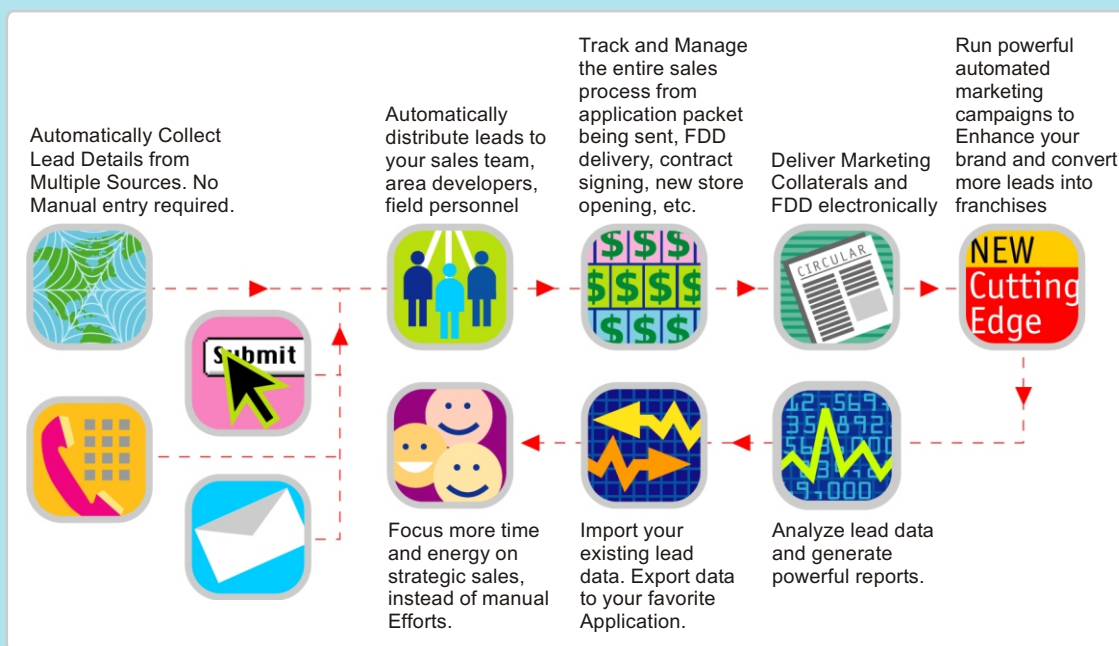




# Franchisee Recruitment Manager

Successful franchise sales are dependent on effectively managing the leads while implementing a process that can be easily implemented across the entire organization. FranConnect Franchisee Recruitment Manager has been designed specifically for franchise organizations to manage the entire franchise sales process from lead management to the sign-up of a new franchisee. As an Internet based application, FranConnect allows your entire sales force and master licensees to remain connected and allow easy collaboration.



## FEATURES:

- ▶ Automatically collect leads from multiple sources including your website, Internet sites (such as entrepreneur.com, franchise.org, etc), phone, mail. Eliminate manual entry.
- ▶ Provide controlled access to the leads to your sales team, regional master franchisees, area developers and others.
- ▶ Rank and Score opportunities. Identify hot prospects immediately.
- ▶ Conduct powerful time scheduled online marketing campaigns to distinguish your-self from the competition and create a powerful brand image.
- ▶ Manage the entire franchisee recruitment process from a new lead coming in, to application package being sent, FDD delivery, contract sign-up, etc. Capture important data at all stages including financial profile and background information.
- ▶ Manage the entire activity and contact history with the prospects. Manage task history.
- ▶ Import and Export data to different applications or your favorite desktop contact manager. Print, save and e-mail data directly from the application.
- ▶ Custom Reports: Create your own custom reports to analyze lead data in several different ways. Generate and e-mail PDF reports directly from the application.