### Workshop Agenda

**8:00 am**
**REGISTRATION & CONTINENTAL BREAKFAST**

**8:30 – 9:00 am**
**INTRODUCTION & COURSE OVERVIEW – GETTING STARTED**

- 8:30 – 8:40 am: Welcome
- 8:40 – 8:50 am: Polling: Attitudes and Perceptions
- 8:50 – 9:00 am: Workshop Agenda

**9:00 – 11:30 am**
**LESSON 1 – INTEGRATED SALES LEAD GENERATION**

- 9:00 – 9:10 am: Franchise Sales Marketing Plan & Budget
- 9:10 – 9:20 am: Small Group Activity: Tracking Leads
- 9:20 – 9:25 am: Best Practices
- 9:25 – 9:30 am: Franchise Persona
- 9:30 – 9:45 am: Leads by the Numbers
- 9:45 – 9:50 am: Franchise Marketing ROI

**9:50 – 10:05 am**
**BREAK**

- 10:05 – 10:10 am: Flip Chart Activity
- 10:10 – 10:20 am: Leads by Source
- 10:20 – 10:25 am: Deals by Source
- 10:25 – 10:35 am: Portals
- 10:35 – 10:45 am: Brokers
- 10:45 – 10:50 am: Lead to Deal Ratio
- 10:50 – 11:00 am: Small Group Activity: Referrals
- 11:00 – 11:05 am: Leads and Deals by Verticals and Industry Segments
- 11:05 – 11:15 am: Best Practices
- 11:15 – 11:30 am: Q&A Session

**11:30 am – 12:15 pm**
**LUNCH**

**12:15 – 2:00 pm**
**LESSON 2 – EFFECTIVE LEAD MANAGEMENT**

- 12:15 – 12:20 pm: Response Times
- 12:20 – 12:25 pm: Speed to the Lead
- 12:25 – 12:35 pm: Small Group Activity: Average Response Times
- 12:35 – 12:40 pm: Variation in Response Time by Franchise Size
- 12:40 – 12:50 pm: No Call Leads and No Activity Leads
- 12:50 – 1:00 pm: Small Group Activity: Managing Response Time
- 1:00 – 1:10 pm: Discovery Days & Subsequent Days to Close
- 1:10 – 1:20 pm: Small Group Activity: Discovery Days to Close
- 1:20 – 1:30 pm: CRM Maintenance and Lead Hygiene
- 1:30 – 1:45 pm: Q&A Session

**1:45 – 2:00 pm**
**BREAK**

**2:00 – 3:45 pm**
**LESSON 3 – MANAGING PROGRESS AND NURTURING RELATIONSHIPS**

- 2:00 – 2:15 pm: Sales Process
- 2:15 – 2:20 pm: Time in Status
- 2:20 – 2:30 pm: Lead to Deal Time
- 2:30 – 2:35 pm: Drop Off Stages
- 2:35 – 2:40 pm: Drop Off Reasons
- 2:40 – 2:50 pm: Sales Campaign Management
- 2:50 – 3:05 pm: Creating Content by Stage of Sale
- 3:05 – 3:30 pm: Small Group Activity: Content by Stage of Sale
- 3:30 – 3:45 pm: Q&A Session

**3:45 – 5:00 pm**
**LESSON 4 – KPI TRACKING AND CONTINUOUS IMPROVEMENT**

- 3:45 – 3:55 pm: Reporting & Dashboards
- 3:55 – 4:10 pm: Small Group Activity: Dashboard
- 4:10 – 4:15 pm: Managing Change
- 4:15 – 4:20 pm: Activity: Pushing Hands
- 4:20 – 4:30 pm: Guest Speaker/Panel Discussion/Q&A Session
- 4:30 – 4:55 pm: Create an Action Plan

**4:55 – 5:00 pm**
**Closing**