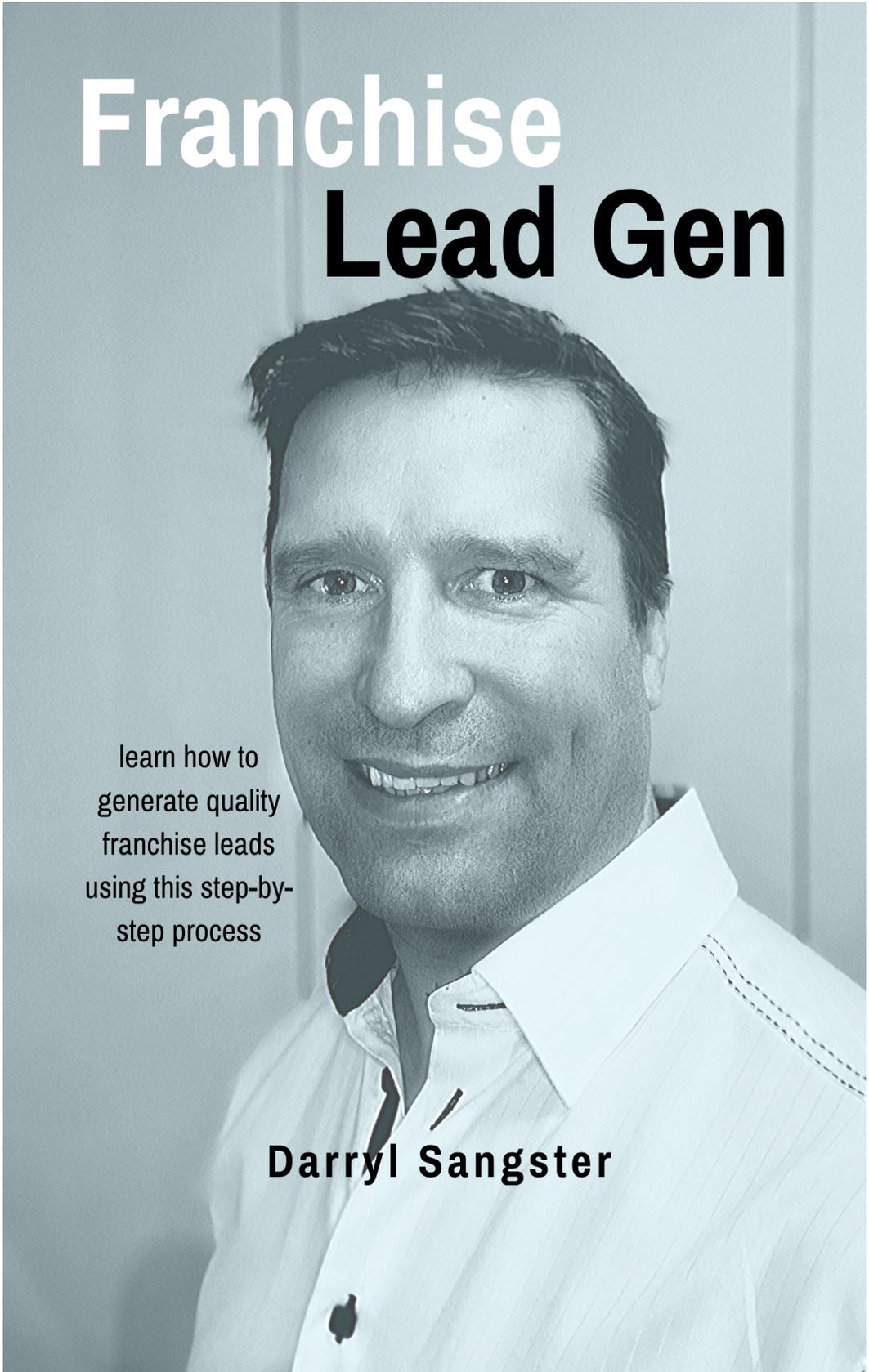


Franchise Lead Gen

learn how to
generate quality
franchise leads
using this step-by-
step process

Darryl Sangster



Franchise Lead Generation

eBook by Darryl Sangster

**Learn how to generate quality franchise leads using this
step-by-step process**

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Prelude

First of all, thank you for your time, I know your time is valuable and I promise to provide you with tangibles you can implement immediately into your franchise. I am forever grateful for all of my failures and before my father's passing in late 2017, I would jokingly say that he was the only person I knew that has failed more times than myself. My father's passing was sudden and unexpected and in the blink of an eye my role model, mentor, coach, consultant, teacher, my everything was gone. But the lessons he taught me remain and are mine to share for two reasons - to help you and to extend his legacy.

Business for me is what I know, what I'm most comfortable at, and what forms the threads within my DNA. Being a businessman is the only sure thing I know and understand with absolute certainty while being a father to three beautiful daughters has certainly taught me to accept failure and learn along the way. I have the most amazing daughters but like everything in life, learning from failing first, is a requirement and my oldest taught me patience and acceptance, my middle daughter taught me the power of hugs and being vulnerable, and my youngest daughter taught me to have fun and love deeply as a parent.

***“ the lessons he taught me remain and
are mine to share ”***

I've failed professionally in business and I failed personally in my first marriage and although I failed at it, I learned many things about myself. I was married 15 years and I have many amazing memories and of course, daughters to remind me of all the important things to be grateful for. My marriage failed which like every failure, comes with pain and lessons learned, but I would not undo any of it as it all served a purpose as my life's journey continues to unfold.

Thank you for downloading my eBook I know you will find it valuable, informative and an early learning tool as you progress in your unique way. I hope that you can use, what you learn, to pay it forward because throughout my life thus far, I have followed that rule and I've had so many people pay it forward and provide me with so many pieces of advice and business tips. I'm at a point in my life where I am excited to be able to coach, consult, mentor, teach, educate, and provide you with information that you can sink your teeth into and successfully build or strengthen your franchise. Eventually, you too will have highly driven budding entrepreneurs asking you for advice, to go for breakfast, coffee or lunch simply just to pick your brain and learn from someone whose been down that road.

The 5 Stages to Franchise Awarding Success

Stage 1 – Inquiry

(initial contact)

Stage 2 – Qualification

(getting to know the lead)

Stage 3 – Interviewing

(data exchange)

Stage 4 – Validating

(assessing the lead)

Stage 5 – Awarding

(awarding the license)

This eBook focuses specifically on breaking down and teaching you the critical pieces involved in successfully building and implementing Stage 1 - Inquiry, into your Franchise. Franchise Lead Generation is the result if you follow my teachings and successfully implement each chapter of Stage 1 into your Franchise.

All 5 Stages are explained in more detail at the end of this eBook.

Chapter 1

A Foundation to Build Upon

All franchise systems and most businesses, in general, want more leads, lead generation is in obvious demand. Everyone wants more leads but enticing the right leads to click or call can be challenging - and expensive if you don't know who you want to reach or how to reach them. This is only the beginning, yet very few people have any structured internal system beyond paying to buy leads, only to learn that the lead will not communicate after the initial click or call. Most franchisors are hammering the lead with the wrong initial message right out of the gates - 'we have the best franchise and here is why you should join'. Communicating with the lead on an emotional level important to the lead is critical at the beginning as you begin to qualify the lead.

Over the years, I've known several franchisors who were so happy to get a lead, they awarded licenses to anyone who waved money at them. When I was starting out, I must confess, I'm guilty of doing this in my franchise and I'm in a position to share this failure of mine with you, in hopes that you avoid making this franchise fail. There's a lot to be said for learning from the mistakes of others!

Failure

Welcome Failure and Learn to Fail Better; I believe that having a base foundation to build upon is critical. Welcoming failure and Learning to fail better is a major component to successful development, be it in life or business. Understanding that screwing up, falling down, losing a lot of money, being hurt or embarrassed are all necessary components on your road to eventual success. My father taught me at a very young age that failure is ok, and not to fear failure. He ingrained in me that screwing up and being embarrassed is all part of the process and as much as it hurts at that moment, it's a critical part of the process and nothing to ever be ashamed of. I've been fortunate in my life to hit some Home-Runs and I'm very proud of them, I've also made some massive mistakes and lost a lot of money and experienced embarrassment. As a foundation, appreciate life's lessons and be proud of who you're becoming, one failure at a time and of course, my father instilled in me to never fear failure, but rather view it as a learning opportunity.

Leadership

Leadership is not a destiny, Leadership is Learned; We all know of leaders, some come from great wealth, and others come from extreme poverty. Leaders and leadership are not defined by the capital they are born into or brought up by, leadership is a learned trait. Leaders are coached, groomed and influenced through encouraging thoughts, and self-belief over the years and sometimes decades. People are often mistaken into believing that leaders are

born and I believe that is an inaccurate assumption. Each of us is born into this world and immediately influenced by our surroundings, some positively and others negatively, and we are certainly influenced by our private thoughts, beliefs, and unspoken words.

I've been influenced my whole life, and like you, I was unaware at the time that what I was telling myself, listening too, reading and watching was ultimately influencing me as a person.

“ get out there, toughen up and lead the way ”

Is it any coincidence that from the time I was 8 years old and through to my early 20's, that I was captain or assistant captain of almost every hockey team I played on? I was not the best player, I never played NHL, so what did those coaches see in me? What gave me the confidence to walk into City Hall at 18 and walk out with a business license for "Big D's Dogs", my first late-night hotdog vending business venture with my older sister. Why did I believe I could run a franchise company as President at the age of 30? Why did I ever think and believe that a banker would lend me over 1 million dollars in my early 30's and over 2 million more in my late 30's? Why did I buy a vitamin manufacturing business when I'd never manufactured a pill in my life?

It wasn't until I was in my mid-twenties with my own children looking back on my life did the answers come to me. I believe it was the leadership of my father, engraining in me and constantly telling me that I was a leader,

he would say things like “all your buddies are watching what you do Darryl”, “your buddies are watching how you play, and what you do your teammates will do”, “if you want your team to play rough, get out there and toughen up and lead the way, and if you want your teammates to be disciplined, you have to show them discipline”. Little did I know at that time, my dad was instilling leadership qualities and confidence and a belief system into my character from a very young age. Only when I became a parent did I look back on my life and realize how instrumental my father was in teaching me to become a leader.

Leadership as a foundation is summarized as the point of absolute self-belief. I was being taught without ever knowing, and my confidence came from the belief that my father was right - I believed that I was a leader. Leaders have a quality about them that comes from a place deep inside called Absolute Self Belief. You will never lead anyone until you believe you are a leader!

Chapter 2

Market to Attract Interest & Action

Let's assume for the moment that you have a great business idea or maybe you're already a budding Franchisor with a great concept, a few franchises, some manuals and your business model is profitable! And now you're looking to blow the roof off of your concept and expand beyond your wildest dreams. Then it hits you like a brick - What does my Franchise Qualification & Awarding Process look like? Do I have a Franchise Sales Funnel? Can I keep the lead interested, excited and motivated throughout the journey? How many stages do I need? What qualifications do I inject? How do I filter out the bad leads and advance the good leads?

Let's not kid ourselves, we are all in sales and selling something, and to massively expand your concept you have to dial in your sales cycle which is also developing and refining your franchise awarding process. Learning, implementing, and following my 5 Stages to Franchise Awarding Success, will provide you with a blueprint of stages and ideas for qualifications and teach you the value of having a structured system in place. You will learn how to attract leads, when and how to advance leads, and how to qualify a lead from the initial email/call/text en route towards opening another one of your franchisees' businesses.

Franchise expansion is a numbers game and assuming your franchise is profitable, and ready to expand, the 5 Stage Franchise Awarding Process you learn is the System you need to funnel all leads through and expand your franchise.

Most of the time, inquiries come from online leads, people visiting your website, following you on social media, or visiting one or two of the existing franchise locations that you might already have open or if you are really lucky, they're connected through your friends and family who have talked up your franchise opportunity, which can be an amazing free source of lead generation if they truly believe in your business model. Getting a lead to contact you is the very first challenge because franchising is a numbers game and you need people to express interest in your concept.

OMG, you just opened your inbox and you have a Lead!!!! Thank them for their interest in your franchise immediately. Explain that you use a 5 Stage Franchise Awarding Process. Assure them that your system is detailed, structured and that your objective is to build profitable franchise units, which is only possible through taking them through each Stage of your Franchise Awarding Process. If the only thing the lead wants to know, is how much money can they make, they are likely not a quality lead. You're looking for a quality franchisee, just as much as good franchisees are looking for a quality investment.

Stage 1 has no formal requirements for the lead to commit to your franchise system, so in Stage 1, inform the lead of this fact to ensure the fear & pressure of 'committing' is removed from their thoughts and discussions. The lead does need to understand the Key Measurables

required before you can advance him/her onto Stage 2, which are simply the Franchise Development Form (aka franchise application form) and the NDA (non-disclosure agreement).

“ Lead generation is selling ”

The key objective for Marketing to Attract interest and Action is to get the Lead to Contact You! This is accomplished by speaking to the lead emotionally and addressing their real-life pains and problems.

Are you tired of the 9-5 grind? Click to learn how investing in yourself can change your life!

First look at your messaging, is it emotional, does it resonate with the lead, are you addressing pain points the lead is experiencing and are you offering a solution? Why should I (as the lead) click or call you? I'm certainly not interested in hearing all about your franchise, nor am I interested in what makes your franchise so much better than all the others. As a lead, I'm interested in ME (yes it's selfish, but as humans, we are selfish animals at our core). How can you help me? The question you as the franchisor need to ask yourself when preparing your Lead Generation messaging is – what are the pain points in my Leads Life? Can my Franchise Solve those Pain Points?

Most Franchisors and businesses invest money into buying leads or investing enormous amounts of money into advertising for leads, yet the majority neglect the most important aspect of Lead Generation – the Messaging. I'm sorry to be the one to tell you this – but nobody cares

about how cool your franchise is, or how awesome your business analytics are, or how connected your employees are to your brand and vision. Those are important topics – but not topics that will entice a lead to take action and physically click or call on your Franchise offer.

I have an exercise, a piece of homework for you which is designed to assist in creating effective Lead Messaging that will cause your leads to take action and produce results for you. **7 Pillars** Free Download is found on my web site <https://sangsterfranchisegroup.com>

If your lead generation messaging is not emotional, I'm advising you to halt and freeze all your paid lead gen ads and investments at this time. Only re-start the paid lead gen advertising after you've put in the time and worked through your homework and created a document that speaks to your leads on an emotional level.

If you believe you have such an amazing concept that you're sitting back and hoping that people will just magically think about your amazing concept and send you a quick text or click your link, or send you an email and ask about your business, you're wrong. Lead generation is selling. Lead generation is actively building a plan designed to emotionally trigger a response, analyzing it, and measuring the success of the leads that do come in. Over the years I've had many people debate the conversion rate of leads in franchising, and I've been told conversion rate is about 1% of every lead and I've also been told as high as 3% of every lead opens up one of your franchised units. There are some franchise systems out there that are only after the almighty dollar - let's call them 'shady with no

morals' type of franchise systems that are owned and run by the type of people who are singular focused and narcissistic by nature, with one objective - to get their hands on your hard-earned money for their benefit. Unfortunately, those shady franchise systems will sell to anyone and everyone, so if you're looking to debate me on the conversion rate, you absolutely can because some franchise systems do exist at a much higher rate than 3%. If you come across those franchise systems I highly recommend you take a cross-section of about 10 or 20 of their franchisees, call them up, and see how happy they truly are with their decision of buying into the franchise.

“ every dollar you invest has to be returning something ”

For use within this eBook, let's assume 1% conversion rate is what we can expect. That means that for every one hundred (100) leads that come into your franchise system, you might qualify and convert one (1) of them into a New Franchisee. Therefore if you're looking to expand your franchise system at a rate of more than 1 unit per year, you have to start seeking out and driving up your lead generation numbers. If you want to expand and open up 4 new franchises next year, you need to convince a minimum of 400 people to Take Action and Click your Link, before ever having spoken to you, usually from the comfort of their home while aimlessly browsing online or sifting through social media at 10pm.

Your franchise messaging (ie franchise marketing) has to get leads to reach out and contact you, and that's achievable once you speak to Leads on an emotional level and address their pains and problems. Your messaging must also offer solutions and when you emotionally connect with a lead using a real pain or problem in their life, and your franchise presents a logical solution – congratulations you generated a Lead!

Effective and successful Lead Generation is accomplished through developing a lead generation program:

Effective Messaging + Lead Gen Budget + Analysis

The objective of Stage 1 is Inquiries, and to get those inquiries, you must be willing to go on fishing expeditions. You have to be willing to invest your time, some money and you have to build a strategy to find those people, shake the tree a little bit, and get them to Take Action by sending you a quick text or clicking a link to your website, or sending you an email inquiring about your franchise or of course, calling you asking for more information.

The building of your Lead Gen Budget is next:

Franchise Budget is available as a Free Download on my web site

<https://sangsterfranchisegroup.com>

For this eBook example and to illustrate, let us use \$12,000 as your Lead Gen Budget this year.

\$12,000 Budget (invested specifically to produce leads)

\$1,000 per month

Franchise Listing Sites - Franchise Shows - Social Media - Google –
LinkedIn – Instagram – FaceBook – Your Web Site – VIP Investment
Opportunities - Events - Speaking

When Marketing to Attract Interest & Action – every dollar you invest has to be returning something, and that something is a Lead! For example, when you sign up and attend a Franchise Show, it'll cost you \$3,000 and you might generate 30 Leads (each Leads cost \$100 to generate). In this example, you are a new and emerging franchise system starting out and you have an average of one thousand dollars (\$1,000) a month to invest in your lead generation and I'm also aware that it can be a lot of money to a brand new franchise system. However, the generation of leads is critical if you want to successfully expand your franchise.

How do you build your first lead generation plan? You start by downloading my Free Budget Template and you start asking yourself some questions such as – Who are my Leads? Are they male or female or both? What is the typical age of my Lead? What do they do for fun? Where do they hang-out online? What interests do they have in common? What problems do they face and would like to solve? Where do I need to go to find these leads? Where do I need to shake the tree?

Look at your website and messaging and your lead process (ie flow) to ensure it's easy for interested leads to answer your questions and fill out your online lead form. You're about to invest time and money into directing them to your web site form - do not go for the jugular - you'll only scare them off and lose the dollars invested bringing them to this point of your process. The Lead does not know you and they do not trust you, so make

your lead generation form on your web site simple, easy and fun. If you do, you will have additional communication with this lead and as you communicate and build trust, you can collect financials, etc from them, but do not at this stage. All you need is their Name, Phone#, Email, and if you want to include a few simple 'radio button' questions do so, but remember to make it easy and quick. Once they fill out your Lead Form on your web site, ensure an Auto Email is sent out immediately and include a link to a Free PDF or Download, such as a Franchise Brochure or Franchise Kit.

Lead Listing Sites and Social media are huge avenues for lead generation by having a presence on YouTube, Facebook, Instagram, LinkedIn, Twitter, and using Google Ad Words - these are all avenues that require some thought, consideration, and investment. As you build your plan, keep going back to your budget and keep asking yourself how you can best use that thousand dollars (\$1,000)? How are you going to cut that up? How much is going towards that Franchise Show you have your eye on? How much is going towards your website edits (messaging & lead form)? How much is going towards your social media? Keep your eye on the objective (Lead Generation Numbers), be open to changing your plan and strategy monthly based on your review and analysis of what is and is not producing (ie convincing) someone to contact you. Get somebody, anybody and as many as you can to click the link, press send, or contact you via cell so that you have a physical lead to follow up on. If you live close enough to the city hosting a franchise show, its a great opportunity to consider investing in lead generating through attending and working a show. But do note that a typical show will cost \$2500+ to attend, plus booth rental or development costs, + travel/accommodation costs...which can easily tally

\$4,000 for a weekend. However, you might generate 30-50 leads over a weekend franchise show and only you can decide how your \$12,000 budget should be used. Franchise shows are expensive and can also be the source of your next franchisee. I approach the franchise shows the same way I approach the rest of the lead generation program, which is just another source of lead generation and the dollars I invest have to be justified by the number of leads I obtain.

***“ the dollars I invest have to be justified
by the number of leads I obtain ”***

Only after you have your messaging is created, should you list on sites like this. You can easily create 1 Franchise Listing Site Profile with well-written content, photo's and video's to cut and paste your Lead Gen messaging onto each Lead Listing Site. Get onto the Free Listing Sites first, and get your Franchise Profile Loaded and directing Leads to where you want (ex: to your web site Lead Form).

Lead Listing Sites to consider:

<https://www.cfa.ca>

<https://franchise.com>

<https://franchiseinfo.ca>

<https://betheboss.ca>

To Re-Cap Chapter 2 – Market to Attract Interest & Action:

The 1st thing you do is invest your time into creating amazing emotional messaging using my free download. The 2nd thing you do is create a Lead Generation Budget using my free download. And the 3rd thing you do is implement and analyze your Lead Gen program.

Once the lead comes in, communicate with the lead and convince them to fill out your Franchise Development Form (I've moved away from calling it an 'application form' which comes across too aggressively in my opinion) and to sign your Non-Disclosure Agreement (NDA).

Chapter 3

Tracking your Leads

In addition to generating the Lead in Stage 1 - Inquiry; you must build and have a Lead Tracking System for the leads once they do come in. I recommend a simple 3 part system and I've had a lot of success over the years using a combination of visual, digital & paper systems.

The visual system is as simple as the lead name, stuck onto a wall, or written on a whiteboard, so long as the Lead is 'visual' to you in your office 24/7. You might want to note the date the lead came in or the city of interest. The purpose of a visual system is to visual be present and part of your day-to-day activities, sitting next to you every minute of every day, that you can see from your desk, all the leads you have, at what stage in your process they are at, right on the wall beside you 24/7.

I second part of the Lead Tracking System I recommend is utilizing technology and an inexpensive CRM Sales/Lead Tracking Program (such as PipeDrive) to track your leads, automate emails, and act as a digital log/journal of everything you've done with the lead, and what you need to do next to keep moving them forward. Use reminders to touch the lead (not physically of course - but I use "touching the lead" as a phrase). I will touch every lead weekly unless our plan is specified in two weeks. Ask yourself every week - what do I need to do, accomplish, obtain or provide, the lead this week to keep this deal moving forward? Digital technology is fantastic, but in most cases, it does require some amount of your budgeted funds, but there's a company I use called 'Pipe Drive' which is inexpensive

at about \$250 per year and allows you to enter lead information and build your sales funnel.

The third part of the Lead Tracking System is the paper filing system which can be as simple as file folders, which contain written notes, legal docs (NDA/Forms, etc.) correspondence, specific emails, and information collected and shared between you and the lead. Often, I use paper files to store important information and lead specific information, such as the leads children's names, notes about a holiday they just went on, and other personal information I obtain throughout the process. Simplicity is key throughout business and franchising, don't overthink anything, and build yourself a paper file system that you can quickly open up, access and read if the lead decides to randomly call you.

***“ simplicity is key throughout business
and franchising ”***

You can have a sales funnel system incorporating your Visual, Digital and Paper systems, making it very easy for you to quickly obtain information when the lead calls you and begins speaking to you as if he or she is the only lead in your system. You can not let on that they are not the only lead in your system –or- that you are unorganized and can not find their file, because having them feel special and important to you, is important to your conversion rate which ultimately helps to expand your franchise system. Quickly finding them on your visual wallboard, digital CRM system or grabbing their file is critically important and the calls happen quite often without warning. It is your job to know about them and the details of their file immediately, so quick access and recall of data are critical.

Chapter 4

Communicating

It's your responsibility to explain your Franchise System in detail to the lead. Why should they choose you? How does your franchise system work? What systems do you have to offer to them? What is the minimum capital requirement in liquid capital (cash)?

Finance Tip - - 35%-40% down is typically the sweet spot for lenders to lend. What is the total investment cost and what does that investment provide (franchise fee, inventory, support, equipment, fixtures, lease negotiations, etc.)?;

With franchise expansion as your ultimate objective, the best and most successful route to growth is through communication. Start arranging meetings, typically on the phone or utilize video zoom meetings to extract as much information as you possibly can from the lead using open-ended questions, to get them talking because you will not learn anything from them answering yes and no.

Let's now assume the lead inquiry has come in and now they want to know some more about your franchise - what do you do? The very first thing you do is you take that lead info immediately and you add it to your wallboard, enter it into your digital lead tracking system and you open a file folder for that lead.

I cannot stress enough how important it is to reply to every single lead immediately. And it's not about what you're saying in reply that is

important, it is the fact that you let that lead know with the quick reply (auto or manual or call), that 'they are important' and that is why you reply quickly.

As a general rule that I follow, I reply to the lead in the same format that they reached out to me in. If the lead submits an online form that shows up in my inbox, I reply to them in an email, if the lead shoots me a text I reply via text, and if the lead leaves a message or called me on my cell, I call them back. We all have preferences of communication, I for one like emails, texting and phone calls for a quick exchange, but I enjoy zoom video calls to get to know a lead during longer structured meetings, but each of us is different. I have some leads that almost exclusively only talk on the phone, so if I was to send them five emails the odds are I'll probably lose that lead because they prefer speaking to someone which makes them more comfortable. Adapt to them and make them feel as comfortable and trusting as possible, and in my opinion, always communicate with them in the form that they are most comfortable with.

***“ your ecstatic for a brief moment until
you realize you don't know ”***

You are at your desk, you look over to your visual wallboard and a bright smile comes over you as your eyes roll over the notes on the wall, with names written on them....because that simple visual reference speaks volumes to you - it means that all your efforts are beginning to pay off!

You now have a lead, you're ecstatic for a brief moment until you realize, you don't know what to do next now that you have a lead. Nervousness sets in when you ponder - what do I do or say to that lead now? First of all, you better thank them for their interest in your franchise concept and second of all, be human - say hi, ask them if it's a good time to talk to them (if you're on the phone) and if you send an email, express your gratitude for their interest. If you send them an email, include some links to videos or PDF's you might have created, and brief information about your concept in case they want to read or learn some more about your business model but always include your Franchise Development Form (aka application form). Just like the Lead Form, do not make it too complicated, you just want some basic information from them and include some basic income, assets and liabilities questions. If you make it too complicated, they won't send it back and you've potentially lost that lead. If you keep your system simple, using the self-help KISS acronym (Keep It Simple Stupid) which will increase your odds of advancing them through your Franchise Awarding System. Don't go asking them for their social insurance number after exchanging one phone call or email. At this point, they don't trust you, nor should they. The lead will likely handover some information, but if it is not relevant at this stage, don't ask for it. A complicated system will ensure your new lead you worked so hard to get, drops you like a rock.

When you get to the topic of the NDA, inform the lead that a nondisclosure agreement (NDA) benefits both of us so that the information they share with is confidential and restricted to our business dealings only and let the lead know that the information that I share with them regarding our franchise opportunity is confidential as well. Once I explain the reasons for confidentiality I send out a very simple 1 or 2 page NDA (non-disclosure agreement).

What is your objective? Two things really, first you want to decipher if they are interested solely on making money and if so they will likely only come to you with that question and they will not be interested in filling out forms; and secondly, if they are interested and do fill out your quick and easy franchise development form and NDA, you then are in a position to start the process of understanding who they are.

**“ they’re laying in their bed at 11 p.m.
and they stumbled across your
business ”**

Let’s assume for the moment that you’ve now sent out your email and included a franchise development form and NDA which has been returned and now you have some basic contact information about them, maybe an address and some basic personal and financial information, and a better understanding of what they want, what city, what timeframe, how much are they willing to invest. You do need to ask questions throughout the process to continuously obtain more and more information on each lead. Are they interested in Markham, Ontario or Victoria, BC? Are they interested in doing something in three months from today or are they interested in 12 months from today?

One of two things will happen after the initial inquiry to you and your response to them - they will either fill out the forms and return them to you or they will not. Of course, we all love the ones who return the forms within hours of receiving them or within a day of receiving them, but those leads

are typically few and far between. Let's take a step back for a moment and put ourselves in their shoes - they're laying in their bed at 11 p.m. and they stumbled across your business idea or offering on a website or maybe through a Google search or your Instagram Ad, and they submitted a form to you.

You are not 'their' main priority. They might be yours, but you are not theirs. So if the world doesn't stop to reply to you, don't get all twisted up and unprofessional or angry. At this point, you should consider contacting them every couple of days with a slightly different message, and this is part of Stage 1 - Inquiry. If they have not replied to you, it doesn't mean that they don't you're your concept or that they're annoyed by you, they just have busy lives like the rest of us, and you were never their priority. Remind them, entice them, tell them something amazing about what will happen if they consider going down that road with you, talk emotionally about exiting the classic 9-5, controlling their time and vacations, saving for their kids' college, talk about the advantage of job security through the use of your franchise system. And then in every email or message, be very clear with them on what the next step is and in this case you want to advance them through your sales process so what you need is for them to fill out your franchise development form, so politely request it and the NDA from them again.

Let's assume that they are not a perfect lead and they did not send in your forms immediately as you'd like, however you sent them one or two follow-up emails or phone calls over every second or third day. I typically try to reach out to the lead once every 2nd or 3rd business day for the first three weeks following the inquiry. By week 4, 5, 6, etc., I'm down to once a

week with auto-generated emails. By the end of week 8, if communication has been lost, I remove that file from the wallboard and place the digital & paper file into my 'Cold Lead' Folder. It is not a 'Dead Lead', it's just a lead that is not quite ready to move forward today, likely because their own life got busy and in the way of their dreams. I do not discard the cold leads, because in very many cases, they come back when they are ready to chat and learn more about becoming a long time business partner of yours (franchisees).

“ big indicators that they have some sincere interest in learning more about your Franchise ”

But let's assume you've sent out one or two emails to the lead and on Sunday evening you see in your inbox, a set of forms from your new lead and again you are ecstatic and smiling at either your laptop or into your phone.

What do you do now that they have openly expressed the second level of interest and willingness to provide information and cooperate with you? These are big indicators that they have some sincere interest in learning more about your Franchise and potentially joining your company.

Chapter 5

Lead Nurturing

Lead nurturing is all about maintaining interest and excitement, all while leading them through your Franchise Awarding Process. The Lead Journey sometimes referred to as a Client or Customer Journey needs to be created and followed.

Before this point, you have built and created a system to generate a lead. Now you need to create a Lead Journey which doubles as your Lead Nurturing process.

Lead nurturing is simply, communicating with the lead following a structured pre-developed Journey. The journey must include a balanced mix of information sharing, information gathering, the odd surprise. Lead nurturing is not unlike a romantic one. Just like the dating world, you want to find out if it's a good match first. Show interest, ask questions about what's important to them, what matters, get to know them. Start with a coffee date, then move on to a steak dinner - and maybe, if things are going well, you agree to a third date.

Balance your expansion goals with due diligence as you nurture the leads. Some franchisors are so desperate or hungry for growth that they award licenses to anyone who waves a cheque at them. As tempting as that is, it's extremely risky to do business with someone who you know very little about. Remember once you let them into your franchise, you are committed to them for 5-10-15+ years, regardless of the fights, tension or

stress the partnership can cause. They will be representing your brand, your hard work and it's extremely important to ensure your franchise has an efficient franchise awarding system in place to ensure that only excellent partners become franchisees, and flawed or weak leads are disqualified and don't slip through the cracks and become franchisees.

“Moving a Lead from Stage 1 to 2 is the hardest advancement within the 5 Stages”

At this stage, you've requested some forms and paperwork to be filled out, and they've complied with your requests. In my opinion, this lead is thirsty for information and has a strong desire to learn more about the business opportunity at hand.

Franchisors have the power and the lead needs to be reminded of that periodically. Don't be seduced by the cheque they're holding up. Slowing down the process earns their respect and shows your integrity. Follow a system that starts with an expression of interest, followed by inquiry.

To complete Stage 1 – Inquiry, contact the lead with a message of "Congratulations - you are now advanced into Stage 2 - Qualification within our 5 Stage Franchise Awarding Process". Everyone likes doing good...and telling them they have advanced a stage, is a great feeling. And don't forget to Advance your Lead Files (move your wallboard lead to Stage 2, move your digital lead to Stage 2, and move your paper file folder into Stage 2).

When and how you move a lead from Stage 1 - Inquiry to Stage 2 - Qualification throughout this process is ultimately up to you, but each stage requires some measurable components that allow you to confidently move the lead from stage to stage.

Franchisor Stage 1 Checklist:

- Thank the Lead immediately;
- Communicate the 5 Stage Franchise Awarding Process
- Track the New Lead – Visual, Digital and Paper files;
- Collect the Franchise Development Form & NDA;

The world of the franchisor is often a lonely one and few have a resource or mentor that they trust where they can turn for answers. Everything from reining in staff spending, to re-building or creating franchise systems, to the legal requirements for doing business with franchisees. What systems are required, how do I create 50 microsystems all working together, what training is required for staff and franchisees? There is a myriad of things that arise for a franchisor which many had not expected.

“ Imagine having an expert franchise advisor supporting you and your franchise, no matter what your question or problem is, that can quickly diagnose the problem and present an actionable solution ”

*Darryl Sangster, **The Franchise Wolf***

Unfortunately, without a support network or a mentor, most franchisors flounder in survival mode, struggling as they try to do it alone. They wonder how being successful became such a burden because they have no time to consistently improve and implement systems to meet demand and manage growth. All the time, they're terrified of the consequences of having inefficient and out of date systems in place, because they understand how quickly things can change in franchising - whether it's by taking on the wrong franchisee, losing a key franchisee or lease, or running into supply chain issues. The fear of losing an internal employee or external franchisee confidence in the system, which leads to employees and/or franchisees not following the systems, leading to system-wide breakdowns and a complete lack of control, is a real and ever-present fear for franchisors.

Individual Coaches, Consultants, Mentors & Trainers can be helpful - if you can find the right ones. Too often many are good at telling you what's wrong with your franchise but don't have actual Franchisor experience to help provide solutions to overcome those hurdles. Or worse, they lock you into long term contracts causing frustration and band-aid solutions that do not resolve the problems which only arise again a short time later. It's important to remember that the business landscape is dynamic and all franchise systems need to evolve while being fluid enough to work together with all other micro and macro systems within your franchise.

Chapter 6

Franchise Awarding Success

In regards to Franchise Expansion & Growth, the answer is found in Franchise Lead Generation, Qualification and Awarding franchise licenses, and one of the Systems I provide my clients is the 5 Stage Franchise Awarding System:

Stage 1: Inquiry (initial contact) - Getting a lead to contact you is the very first challenge because franchising is a numbers game and you need to entice potential leads to click or call and take action in your concept. You may have an amazing Franchise, but ultimately, no one will ever know until you entice that potential lead to take action. Most of the time, inquiries come from online leads, people visiting your website, clicking your social media posts, or they are referred to you, which leads them to search google and land on your site. Thank them for their interest in your franchise and assure them that your system is detailed, structured and that your objective is to build profitable franchise units, which is only possible through taking them through each of the 5 Stages of your Franchise Awarding Process. If all they want to know is how much money can they make, they are likely not a quality lead. You're looking for a quality franchisee, just as much as they are looking for a quality investment.

Stage 2: Qualification (getting to know the lead) - this is where you start to dig deeper. Aim for a few structured calls to get to know each other. Start to ask difficult questions around finances and vision.

Qualification is all about diving personally and financially into their world to find the answers to who they are and whether or not you believe that you could open them up a franchise. At this stage, you are in essence trying to convince yourself that a deal is possible with this lead. If they're not willing to go through this process, it's a good sign that they're not a good fit.

Stage 3: Interviewing (data exchange) - At this stage, you can start to get into the Franchise Disclosure Document, delve into how the business makes money, and inquire about how their lifestyle aligns with what will be required for the success of their franchise. This is the stage where both parties begin to emotionally commit and make decisions as both parties continue to conduct due diligence on each other as Franchisor and as potential Franchisee. During this Stage, interviewing is "Reading the Lead" and "Getting to Know the Lead". At this stage, you should feel quite confident that your lead is financially capable of investing in your Franchise and that you could see yourselves as business partners in the future.

Stage 4: Validating (assessing the lead) - By Stage 4, you should have a really good idea of who your lead is, their story and your plan for their franchise. The ability to make decisions is a key component to every successful business, regardless of Franchise, Product or Service offered. Decisions are the backbone and Stage 4 forces decisions to be made. A

Discovery day is invaluable and the lead must come out to your Head Office/Support Office to spend the day with you - which gives both parties a chance to get to know each other in person and further decide if they want to do business together. The right franchisee will see the value of this investment of their time and money. Following Discovery Day, the lead needs to decide if committing to your Franchise is in their best interest, and make the decision to pay the Franchise Fee and Sign Franchise Documents. The Franchisor needs to decide if this Lead is someone the Franchisor is confident can have a working professional relationship over the next 10 plus years. Business is inevitably bumpy, do you feel you can resolve future business problems, errors, mistakes, with respect? Can you see yourself granting this Lead a 2nd or 3rd Franchise down the road?

Stage 5: Awarding (awarding the license) - each stage has a gate-keeping system. Whoever is managing the lead has to be positioned as going to bat for the lead. An effective system will manage the checks and balances to give both parties an exit strategy before moving on to the next level. Awarding the franchise is just the beginning. Now it's time to buckle down and get them onboarded and set up for success. Do you have a system in place to ensure your new franchisees are poised for success even before they open their Franchise for business?

About the Author

Darryl Sangster

As a former Franchisor with over 20 years of franchise experience, I learned that success doesn't come without some pain & failures. It was through those failures that I garnered my deep franchise knowledge and grasp of the critical link between efficiency and profitability. It's as simple as having relevant systems others can follow easily.

The best way for me to articulate what I do and how I help franchisors, is to describe myself as The Franchise Wolf (aka 'the fixer'). In the classic movie 'Pulp Fiction', there is a scene where Jules (John Travolta) and Marsellus (Samuel L. Jackson) find themselves in a messy crime scene situation. After a bit of panic, a few phone calls are exchanged and abracadabra - The Fixer comes and cleans up the mess in exactly 40 minutes before the wife comes back home. When the Fixer arrives, he is calm, in control and has dealt with problems like this in his past. He asks for a cup of coffee which he sips while giving instructions, direction and guidance on what to do now and how to execute to ensure the problem is fixed and the mess is cleaned up.

A Double Barrel Approach

To ensure Franchisor success, my PPF Method (Placing Partners First) along with my SFG Franchising System is my Double Barrel Approach created to Fix & Solve problems for Franchisors. My process is built upon the foundation of serving Franchisors through Coaching, Consulting, Mentoring and Teaching Franchisors how to build and utilize more efficient systems.

The SFG Franchising System is a deliverable, teachable program I developed to support franchisors and help them go from frustrated & stressed to empowered & confident.

If you're ready to execute on the vision you have for your business, let's have a quick chat and get on a call.

calendar:

https://calendly.com/darrylsangster/exploratory_call

email:

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web sites:

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<https://TheFranchiseWolf.com>

<https://5StageAwarding.com>

<https://ThePPFmethod.com>

This eBook is written to help other entrepreneurs in their quest to create, and its dedicated to my daughter's who make me so incredibly proud: Jordan, Madison & Makayla. My girls are not only the 3 most important women in my life, but also the strongest, most driven, independent and beautiful women I know.

Jordan, Madison & Makayla, you are my inspiration and motivation to Pay it Forward!