

# The Franchise Sales Revolution: IMPROVING YOUR CLOSING EFFECTIVENESS



MAY 17, ATLANTA, GA // SEPTEMBER 19, DALLAS, TX

CO-HOSTED BY:

**FranConnect**<sup>®</sup>  
FRANCHISING BUILT-IN™

**IFA**<sup>®</sup> | FRANCHISING<sup>®</sup>  
INTERNATIONAL FRANCHISE ASSOCIATION | Building local businesses,  
one opportunity at a time.



Part of the IFA's Franchise Development Seminar series, this course is about creating a winning sales strategy for your brand and increasing your closing effectiveness.

This is a full-day, immersive, hands-on practical workshop being offered by the IFA and FranConnect before the Franchise Development Seminars in Atlanta, Georgia and Dallas, Texas. This Certified Franchise Executive (CFE) course curriculum was created using the hard data for sales performance metrics of 480 franchise brands within the FranConnect franchise sales system. The franchise community has long relied on self-reported survey data to benchmark its franchise sales success from lead sources to conversions to impact on company growth. Often, the information shared is not backed up by a disciplined tracking mechanism for those metrics; this course changes all that. You will finally see and receive hard metrics and trends that have been tracked and calculated in the FranConnect systems for many years.

**51.3%**

Of leads **NEVER** receive a phone call.

**42.9%**

Of franchisors **DO NOT** run campaigns for new leads.

**47%**

Of franchisors that consistently miss their sales targets.

## YOU WILL LEARN:

- The 25 critical franchise sales KPI's that will have the greatest impact on your sales results.
- A practicum for setting up the most effective processes and systems to drive development results.
- Where and how much marketing and sales budget you should dedicate by industry type and system-size.
- Report management for improving performance areas such as "speed to the lead" and overcoming the "failure to respond to leads" crisis.
- Increase the flow of qualified leads into your database and align content strategies with sales stage.
- Discover innovative franchise sales and marketing technologies that are proven to result in higher closing effectiveness.



Receive 150 CFE Education Credits by attending this workshop.

### REGISTRATION FEES

IFA member.....\$525  
Non-member.....\$825

**REGISTER FOR THIS WORKSHOP AND THE  
FRANCHISE DEVELOPMENT SEMINAR  
TOGETHER AND RECEIVE A \$100 DISCOUNT!**

Join fellow Franchise Development Excellence Workshop and Franchise Development Seminar attendees at an informal happy hour following this workshop. Location and time to be shared closer to the event.

