



## Best Practices for Working New Leads

- Call each lead within 15 minutes of receiving the lead or as soon as practical. Minutes count.
- Follow up the initial call with a text message.
- Touch every lead a minimum of 10 times – use a combination of phone, text, and e-mail.
- Try reaching the prospect on different days of the week and times of day. Night & Weekends especially.
- If you are not able to make contact after 10 tries, place them in e-mail/text “drip” campaigns where they are touched periodically. People lead busy lives, don’t give up on them!
- Use a CRM system to ensure that you effectively manage and track where every lead is in the “Sales Funnel”.
- Give the lead generation campaign a minimum of 6-12 months to generate results. Franchise sales cycles can be long.
- Don’t try to do all of this yourself. Dedicate a person to solely follow-up on the leads and set appointments for your Franchise Development Team.

## Texting Tip

- Keep it short & simple. Example: “Hi Fred, thanks for your interest in ACME Franchise, when is a good time to chat?”

**Our most successful clients incorporate 10 contacts in 10 days.**

**Check Out Our [Case Study](#) to Learn More about Effectively Working Leads**

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## Case Study - A Best Practice in Working New Leads

A successful and well-known brand shared their lead communication process that has been highly effective. This brand is a household name and has been advertising with Franchise Opportunities Network and other franchise lead generation portals for over 8 years.

### **Their Process:**

**Day 1:** within minutes of receiving the lead, they call/voicemail, text, and e-mail. On the same day, they wait 2-3 hours and call and text again. For the next 9 days, they alternate:

**Day 2:** Calling (denote time of call). E-Mail.

**Day 3:** Text (denote time of text).

**Day 4:** Calling. Vary time from prior call(s). Denote time of call.

**Day 5:** E-Mail. Vary time from prior e-mail(s). Denote time of e-mail.

**Day 6:** Text. Vary time from prior text. Denote time of text message.

**Day 7:** Call on Weekend.

**Day 8:** E-Mail.

**Day 9:** Text.

**From Day 10 Onward:** For those that have not responded, use a CRM E-Mail Drip Campaign to drop e-mails to the prospect every 30 days.

This company employs a “pre-screener” that is doing all the initial steps. Once contact is made with a prospect, it is then elevated to the designated Franchise Development Team member for follow-up and more detailed discussions.

This process has netted this company an impressive **77% contact rate**.

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