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Coaching 62 territories from one set of numbers

How We Sell Restaurants turned franchisee data into a coaching system with Zoho Analytics

Robin Gagnon
Co-Founder & CEO
We Sell Restaurants

Eric Gagnon
President & Co-Founder
We Sell Restaurants

Ali Shabdar
Head of Strategic Growth
Zoho · Moderator

WHO WE ARE

Zoho in 30 seconds

1996

Founded. Bootstrapped and privately held ever since.

150M+

users worldwide*

1M+

paying customer organizations*

Our privacy promise

Your data is yours. We never sell it, and we never run ads in our products.

Our full-stack approach

Every app is built in-house and runs on 20 data centers Zoho owns and operates.

*As of February 2026. Source: Zoho 30th anniversary announcement, Business Wire, Feb 18, 2026.

MEET THE FRANCHISOR

We Sell Restaurants

The only business broker franchise focused exclusively on restaurants

- Certified Restaurant Brokers™ in 45 states
- Brokering restaurants since 2004. Franchising since 2011.
- Inc. 5000 five years running (No. 3,935 in 2026)

Robin Gagnon · Eric Gagnon

CONVERSATION 1 OF 4 · BEFORE

Every new report meant calling a developer



A manager has a question about a franchisee

Request goes to developers

A custom view gets coded

The answer arrives. The next question starts over.

"Before Zoho, it was tough to get to the data we needed." Robin Gagnon

Four non-negotiables

Plug into our own system

Direct integration with our custom-built platform, with real-time access to the data

Reports on demand

No developer queue for every new question

One shared view

Performance and pipeline visible to HQ and franchisees alike

Built for owners

Simple enough for business owners and franchise managers to use directly

One data feed. Two audiences.

Our custom-built internal system



Zoho Analytics

Centralized, real-time





HQ: the brand-wide view

Spot top, mid-tier, and underperforming franchisees



Franchisees: their own dashboards

Performance against benchmarks and target lines

WHAT CHANGED

The results

50 hrs
saved per reporting project

$60K–$120K
estimated savings per year[1]

15–20x
estimated savings vs. custom-coded reports

62
territories, each tracked individually

[1] Estimate based on two reports per month at a developer cost of $50 to $100 per hour. All figures from the We Sell Restaurants customer success story.

Reviews built on metrics, not memory

1. Pull up the franchisee’s own dashboard
2. Compare results to benchmarks and target lines
3. Pinpoint the gap: fewer listings? Lower conversions?
4. Agree on targeted coaching

> We can see exactly how each franchise is performing and use that data to drive coaching, decision-making, and goal-setting across the brand.
>
> Robin Gagnon, Co-Founder & CEO

FROM ONE FRANCHISOR TO ANOTHER

Lessons for every franchisor

1

Put the same numbers in front of HQ and franchisees.

Shared visibility turns reviews into conversations, not debates.

2

Make reporting self-serve.

If every new question needs a developer, the answers come too late.

3

Coach to benchmarks, not anecdotes.

Show the gap on screen, then agree on the fix.

OPEN Q&A

Your questions

Type yours in the Q&A box. Robin and Eric will take as many as time allows.

Robin Gagnon · Co-Founder & CEO, We Sell Restaurants
linkedin.com/in/robingagnonrestaurantbroker

Eric Gagnon · President & Co-Founder, We Sell Restaurants
linkedin.com/in/wesellrestaurants

Ali Shabdar · Head of Strategic Growth, Zoho
linkedin.com/in/shabdar



OVER TO YOU

Your Turn!

Take it away
Pick the one lesson from today that fits your system best.

Share it
Walk your development and operations leaders through it this week.

Act on it
Run your next franchisee review on numbers you both can see.

Scan for Zoho for Franchises

zoho.com/franchise

Thank you, Robin and Eric