

4 Use Cases That Turn Inbound Leads Into Booked Meetings

An eBook for CDOs and VPs of Franchise Development



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What Is Candidate Coach?

Your AI-powered SMS partner for franchise development.

Candidate Coach engages every inbound lead within 60 seconds, answers questions in your brand voice, qualifies fit, and books the meeting — natively inside FranConnect.

<60 sec

First response time

24/7

Always-on
engagement

100%

Branded,
on-message

Zero

Extra logins
or data silos

SEE IT IN ACTION

CC Candidate Coach
SMS • via FranConnect

Hi Sammy, I'm Frannie Assistant from Wally Wasp. I'm here to help with questions and set up a call for you to connect with Sandip V. When would be a good time for a quick chat?

Candidate Coach

How much does it cost to open a Wally Wasp?

Candidate

Hi Sammy! The initial investment for a Wally Wasp franchise ranges from \$100,000 to \$250,000. This includes a \$35,000 franchise fee, equipment, inventory, and working capital.

There's also a 6% royalty fee and 2% marketing fee on gross sales.

I'd love to discuss this in more detail. When would be a good time for a quick call to explore the opportunity further?

Candidate Coach • just now

CC Candidate Coach
SMS • via FranConnect

When would be a good time for a quick call to explore the opportunity further?

Candidate Coach

When's your next available call slot?

Candidate

Thanks for your interest in scheduling a call, Sammy! To find the best time for us to connect, could you please let me know your timezone? This will help me suggest options that work well for you.

Candidate Coach

I'm in IST

Candidate

Thanks for sharing your timezone, Sammy! I have some great options for our call tomorrow (Aug 14):

10:30 AM - 12:00 PM
2:30 PM - 5:00 PM
6:00 PM - 6:30 PM

Which time works best for you? Looking forward to our chat!

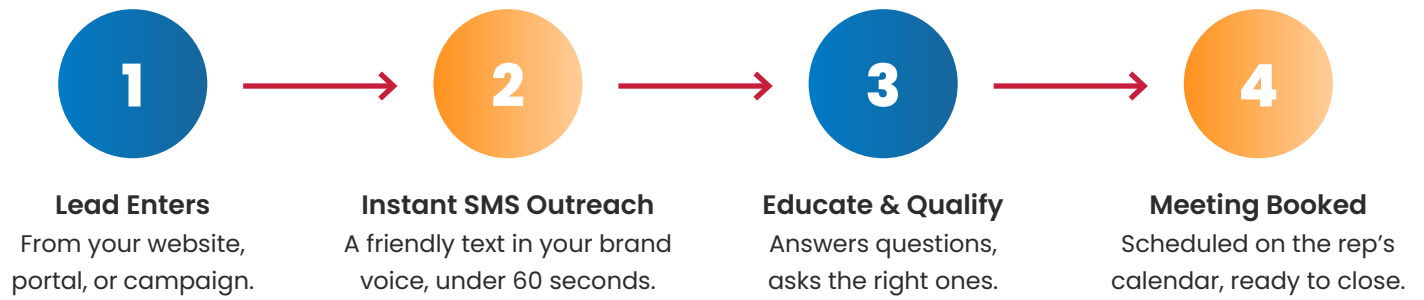
Candidate Coach • just now

Answers questions & qualifies fit

Books the meeting instantly

Actual Candidate Coach SMS conversations

HOW IT WORKS



Built into FranConnect. No new tool to learn. No data silos.



The Leads You Already Paid For

“ We pay for leads we never actually work.”

54–65%



Of Paid Leads
Are Never Contacted

Source: FranchiseInsights Mystery Shopping

TODAY
Paid leads, silent pipeline

1

Inbound Lead — Avg \$271 each

2

Follow-up depends on who’s free

3

The callback never comes

4

Paid lead dies unworked
54–65% never contacted

WITH CANDIDATE COACH
Every lead worked, every time

1

Inbound Lead — Avg \$271 each

✓

2

AI replies in under 60 sec
24/7, answers from
the approved FDD & FAQs

✓

3

Qualifies fit & books a meeting
Every exchange logged
on the candidate record

✓

4

Rep takes it to signature
at current headcount

✓

BEST USED WITH

Candidate Coach → Sales

Candidate Coach captures & qualifies the lead — then hands a ready candidate to the Sales pipeline and FDD workflow.

Always On, Nights and Weekends

“Most of our candidates inquire after hours.”



TODAY candidates research ownership on nights and weekends

1

Lead inquires — 9pm Saturday

2

Development team offline until Monday

3

Autoresponder sends a generic acknowledgment

4

Engages the brand that replies first
78% pick the first reply

WITH CANDIDATE COACH
Always on, nights and weekends

1

Lead inquires — 9pm Saturday

✓

2

AI replies in under 60 sec
Answers from approved content, on the record

✓

3

Books a Monday meeting

✓

4

Rep opens Monday ready
Overnight inquiries engaged and booked

✓

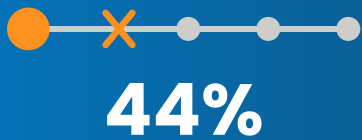
BEST USED WITH

Candidate Coach → Sales

Booked meeting + qualification arrive together — the rep opens Monday with a briefed candidate.

A Real Conversation, Not a Drip

“Our CRM sends a drip, but it can't hold a conversation.”



Of Reps Stop After One Follow-up

Source: Peak Sales Recruiting

TODAY a one-way message sequence, so follow-up falls to the development team

- 1 New inbound lead — from any source
- 2 Rules-based drip fires
- 3 Sends the same message regardless of the question
- 4 Follow-up falls to the development team
44% stop after one touch

WITH CANDIDATE COACH
A real conversation inside the CRM

- 1 New inbound lead — from any source ✓
- 2 AI holds a two-way conversation ✓
- 3 Answers from the FDD & FAQs
Approved content,
every exchange logged ✓
- 4 Books a qualified meeting
Tracked on the candidate record ✓

BEST USED WITH

Candidate Coach → Sales

The conversation, qualification, and booking write to the same candidate record in Sales.

Qualified Fits, Not Just Volume

“Our reps are buried, and most of what they chase isn't qualified.”

25%



Of Inbound Leads Are Qualified

Source: FranConnect Candidate Coach datasheet

TODAY the development team
trriages by arrival time

1

Leads arrive — faster than reps work

2

Reps triage newest first

3

Time lost on unqualified leads

4

Best candidates go cold
Reps spend the day on the other 75%

WITH CANDIDATE COACH
The pipeline arrives pre-qualified

1

Leads arrive — faster than reps work



2

AI qualifies every lead



3

Books meetings with qualified fits



4

Reps spend time closing
The day goes to the qualified 25%



BEST USED WITH

Candidate Coach → Sales

Qualified candidates prioritized with the Heat Index —
Sales runs the FDD-to-signature workflow



The First Responder Wins the Deal

“ Nearly seven times as likely to qualify the lead.”

—James Oldroyd, co-author, *The Short Life of Online Sales Leads*, Harvard Business Review (2011)

Firms contacting a lead within the first hour qualified it nearly 7x more often than those that waited even one hour longer — and over 60x more often than those that waited a full day.



**More likely to qualify a lead by
contacting within the first hour —
instead of waiting even one hour longer.**

Candidate Coach is the AI agent that makes sure the first responder is always you — answering every inquiry in under 60 seconds, 24/7, natively inside FranConnect.

Christian Brothers Automotive saw a 50% increase in inbound lead connection rates after adopting Candidate Coach.



Request a Candidate Coach Demo

✉ marketing@franconnect.com

🌐 www.franconnect.com