

The Franchise Sales Revolution: IMPROVING YOUR CLOSING EFFECTIVENESS



SEPTEMBER 19 // THE HIGHLAND DALLAS, DALLAS, TX - OPUS 2



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8:00 am	REGISTRATION & CONTINENTAL BREAKFAST	12:15 – 2:00 pm	LESSON 2 – EFFECTIVE LEAD MANAGEMENT
8:30 – 9:00 am	INTRODUCTION & COURSE OVERVIEW – GETTING STARTED	12:15 – 12:20 pm	Response Times
8:30 – 8:40 am	Welcome	12:20 – 12:25 pm	Speed to the Lead
8:40 – 8:50 am	Polling: Attitudes and Perceptions	12:25 – 12:35 pm	Small Group Activity: Average Response Times
8:50 – 9:00 am	Workshop Agenda	12:35 – 12:40 pm	Variation in Response Time by Franchise Size
9:00 – 11:30 am	LESSON 1 – INTEGRATED SALES LEAD GENERATION	12:40 – 12:50 pm	No Call Leads and No Activity Leads
9:00 – 9:10 am	Franchise Sales Marketing Plan & Budget	12:50 – 1:00 pm	Small Group Activity: Managing Response Time
9:10 – 9:20 am	Small Group Activity: Tracking Leads	1:00 – 1:10 pm	Discovery Days & Subsequent Days to Close
9:20 – 9:25 am	Best Practices	1:10 – 1:20 pm	Small Group Activity: Discovery Days to Close
9:25 – 9:30 am	Franchise Persona	1:20 – 1:30 pm	CRM Maintenance and Lead Hygiene
9:30 – 9:45 am	Leads by the Numbers	1:30 – 1:45 pm	Q&A Session
9:45 – 9:50 am	Franchise Marketing ROI	1:45 – 2:00 pm	BREAK
9:50 – 10:05 am	BREAK	2:00 – 3:45 pm	LESSON 3 – MANAGING PROGRESS AND NURTURING RELATIONSHIPS
10:05 – 10:10 am	Flip Chart Activity	2:00 – 2:15 pm	Sales Process
10:10 – 10:20 am	Leads by Source	2:15 – 2:20 pm	Time in Status
10:20 – 10:25 am	Deals by Source	2:20 – 2:30 pm	Lead to Deal Time
10:25 – 10:35 am	Portals	2:30 – 2:35 pm	Drop Off Stages
10:35 – 10:45 am	Brokers	2:35 – 2:40 pm	Drop Off Reasons
10:45 – 10:50 am	Lead to Deal Ratio	2:40 – 2:50 pm	Sales Campaign Management
10:50 – 11:00 am	Small Group Activity: Referrals	2:50 – 3:05 pm	Creating Content by Stage of Sale
11:00 – 11:05 am	Leads and Deals by Verticals and Industry Segments	3:05 – 3:30 pm	Small Group Activity: Content by Stage of Sale
11:05 – 11:15 am	Best Practices	3:30 – 3:45 pm	Q&A Session
11:15 – 11:30 am	Q&A Session	3:45 – 5:00 pm	LESSON 4 – KPI TRACKING AND CONTINUOUS IMPROVEMENT
11:30 am – 12:15 pm	LUNCH	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

