshot shows an email template editor. At the top right, it says 'Fields marked with \* are mandatory.' The form includes the following fields:

- Template Name / Title: COVID-19 Revisit template #1
- Email Subject: COVID is over -Still interested in [brand name] franchise
- Accessibility: Public (selected) Private
- Folder Name: None

Below the form is a rich text editor with a menu bar (File, Edit, View, Insert, Format, Tools, Table) and a toolbar. The text in the editor is as follows:

Dear \$FIRST\_NAME\_33\_1\$,

Now that times are better and the Corona Virus is behind us, we here at [brand name] wished to reach out and see if you are still interested in opening one of our [brand name] franchises. During the last few months, our business was stable delivering food and providing carry out. We weathered the storm.

If you are still interested in becoming a [brand name] owner, feel free to reply back.

\$OWNER\_SIGNATURES\$

Create Campaigns for each killed reason that might be viable. Another example: maybe the status is a Dead Lead because they needed a “business partner”. You later come across another lead that needs a business partner too in the same area.

Knowing the reason why a lead is marked as “Dead Lead” is not only helpful in understanding the market, it allows your sales people to spend time on leads that may have a better chance of converting.

## Automating outreach to “Dead” Leads



If you have been participating in the Springboard Series up to now, Campaigns and Workflows are already familiar to you. If you’re not familiar with these concepts, please check out the *Automation Handbook* in the Customer Success Portal. The recipes below will help you to create automated outreach campaigns and workflows for potentially revivable leads.

### Dead Lead Re-Campaign Workflow

#### Business Need

30 days after a lead is placed in Killed Lead status, for the reason “deferred decision”, an email is sent to the killed lead asking for feedback on why the decision was deferred.

#### Summary

TRIGGER	ACTIONS
 <b>Email is placed in Dead Lead Status</b>	1) Send CAMPAIGN to the dead lead after 90 days
<b>CONDITIONS</b>  Reason IN Deferred Decision, No Response	

#### Step by Step

<b>PREPARATION</b> - build necessary templates and workflows before adding workflow	
Templates	<a href="#">Dead Lead</a>
Campaigns	<a href="#">Dead Lead</a>
<b>WORKFLOW DETAILS</b>	
Type	Event Based
Trigger	<b>When do you want to execute this workflow?</b>
	When Lead Status is changed TO Dead Lead FOR All Territories
Condition	<b>Which leads do you want to execute this workflow on?</b>
	Field: Lead Killed Reason Condition: IN Deferred Decision, No Response
Workflow	<b>Perform following action(s) when this workflow is executed</b>
	Send Email Campaign – Dead Lead Campaign

#### Notes

The Lead Killed Reasons shown are the ones preconfigured in the Devel FastTrack package...your lead killed reasons may vary. Choose accordingly from your system’s Killed Lead Reasons.

## Dead Lead Template



*Paste the text on the right into your template and customize the highlighted items.*

Hello \$FIRST\_NAME\_33\_1\$ \$LAST\_NAME\_33\_1\$,

I am writing because it has been a while since I heard from you. If you've decided not to purchase a franchise or have purchased another brand, I would love to know. Any feedback you have is welcome as it only helps us to achieve our franchise growth goals moving forward.

Thank you,  
\$OWNER\_SIGNATURE\$

\$QUALIFICATION\_DETAILS\_URL\$

Please let me know if you have any questions.  
Thank you,  
\$OWNER\_SIGNATURE\$

Used in the [Dead Lead Campaign](#) and the [Dead Lead Workflow](#)

**PREPARATION**

Templates

**CAMPAIGN DETAILS**

### Dead Lead

**Sender Name**  
Name that will appear in the 'From' field

Owner's Name Custom

**Reply-to Address**  
Where responses to your emails will be sent

Owner's Email Custom

**Send the first email as soon as campaign is associate with recipients**  
If you wish to send the first email on specific date & time, please set this to as No.  No  Yes

**After these many day(s)** 30 **After this time** 08:00 AM

Days interval after campaign association when you wish to send first campaign. Time after which first email should be sent on the specified day

**Associated Templates**

Name

Dead Lead

ADD TEMPLATE

Campaign



Dead Lead Campaign

<b>PREPARATION</b>	
Templates	<a href="#">Dead Lead</a>
<b>CAMPAIGN DETAILS</b>	
	Set sender name and reply address
Campaign	Send the first email: After this many days - 30
	Associated Template: Dead Lead
Used in	Dead Lead Workflow