Effective International Lead Generation

Developed by:
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TOPICS

• How to generate the most qualified international leads
• Follow-up and screening procedures
• How to validate a franchise candidate
• The role of consultants in the international development market
• Creating effective printed lead generation material
Yoshino Nakajima
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Home Instead Senior Care
Identify the International potential of your concept

• Which countries does your concept fit?
• What are the key factors of your business?
• Who are the potential end users and how many are there?
Identify the International potential of your concept, cont’d.

- Are the raw goods available in the markets?
- Are the labor laws favorable for your system?
- Are there any laws and tax implications that favor your concept?
Identify the International potential of your concept, cont’d.

- Who would pay for your products/services?
- Who are competitors and do you understand the differences of your concept?
- What is the best means of distributions?
  - Franchisees vs. Managers
Have a clear ideal profile for Master Franchisee

• Know the experience, character, financial requirements.
• What type of industry sectors fit your concept most?
• Is a franchising background necessary?
Lead Generation methods for Master Franchisees

• Enhance your home page to market for International Development
• Network with IFA members that have international presence
  – IFA Events – Convention, Symposium, Expo’s
  – Publications – Franchise World, Entrepreneur Magazine, USA today, Wall Street Journal
• Attend IFA / US Commercial Service Franchise Trade Mission
Lead Generation methods for Master Franchisees cont’d.

• Attend International trade shows
  – International Franchise Expo
  – Paris Franchise Show
  – Singapore Franchise Expo
• Conduct US Commercial Service partner searches and Gold Keys
• Work with International Consultants
Importance of selecting the right Master Franchisees

• Your brand is as strong as your Master Franchisees
• Develop a thorough process to qualify
Marketing Materials

• Create Master Franchise specific marketing materials
• Develop marketing materials in the local language
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How to generate the most qualified international leads

1. Make an expansion plan - where to go
2. Revise your sales material
3. Learn about the countries
4. Find the right way to promote your brand
5. Find candidates
Make an expansion plan - where to go

• Look for the easiest way first
• Look where is a demand for your product or service
• Scrutinize the competition
• Look for help in the respective country
Learn about the countries

• Different culture
• Different business mentalities
• Different legal requirements
• Meaning of your name???
• Visit the countries before you start
• Order a market analysis first
• Talk to the local association
Find the right way to promote your brand and candidates

- Direct advertising in local newspapers
- Franchise web portals
- Franchise recruitment agencies
- Consultants
- Attending franchise exhibitions
- Trade missions with the COC
- Open your own sales office
The role of consultants in the international market

**Their advantage**

- Local market knowledge
- They design a local plan
- They have connections
- Prospects trust them more than a foreign franchisor
The role of consultants in the international market

Their role:

- To find the right candidates
- Answer to direct inquiries
- Have a first interview with the prospect
- They are the filter (5 out of 100)
- Presenting a profile to the franchisor
Creating effective printed lead generation material

• What you need:
  – Power point presentation with visual aids
  – Company brochure with a clear description of the concept, the services and support of the franchisor
  – Financial prospectus with expected fees

• What you should avoid
  – Self promotion (the fastest growing franchise concept etc.)
  – Awards in US or rankings
  – Testimonials
Creating effective printed lead generation material

• Easy to understand
• Point out your USP
• Why should they buy your franchise?
• “Pictures tell more than 1000 words”
• Explain your international expansion plan
• Show the benefits and realistic profit
Questions???
Thank You

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