

## OVERVIEW

# CANDIDATE COACH

## Respond Faster. Convert More.

Today's franchise sales teams are up against the clock. Lead generation is costly, and competitors are beating you to the conversation. Candidate Coach helps you respond instantly, educate leads, and convert faster — all without adding headcount or weekend hours. It's a fully integrated, AI-powered assistant built natively into FranConnect for unmatched visibility, consistency, and control.



## WHY CHOOSE CANDIDATE COACH



### Built for Franchise Sales Teams

Candidate Coach is prebuilt with workflows for lead response, education, qualification, and scheduling — all automated. It eliminates manual processes while enhancing brand consistency and buyer experience.



### Fully Integrated

Native to FranConnect, it connects seamlessly to your lead routing and CRM functions — no need for extra logins or tools.



### Automation That Works for You

No more chasing leads. Candidate Coach handles SMS responses, conversations, and calendar booking — so your team can focus on closing deals.



### Proven Engagement Boost

With <60 second lead response time and 24/7 always-on engagement, sales teams close more deals while candidates get the support they need, when they need it.

# AI THAT QUALIFIES, BOOKS, AND TRACKS



## Effortless Capture and Qualify Leads

- **Faster response time** – AI instantly follows up, reducing the chance of losing a lead.
- **Improved lead quality** – Automated qualification ensures sales reps only work with serious prospects.
- **Consistent messaging** – Branded outreach maintains a professional, uniform brand voice.
- **Educated prospects** – FAQs and resources prepare leads in advance, lowering objections later.
- **Higher engagement rates** – Immediate, relevant communication increases reply and conversion rates.



## Seamlessly Schedule, Hand Off, and Track Every Interaction

- **Seamless scheduling** – Real-time calendar integration removes friction for both sides.
- **Warmer handoff** – Sales reps receive fully briefed, ready-to-talk leads.
- **Full visibility** – All interactions logged in FranConnect for performance tracking and accountability.
- **Reduced no-shows** – Pre-meeting communication keeps candidates committed.
- **Better sales productivity** – Less time wasted on admin tasks, more time selling



## Easy Setup, Seamless Tracking, Measurable Results

- Guided setup with FranConnect Success Team
- No-code configuration for tone, content, triggers
- Calendar sync and SMS setup included
- Templates and conversation best practices provided



## Results from Day One

- <60 sec response time
- 100% consistent brand experience
- Zero extra logins or data silos
- More meetings booked, without more staff

