

## Winning The Contact Game

Franchisors often ask me the best way to reach out to their leads in order to achieve the highest contact rate that they can. While the methodology is quite simple, it seems that few are following the system. Below is a simple guide to making the most of your lead flow:

1 – Contact Leads Right Away – You are in competition for the attention of your leads from concepts in your industry, concepts in other industries, and brokerage groups. Most inquirers are unsure about exactly what, if anything, they want do about owning a business and are extremely naïve in regard to franchising. Therefore, it is imperative that you reach out to them and engage them as early as possible. The easiest way to be consistent here is to utilize a crm tool such as Franconnect, Emaximation, or Process Peak. These systems allow you to automate the initial email contact, sending an introduction and some initial information immediately upon receipt of the lead, no matter what time of day.

2 – Live Call Transfers – Some lead providers now provide live call transfers or appointment sets to candidates seeking information. Live call transfers are provided either directly on the website via a link to call or text the company or via an option during phone verification of leads. Appointment sets are typically provided only as an option during phone verification. It's important to utilize these types of tools in order to be the first contact for a candidate that is potentially going to enter the franchise arena.

3 – Reach Out Across Multiple Mediums – Don't rely solely on either your email or your phone as a method of contact. Each attempt to reach a lead should be made in both formats. People are increasingly utilizing online format to communicate, so dialing contact attempts should include an email contact attempt as well. When an email is sent, it is most productive to include verbiage letting the candidate know that the next step in the process is to have a phone conversation, and asking for a few days and times that would work for them. Sending an email simply saying that you will be in touch with them only opens the door for you to chase them indefinitely.

4 – Vary Contact Attempt Times – Logic would dictate that it is best to contact a lead at the same time of day that they contacted you. This is another strong reason to utilize a crm tool. If that first contact attempt is not successful, it is important to vary the subsequent contact attempt times. A good example of this would be someone submitting during the work day, but being unable to speak in detail until after work hours. The best method is a morning, afternoon, and evening attempt, with the first coinciding with the lead's original time of submission.

5 – Don't Give It All Away – Many franchisors used to mail packages to every lead they received. Now, many provide links and documents via email that accomplish the same objective of furnishing detailed information about their concept. You shouldn't provide too much information up front. The idea is to open an exchange of information between you and the candidate. If you provide everything up front, they have no incentive to

provide you with the information you seek. It also provides an opportunity for the candidate to disqualify themselves, oftentimes after having misinterpreted what was sent.

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