



IFA[®]

INTERNATIONAL FRANCHISE ASSOCIATION

WEBINAR SERIES

Changes in Franchise Buyer Behaviors throughout out the Pandemic

2020 YTD Data Results and trends in Franchise Sales

Your Presenter:



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Franchise Operations



FranConnect Franchise Sales Index (Q1-Q3, 2020)

Over the course of six years, we have been publishing aggregated & anonymized franchise sales data from over 600 franchise brands.

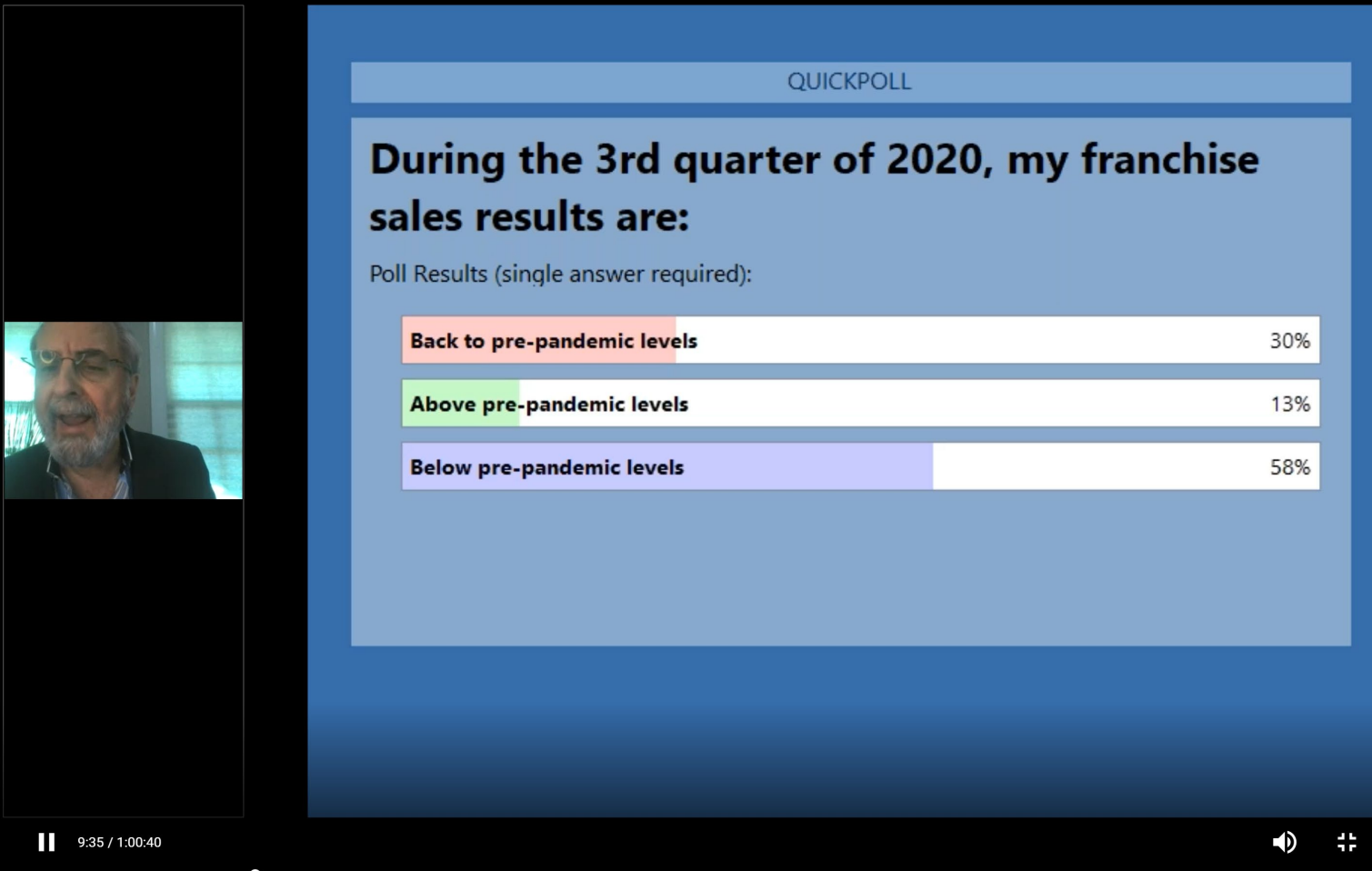
Today's presentation focusses what's transpired throughout each of the previous three quarters.



Polling Question #1

During the 3rd quarter of 2020, my franchise sales marketing budget was....?

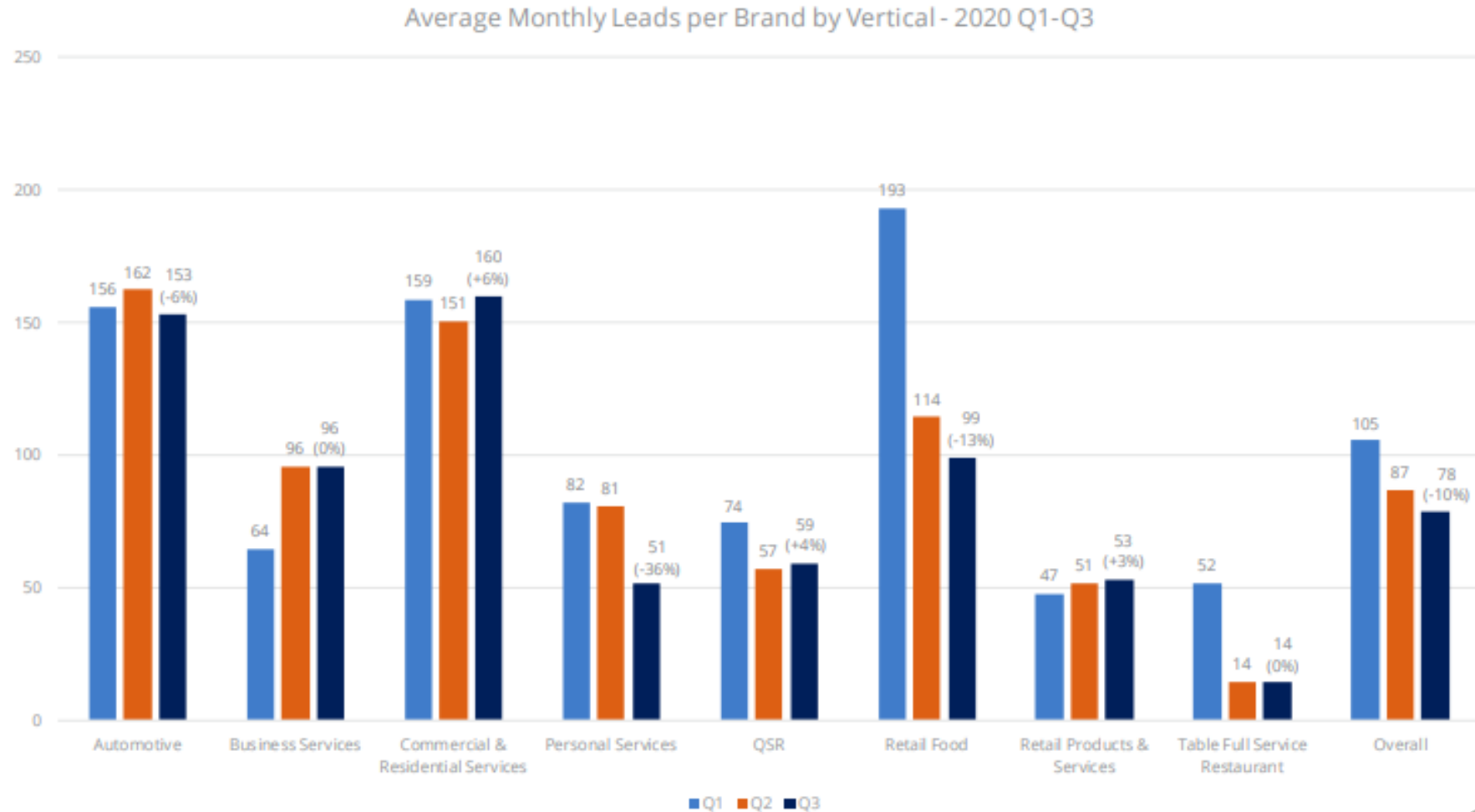
Polling #1 Results



Leads & Deals per Brand – Q1 – Q3, 2020



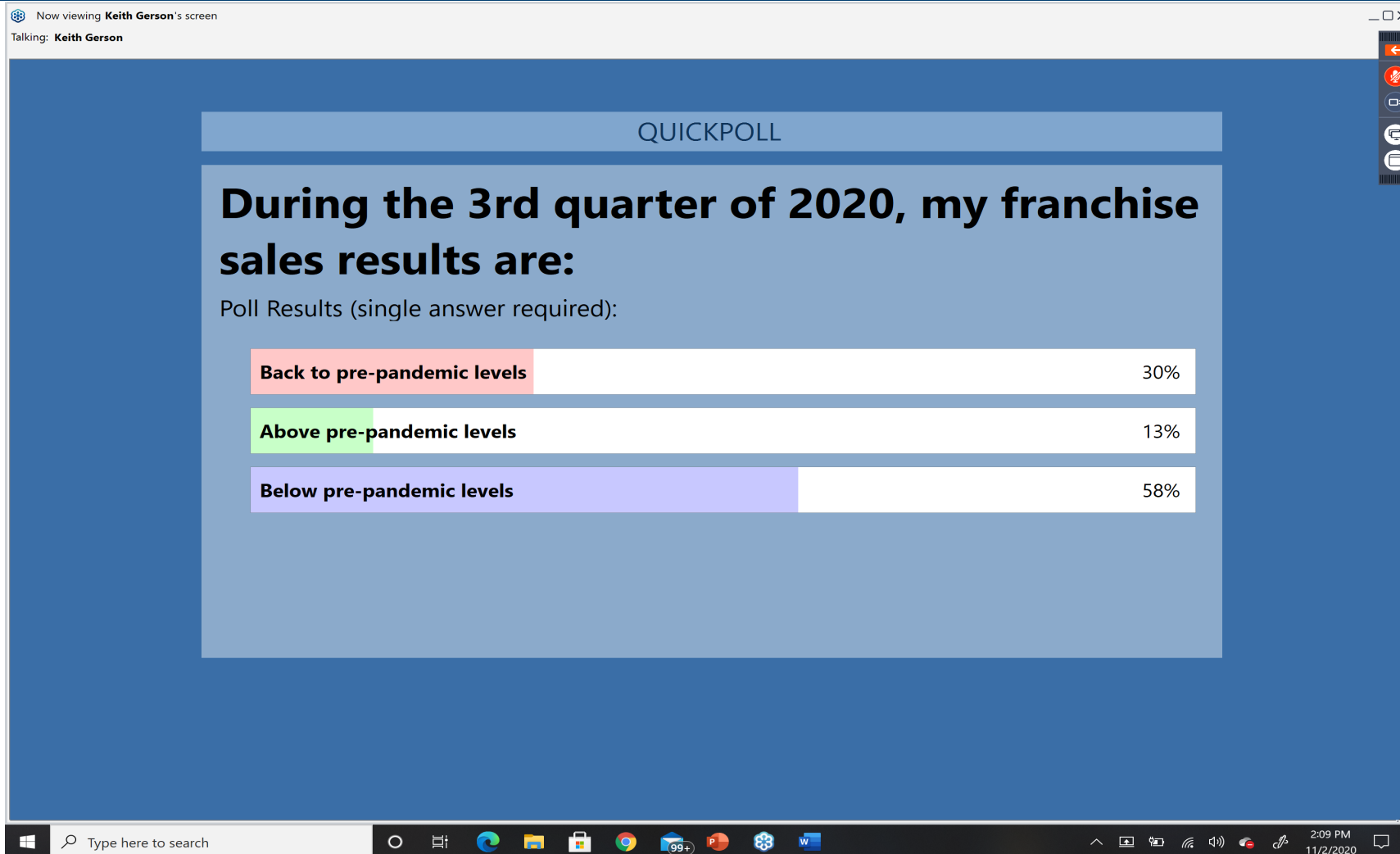
Asymmetrical Recovery Continues: Five Verticals are Flat to Positive for Leads



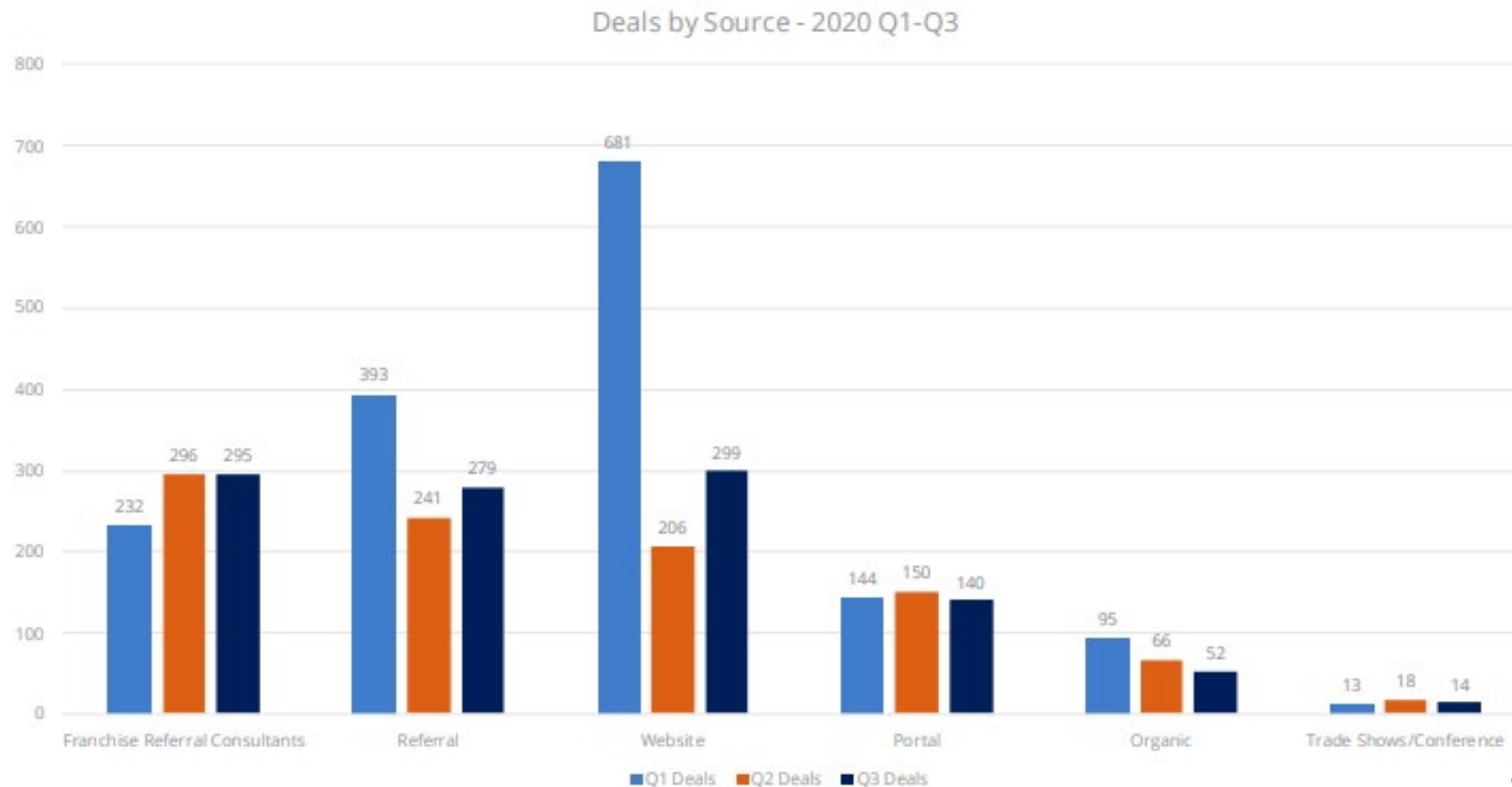
Polling Question 2 :

During the 3rd quarter of 2020, my franchise sales results were....?

Polling #2 Results



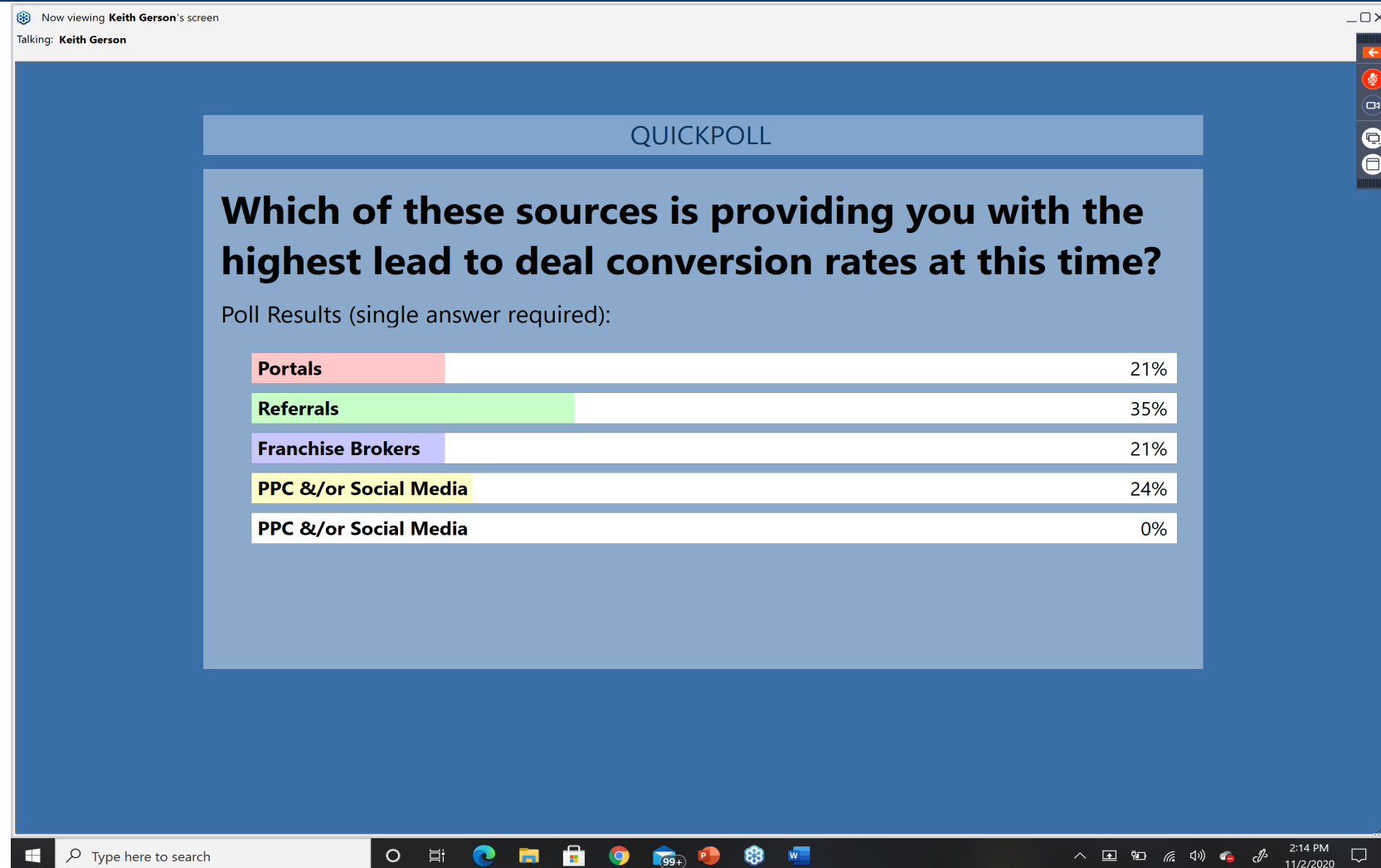
Top Deals by Source Shows Greatest Improvements in Referrals & Websites



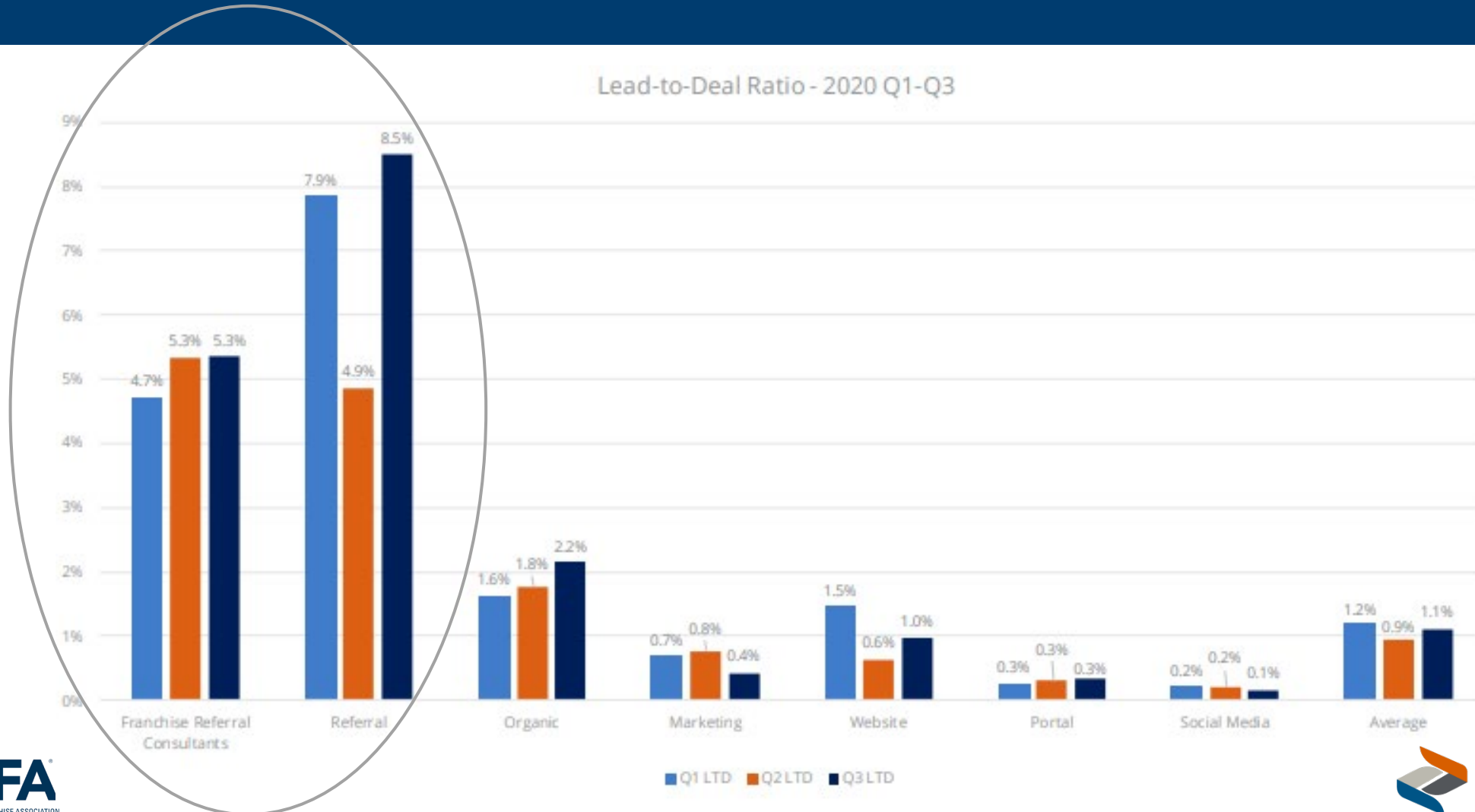
Polling Question #3

- **Which of these sources is providing you with the highest lead to deal conversion rates at this time....?**

Polling #3 Results



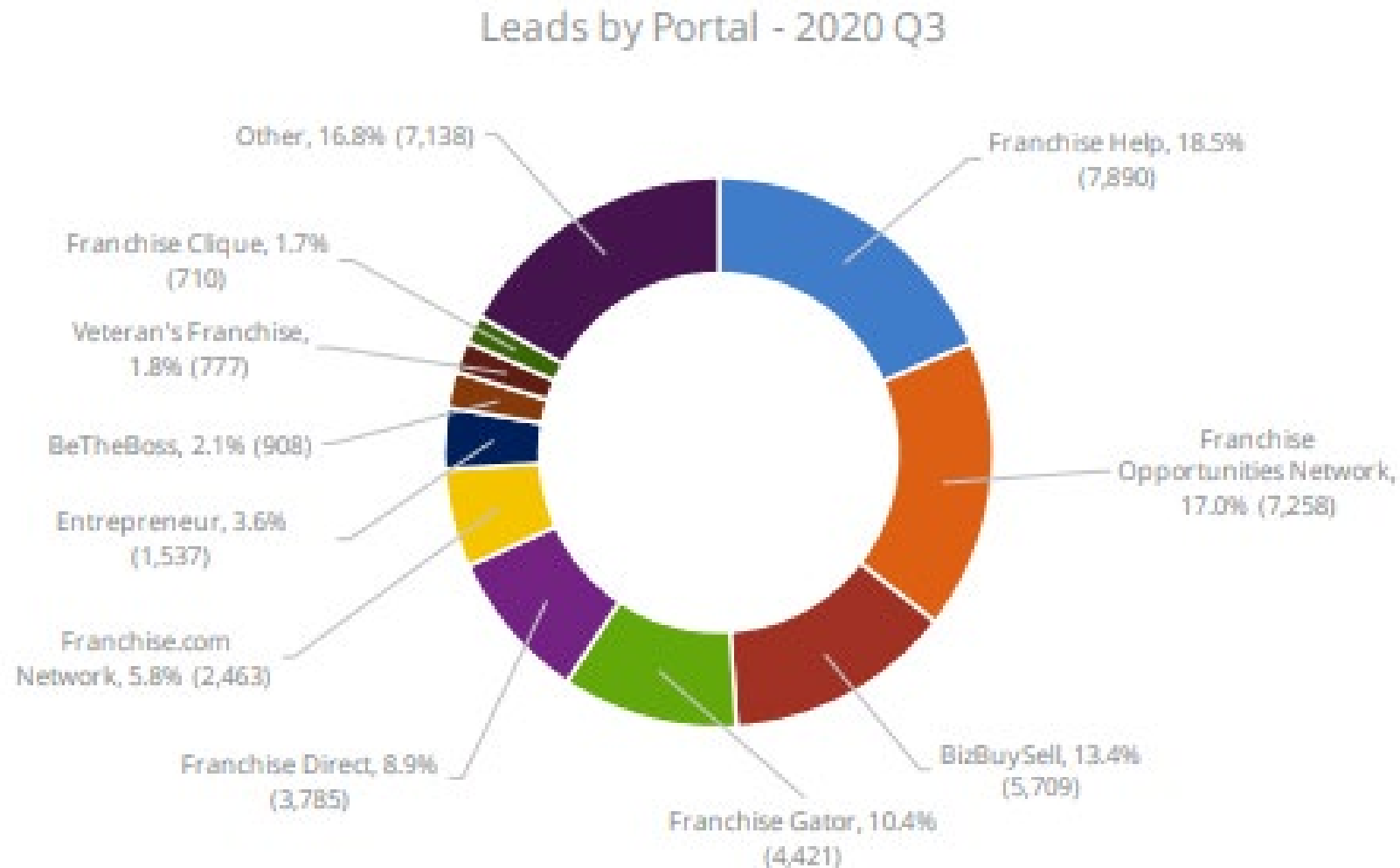
Lead to Deals by Source reflects the power of influencers & validators



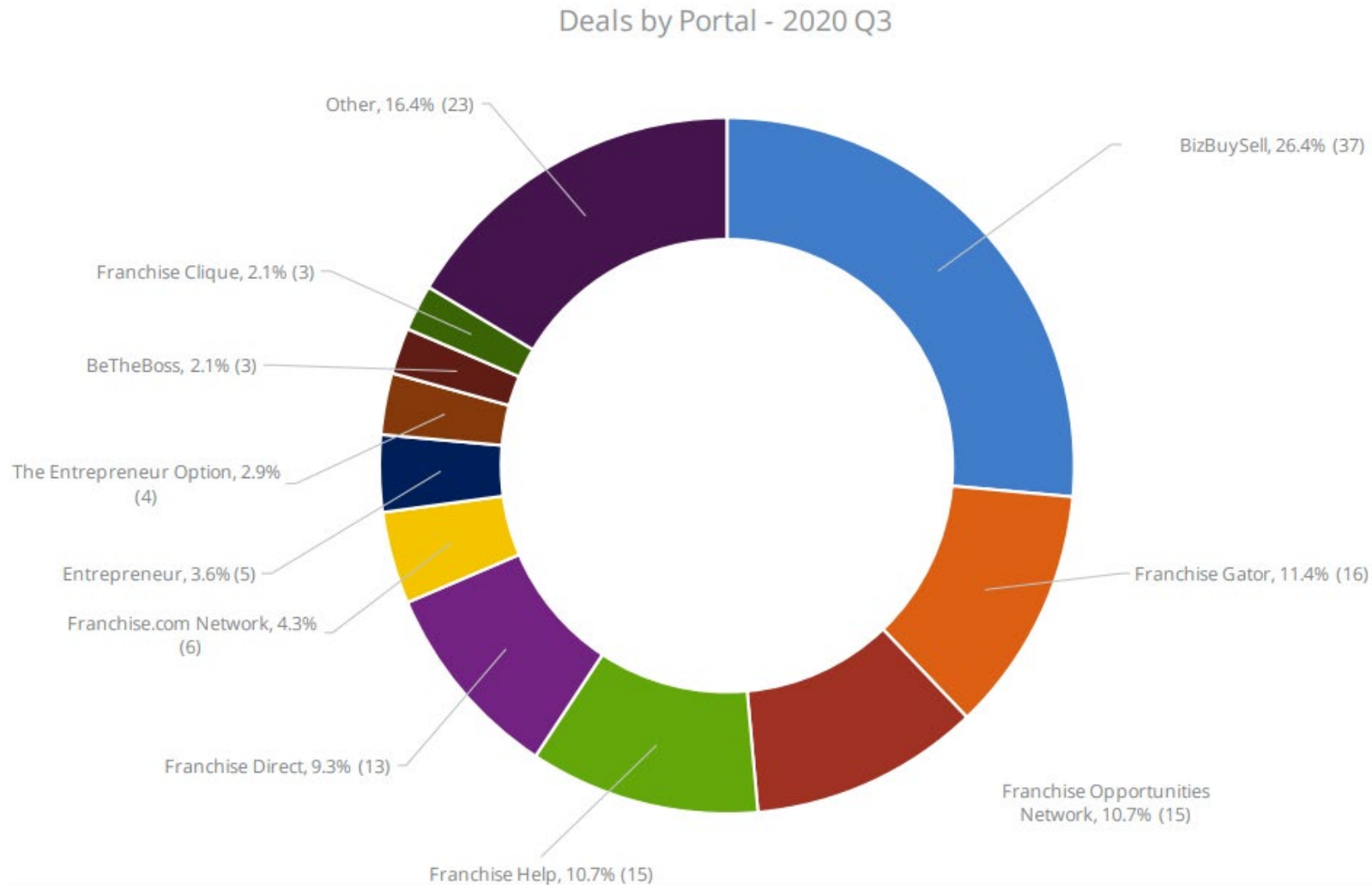
Portal Performance in Q3, 2020

Franchise Portals Experienced Declines in Leads
While Maintaining the Same Lead to Deal
Conversion Rates Throughout the Pandemic.

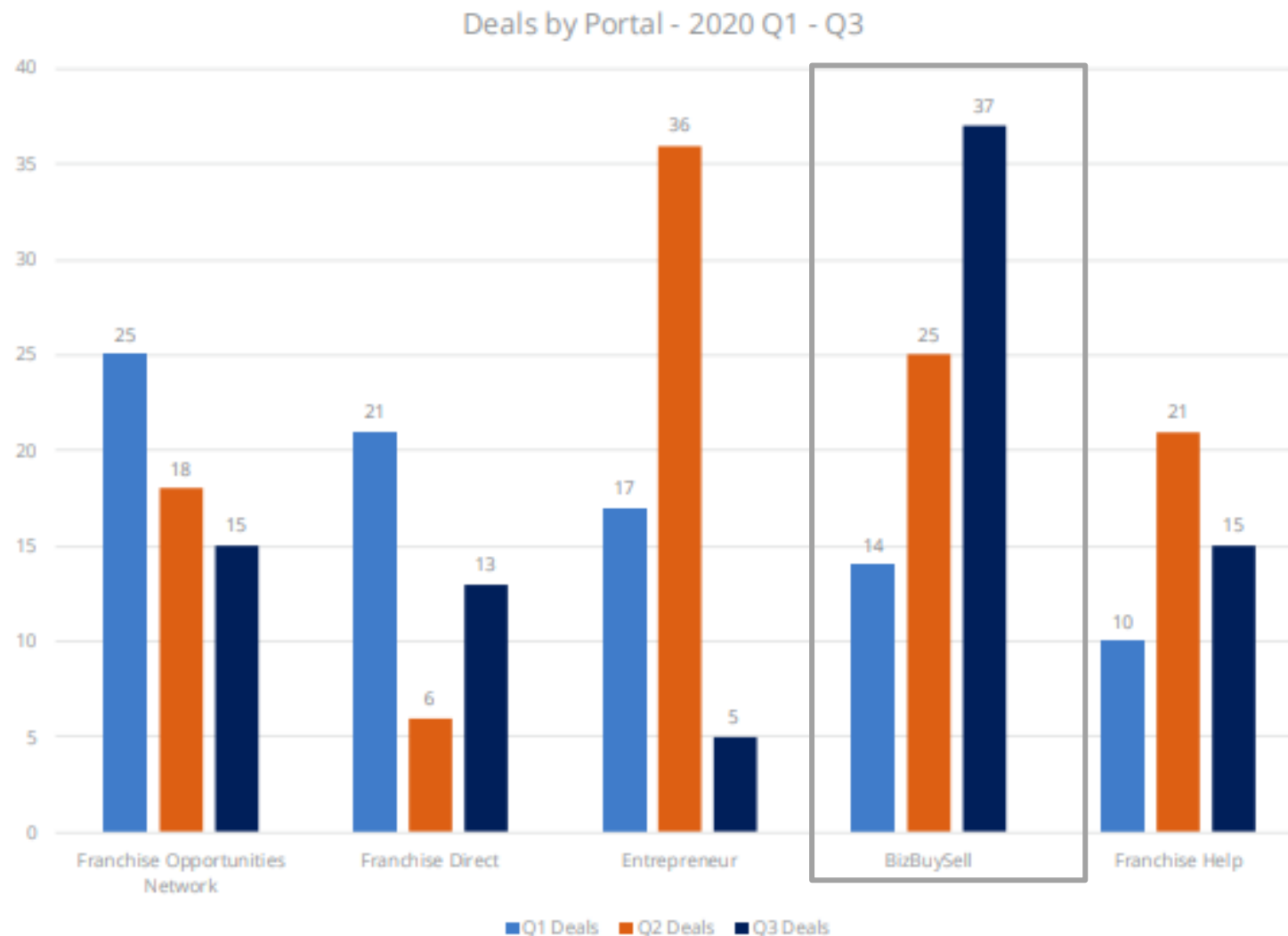
Distribution of Leads by Portal – Q3, 2020



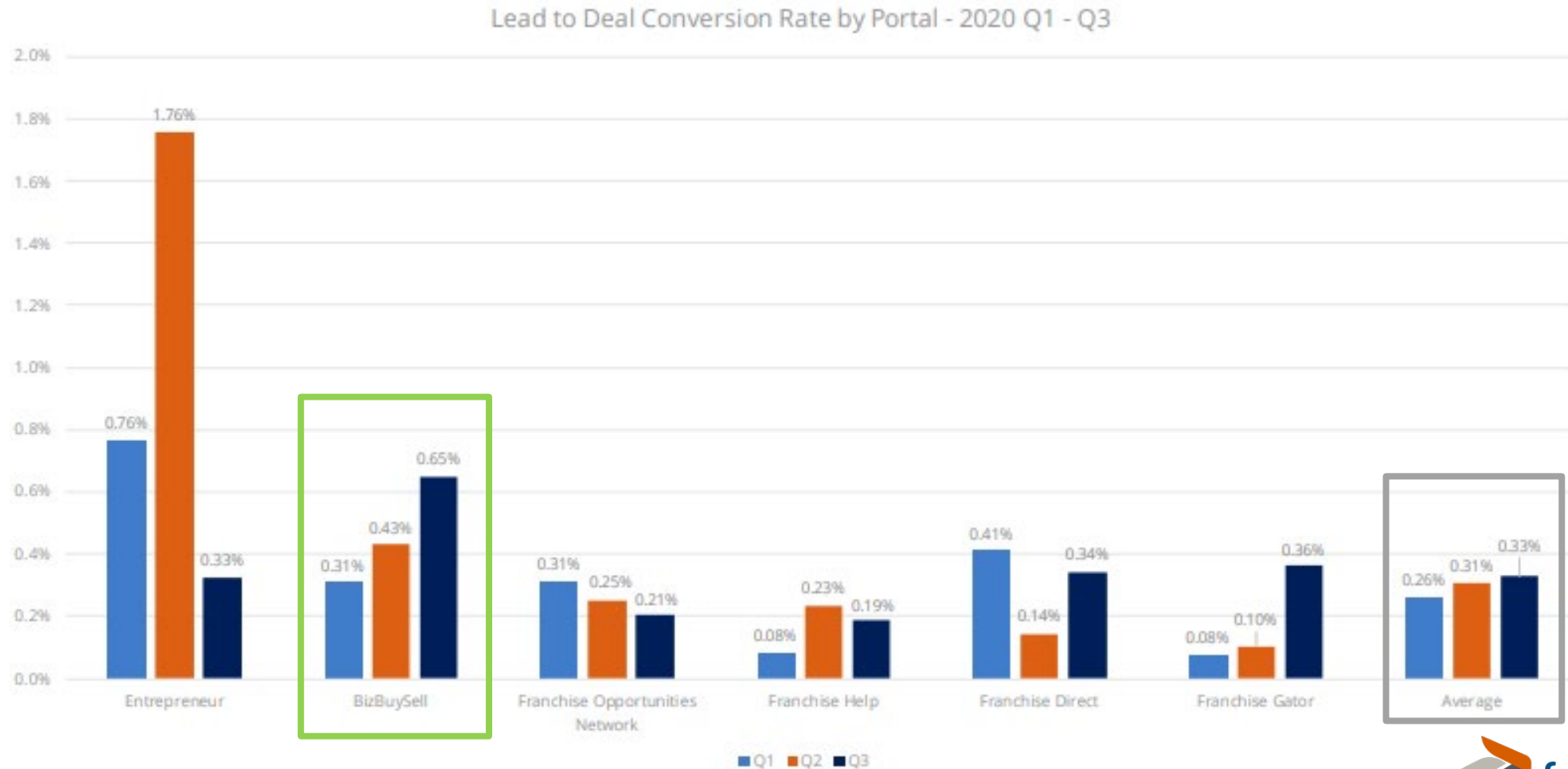
Top 10 Portal Performers – Q3, 2020



Top 5 Portal Performers for Deals – YTD



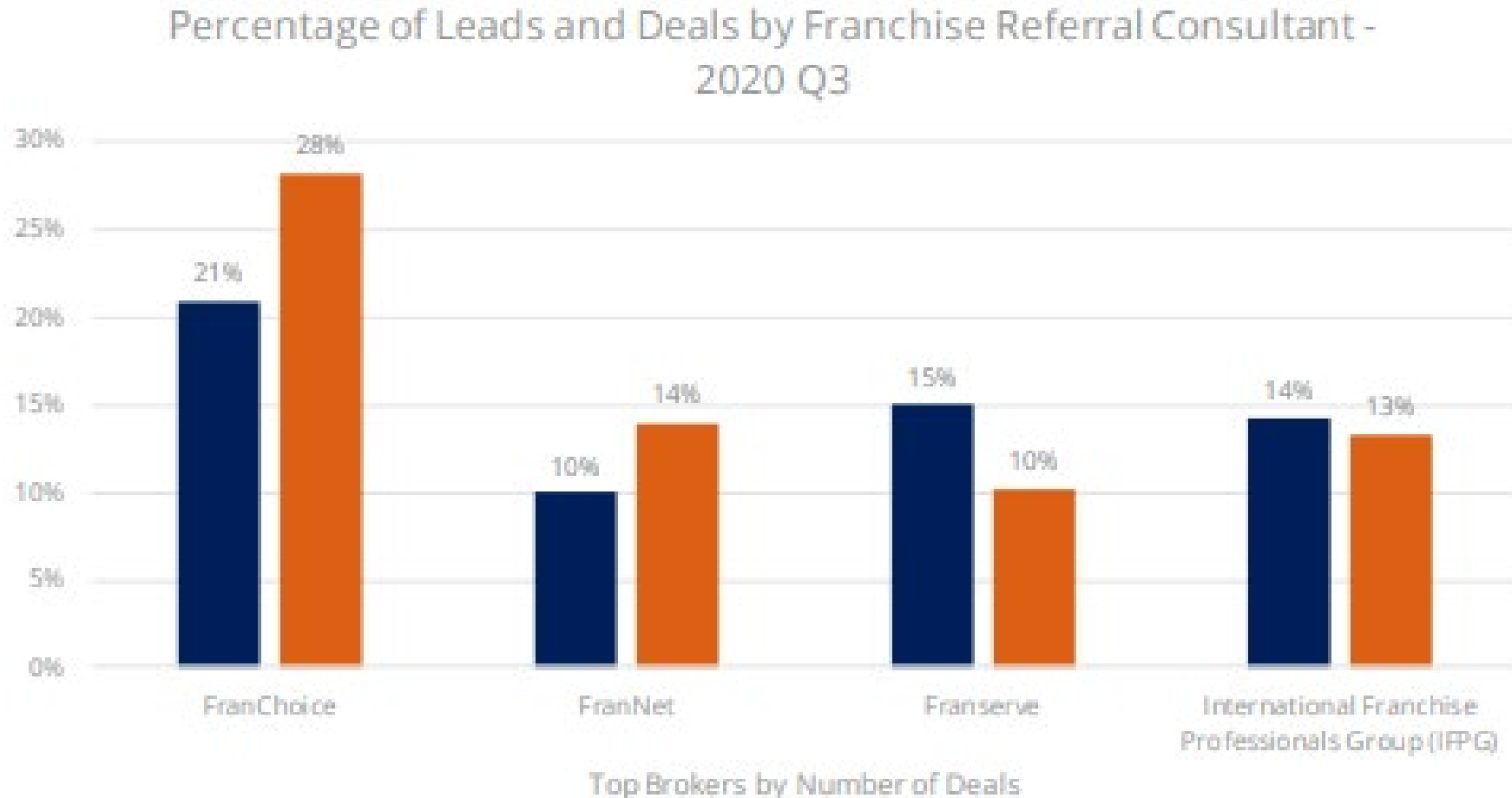
Top Franchise Portal Lead to Deal Conversion Rates – Q3, 2020



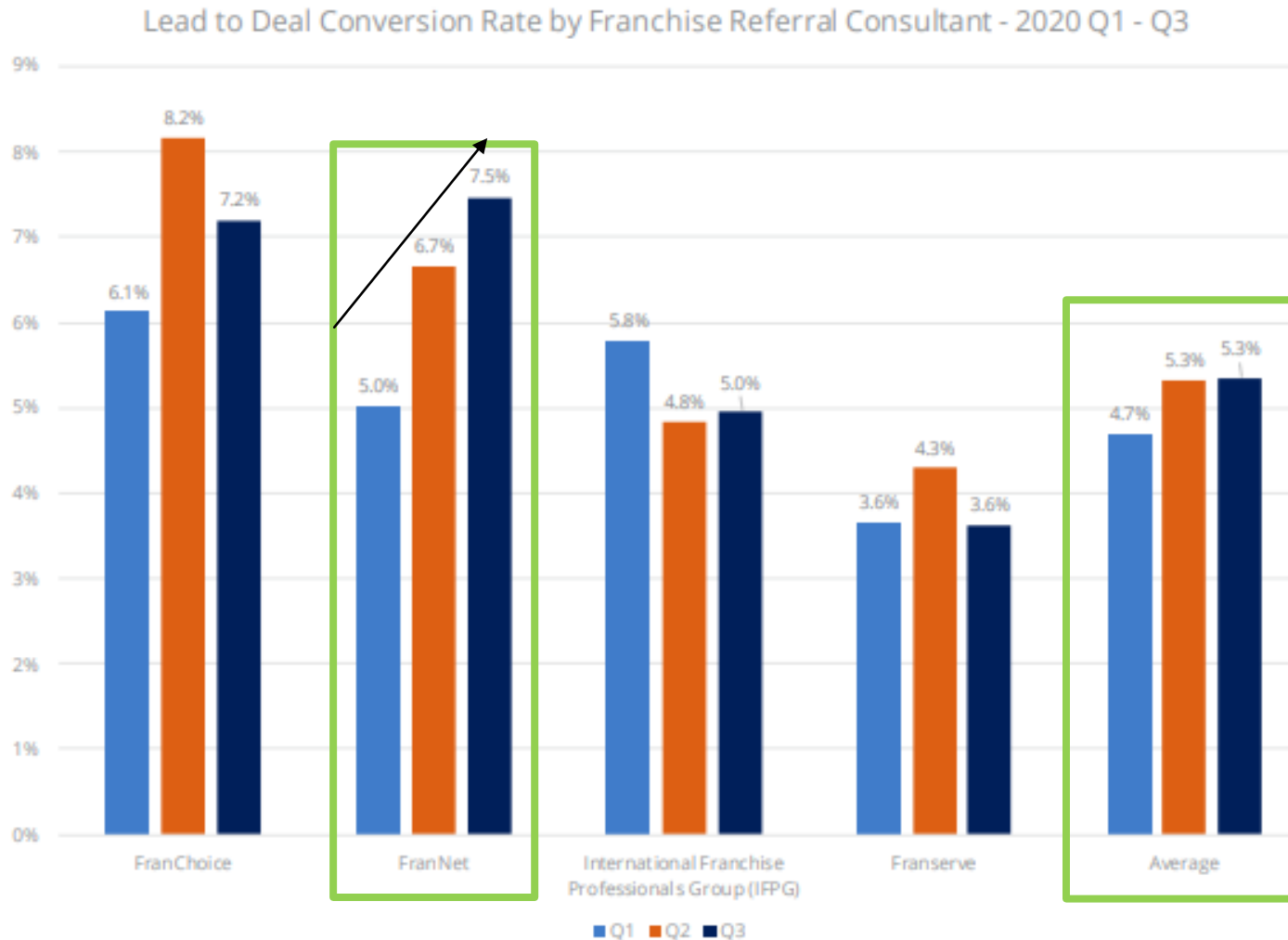
Franchise Referral Consultants

Quarter 1, 2020 was primarily unaffected by the Pandemic until mid-March. Ever since, there has been a remarkable spike in results.

Top Franchise Referral Consultants– Lead to Deal Comparison



Top Franchise Referral Consultants: Quarter to Quarter Comparison

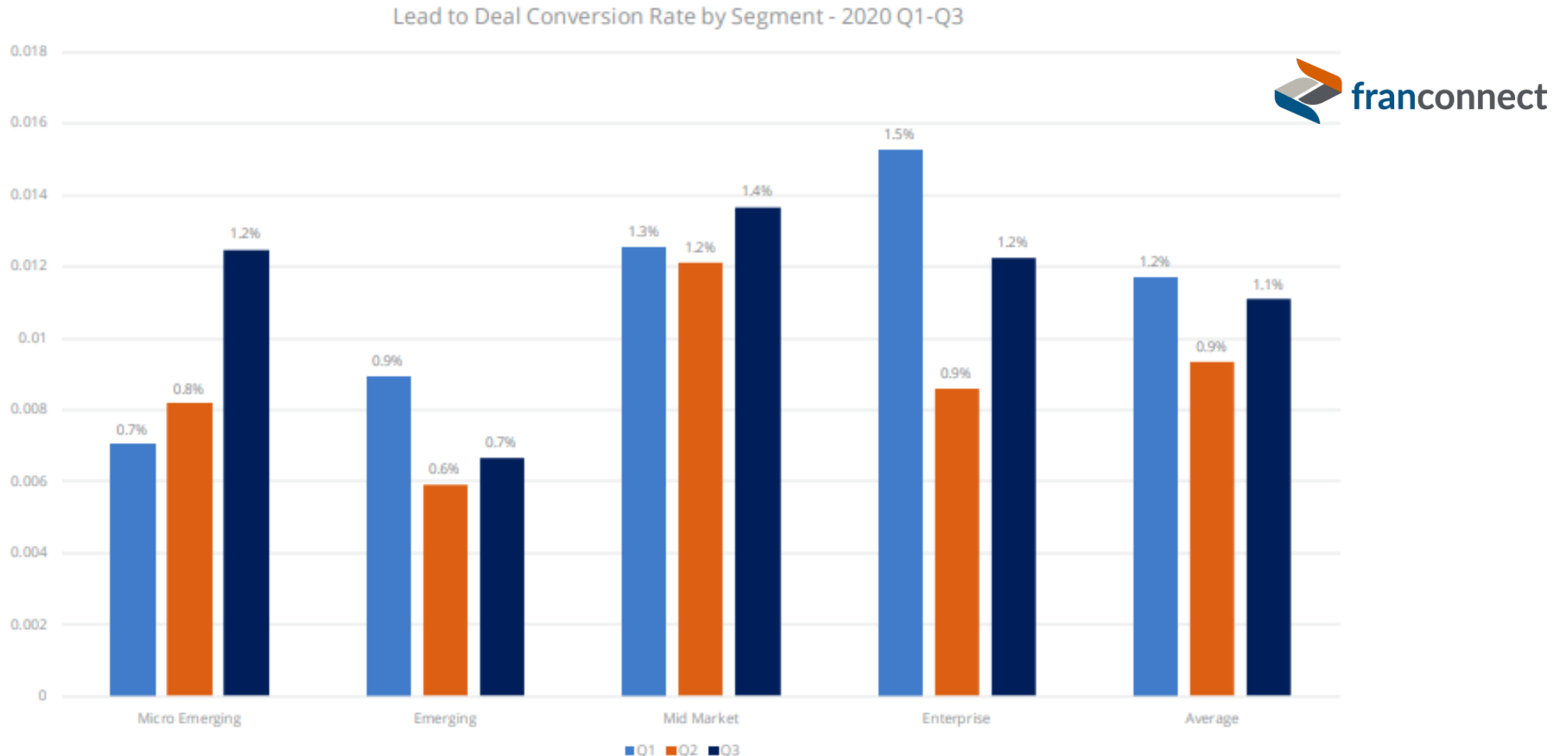


Franchise Lead Referral Consultants offer the highest Lead to Deal Closing Ratios of any source

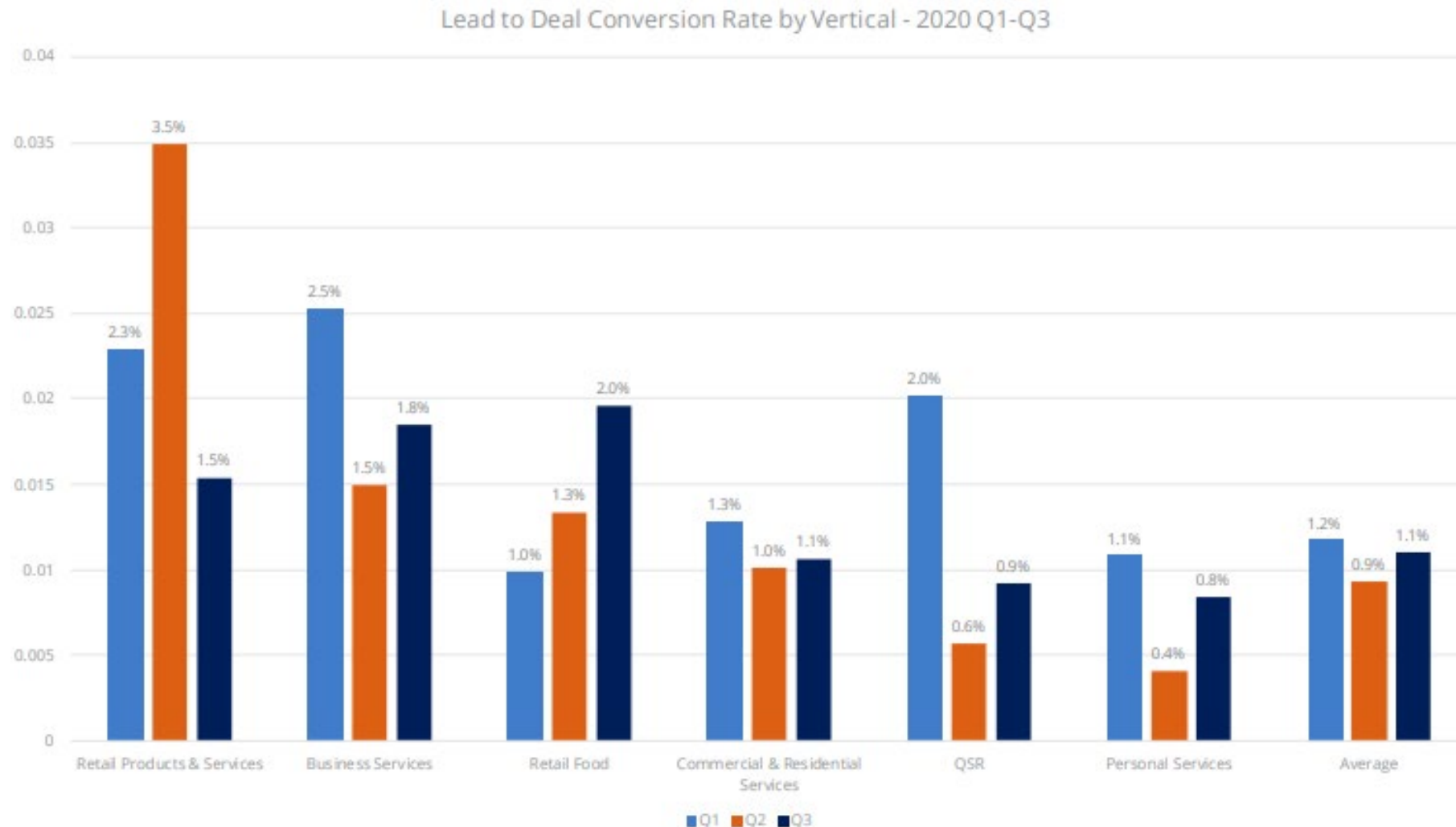
Overall, We Find Greater Efficiencies Are Being Realized Along With Some Serious Missed Opportunities.

Contact rates, No Calls & Booked Appointments

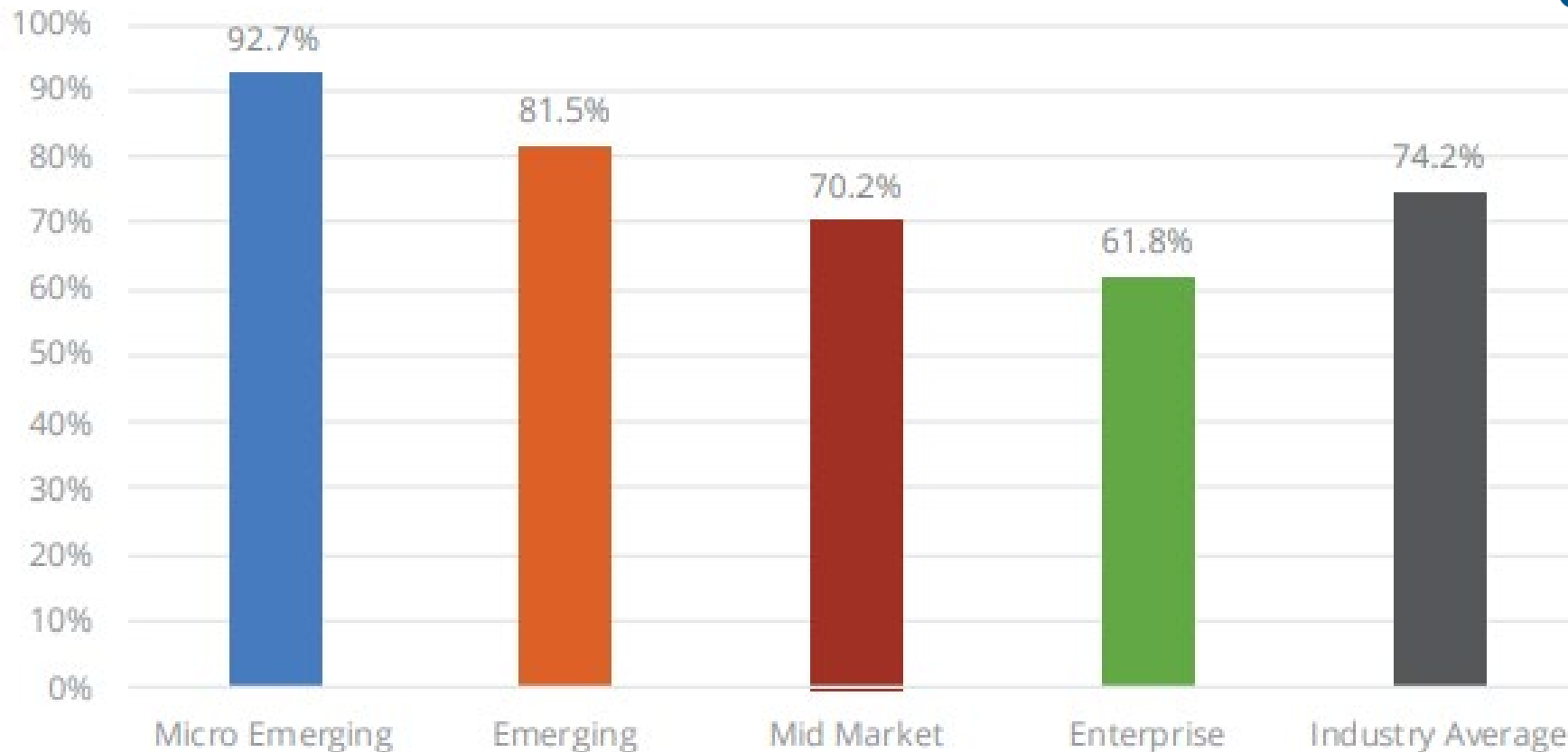
Quality of buyers and economic motivations are creating greater efficiencies



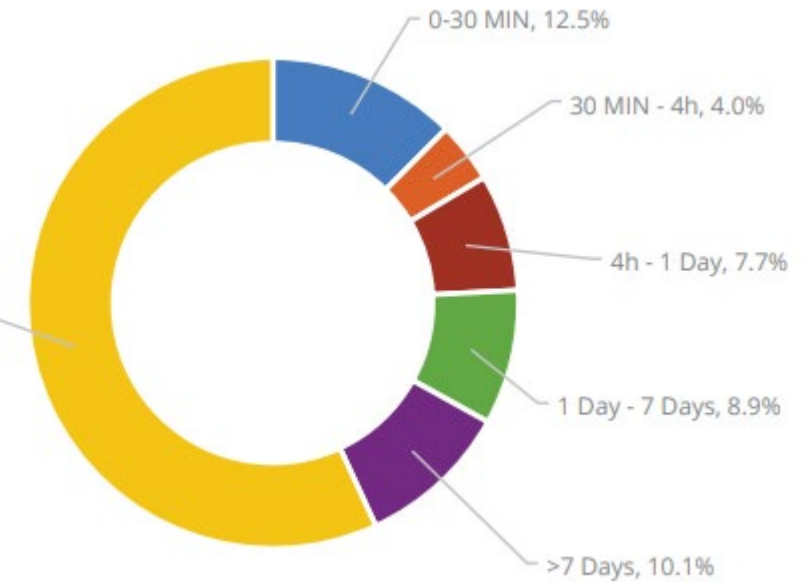
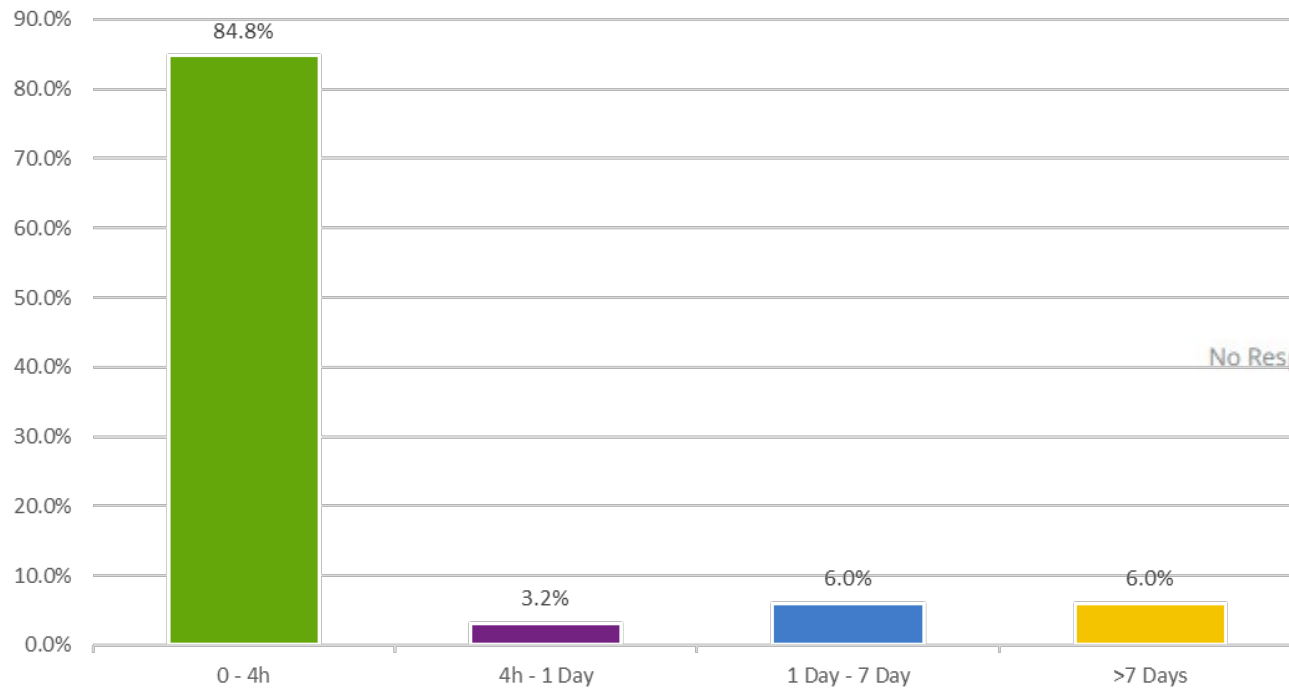
LTD Conversion rates have improved w/ exception of Retail Products & Services



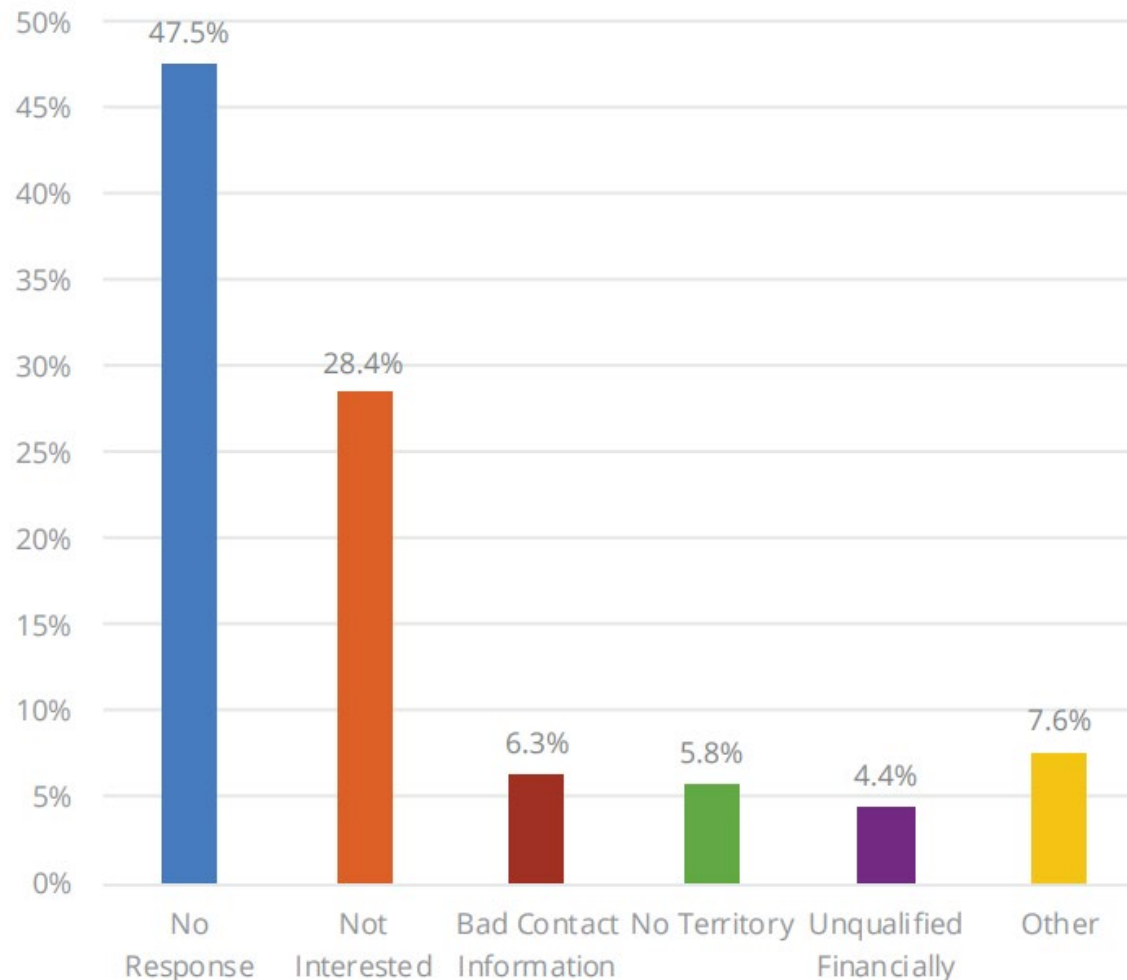
Percentage of leads that receive no calls



Speed to the lead is greatest predictor of sales – yet only 4% connect in 30 mins or less.



48% of lead drop-off reasons are likely the result of no-contact and slow response times



Final Thoughts.

**Trusted Advisors & Influencers are of the
Greatest Value at this Moment in Time. But
You Won't Get a 2nd Chance at a First
Impression.**

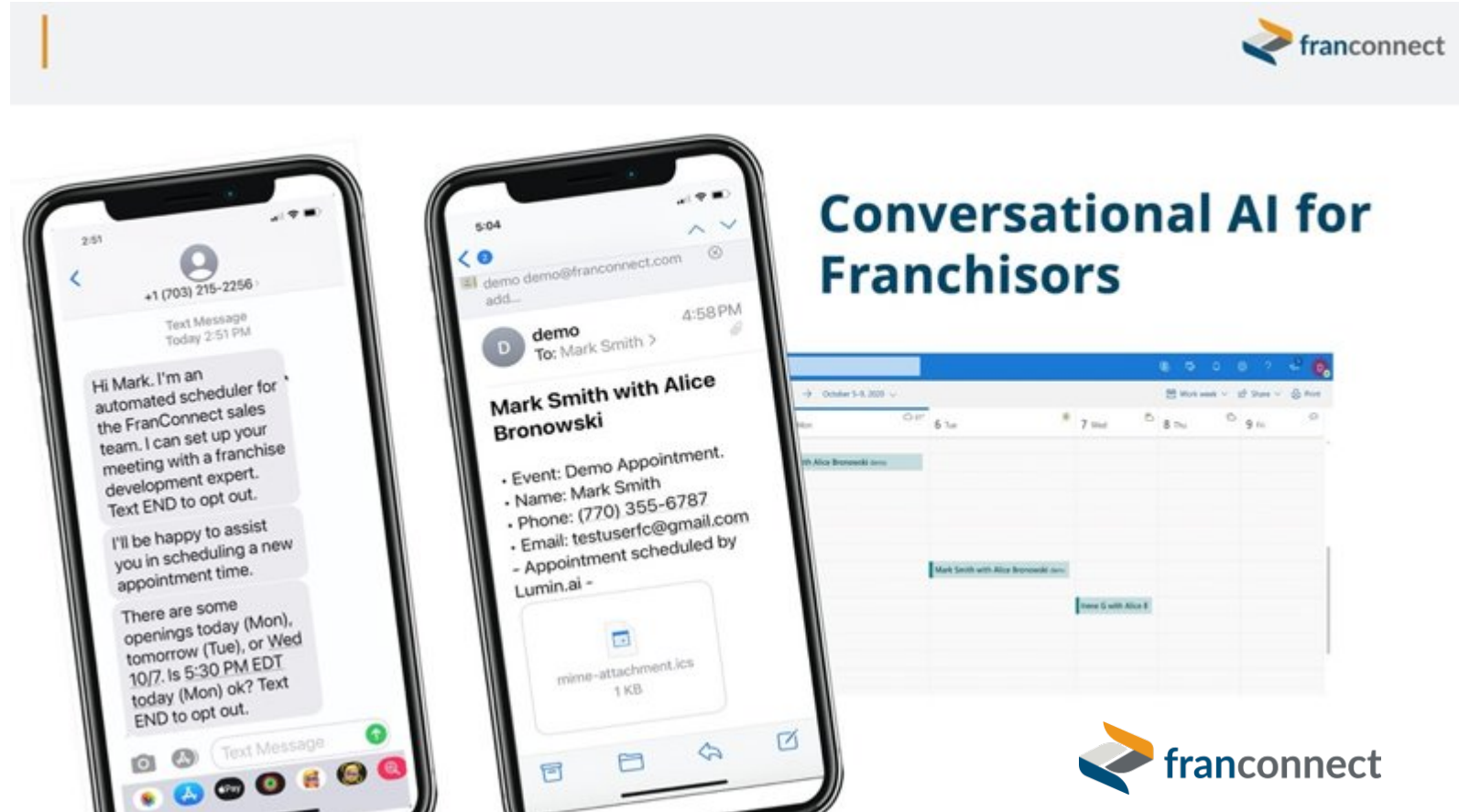
Referrals & Referring Sources Significantly Outperform All Others.

- Referred leads have a 30% higher conversion rate than contacts acquired by other marketing means
- Business with referral programs in place experience an average of 69% faster time to close.
- 65% of new business comes from referrals (Entrepreneur) or service if their friends or family recommend it

Best Practice: When the marketing department manages a referral program, companies have a three times bigger chance to achieve their revenue goals. Yet only 10% of them assign referral campaign management to the marketing department

New Technology is showing great improvement in execution: FCI Case Study

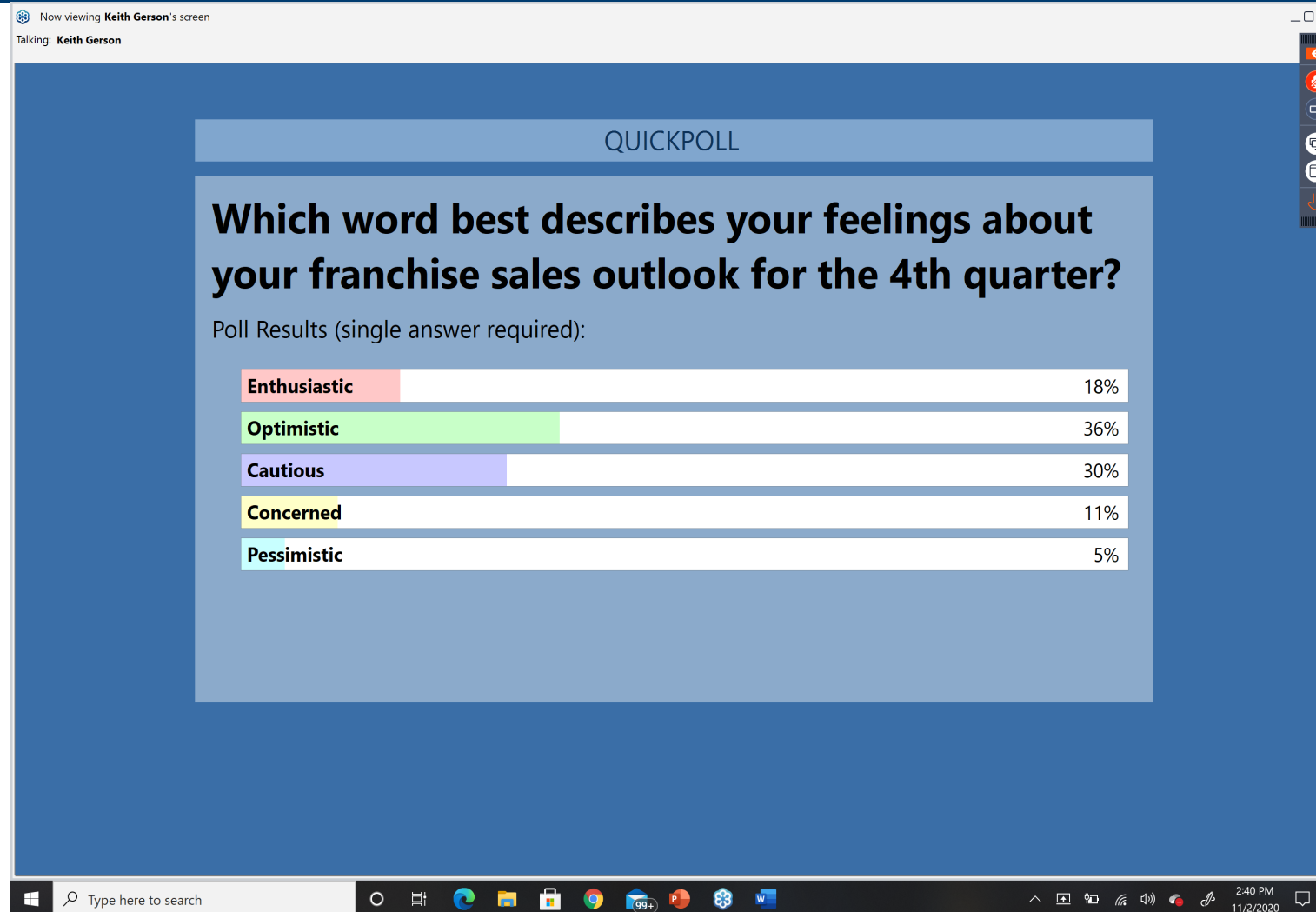
- >49% improvement in lead closure times
- 100% lead follow-up in 1 minute or less
- 90% automation of scheduled calls
- 100% increase in monthly calls
- Reduction in administrative costs due to increased efficiency



Polling Question #4

Which one word best describes how you are feeling about your franchise sales outlook for the 4th quarter prospects?

Polling #4 Results



Questions?

Thank you for attending!

For additional Information:
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<https://www.franconnect.com/request-a-demo/>