

# Effective International Lead Generation

Developed by:

Global Marketing Committee and the  
World Franchise Council



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International

# 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**



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# 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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