

Recruitment Reports No Franchisor Should Live Without



This Franchise Pipeline Solutions (FPS) eBook showcases the range and diversity of hard information available to franchise executives and recruitment professionals to identify Qualified Prospects buried in piles of unqualified leads.

FPS partners with franchisors to help efficiently find, persuade and sign their most highly Qualified Prospects.

We keep unqualified leads away from recruiters using a proven and proprietary set of processes, insights and recruiting methods, a decade in the making.

Even a very good recruiter spends up to 43% of work time trying to speak to leads that in most cases are totally unqualified. FPS gives them back that time to work with their most Qualified Prospects. Improvements of up to 100% in ROI can be dramatic.

The reports showcased below are all screenshots of real client reports and based on a 12-month period.

About Dugan Aylen...

"My journey as a franchise recruitment professional began over 10 years ago and now reaches a new zenith with the introduction of Franchise Pipeline Solutions.

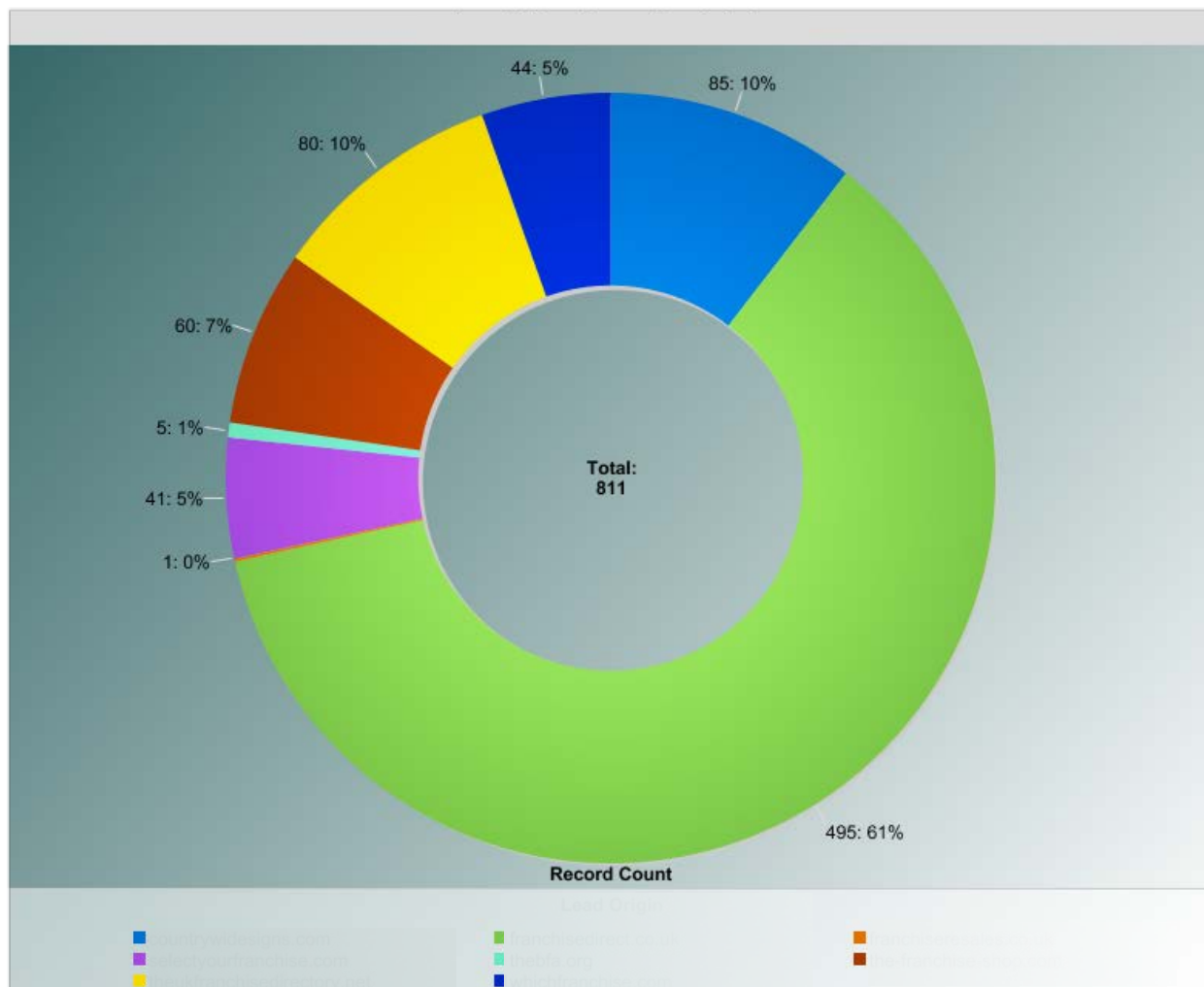
"Our team has invested the past eight years creating and refining a franchisee recruitment solution that finds diamonds of Qualified Prospects in piles of leads. Every year sees new developments, evolution and greater recruitment success.

"In fact our solutions are already in the hands of many recruiters, whom I've trained in the same methods it's taken me over a decade to refine.

"It's amazing to me that our recruiters can now spend virtually zero time on unqualified leads. They can readily find only Qualified Prospects that "ask" to learn more about our franchise opportunities. It's a recruiter's dream...and we're living it. Let me show you how you can too."

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This report shows where all lead originated over a time period.



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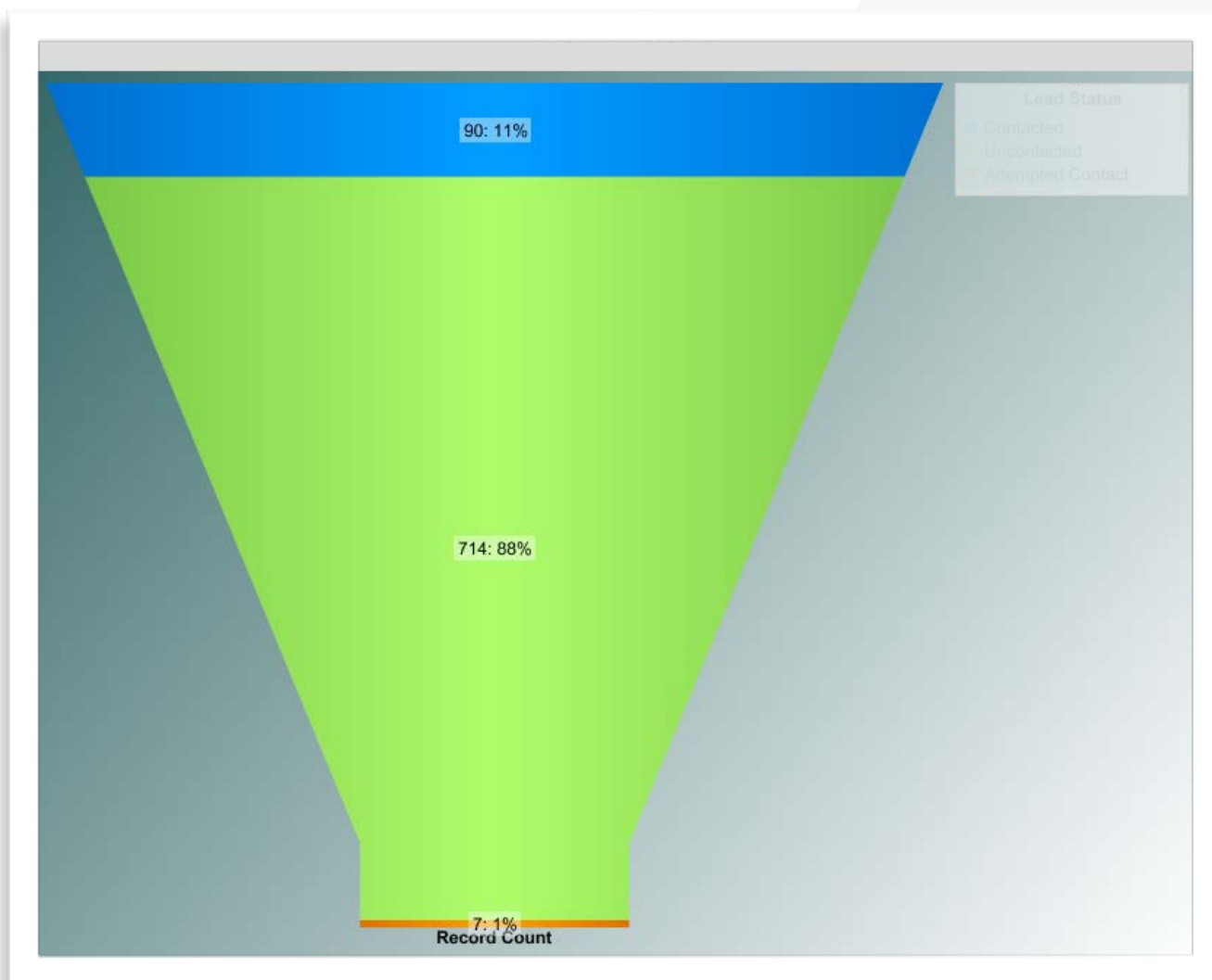
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This report breaks down lead contact status.

Definitions are as follows:

- **Uncontacted Leads:** receiving emails and/or text messages; not spoken to
- **Contacted Leads:** completed a call
- **Attempted Contact:** Not spoken to



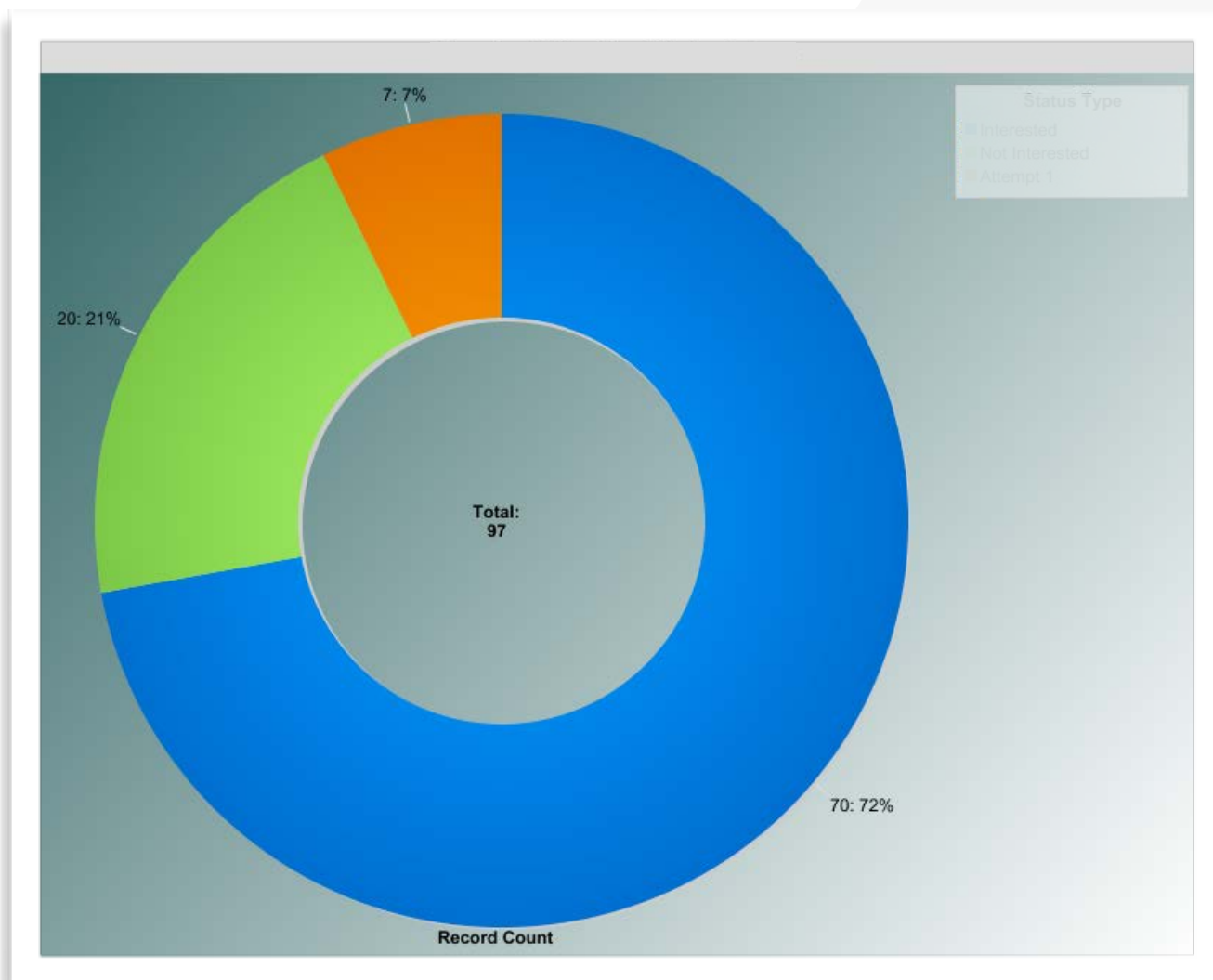
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This report shows how many high value leads have been spoken to.

- **Attempts:** where a high value lead is dialed but gives no response
- **Interested:** where a high value lead is contacted and validates interest in moving forward
- **Not Interested:** after contact, where a high value lead or franchisor criteria creates non-interest in the opportunity

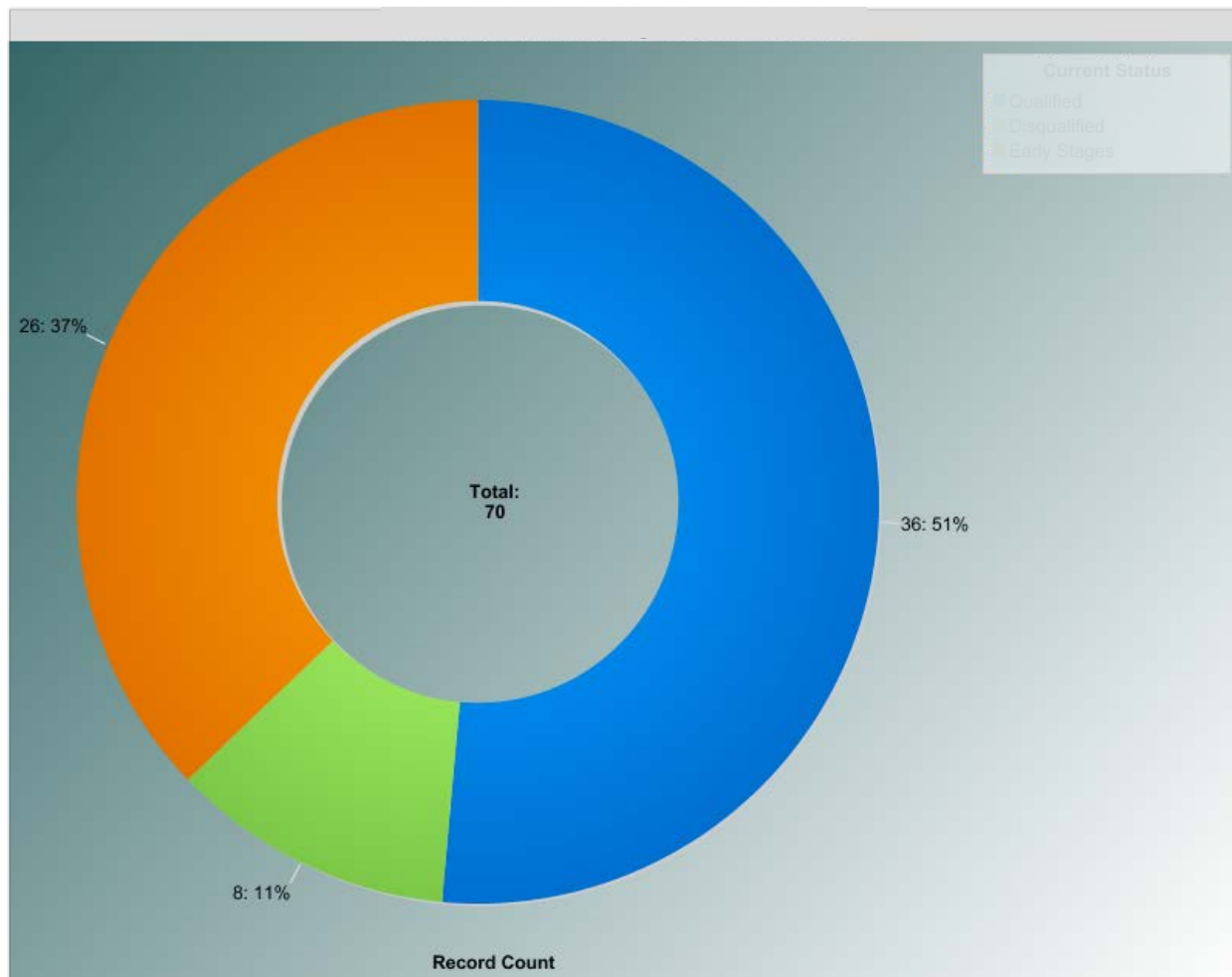
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This report shows number of high value leads that become Qualified Prospects.

- **Qualified Prospect:** meets all agreed-upon criteria to move into franchisor's recruitment pipeline
- **Disqualified:** lead does not meet criteria to move forward
- **Early Stages:** active nurture after speaking to them. They are usually some time away from direct engagement



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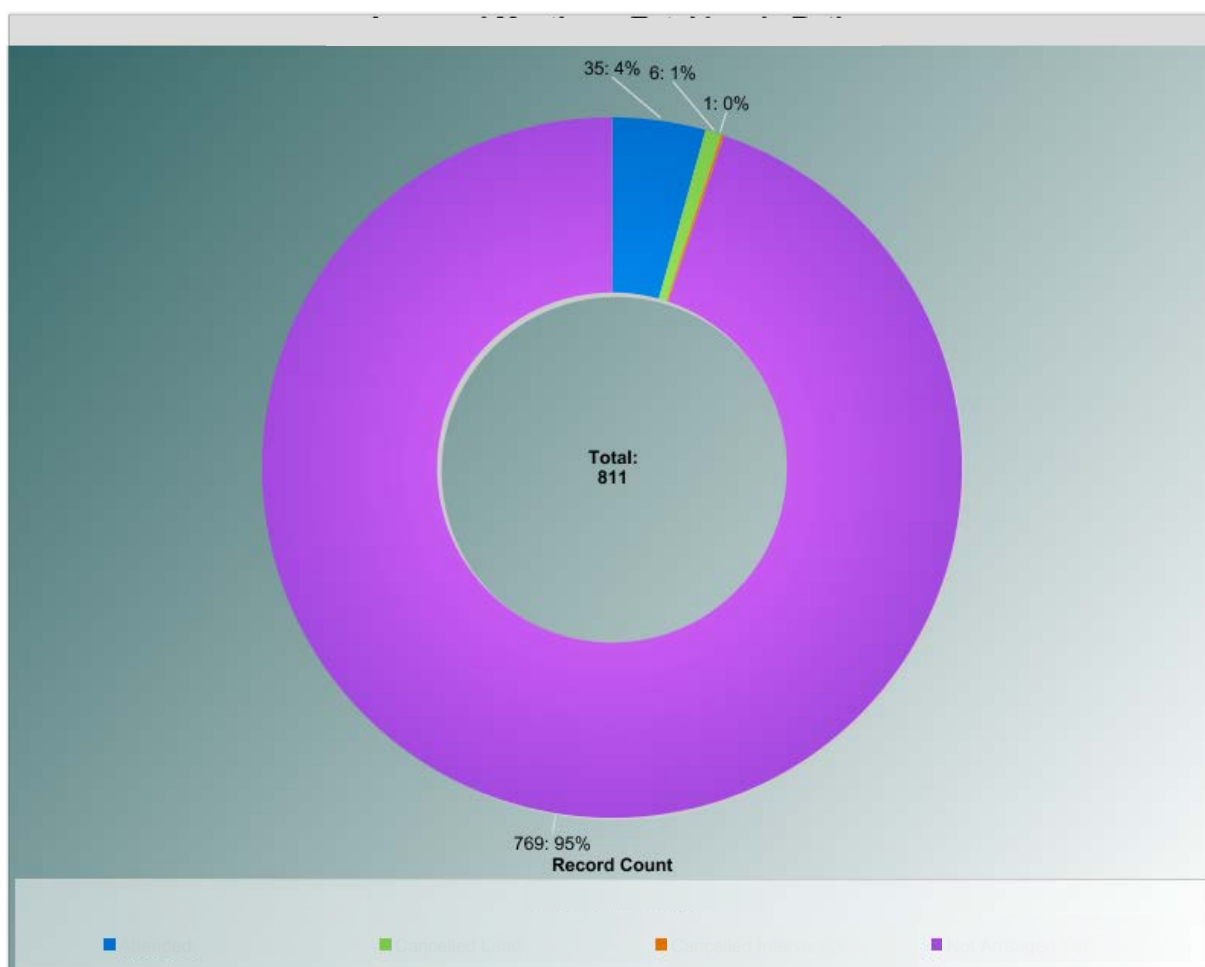
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Qualified Prospect Ratio To All Leads

This report shows breakdown of Qualified Prospects in the recruitment pipeline compared to all leads.

- **Pipeline:** Qualified Prospects enter recruitment; attend Discovery Day
- **Opt Out:** Qualified Prospect opts out
- **Disqualified:** franchisor disqualifies
- **Unqualified Leads**



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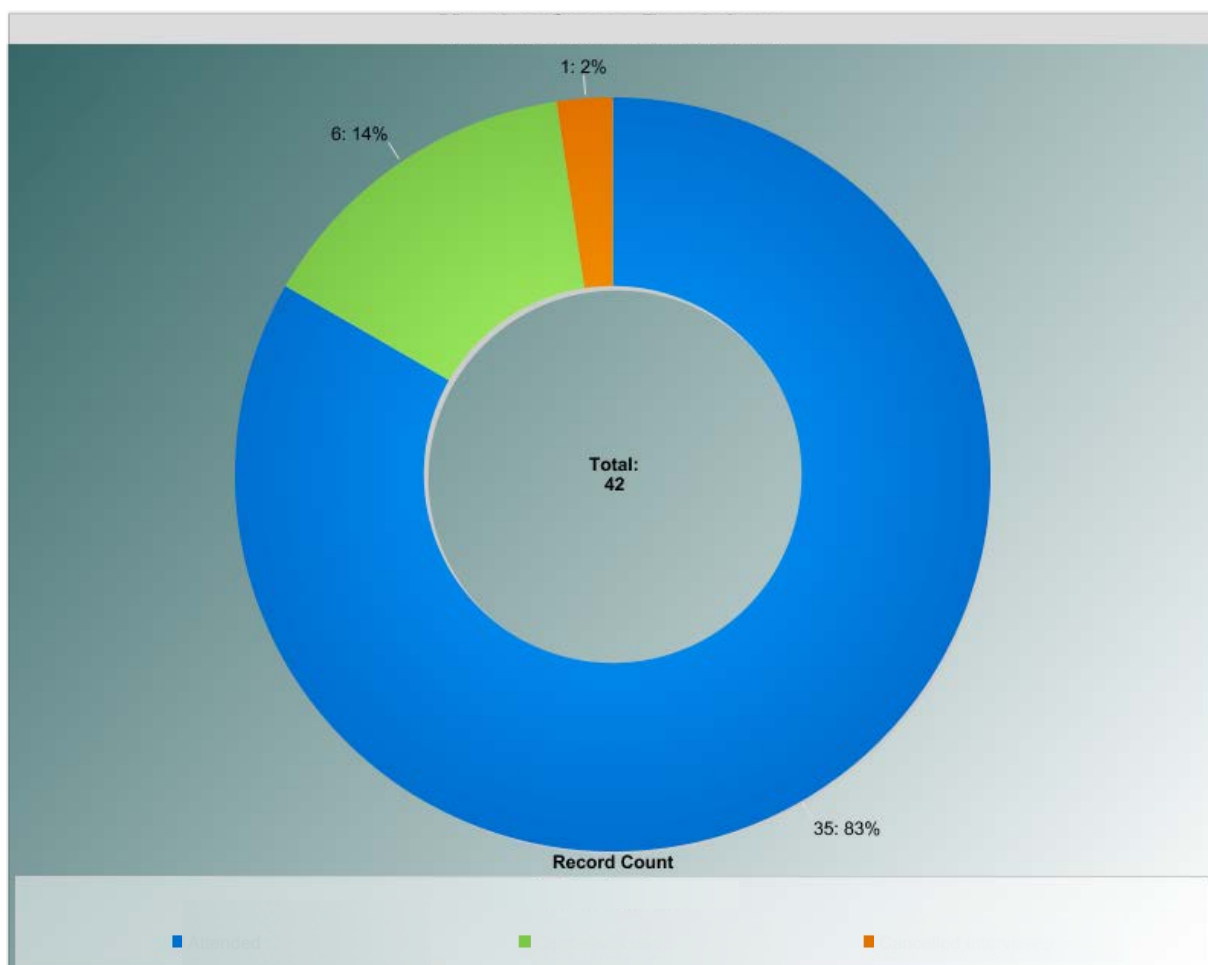
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Qualified Prospect Pipeline Status

This report shows the status of Qualified Prospects in recruitment pipeline.

- **Pipeline:** Qualified Prospects enter recruitment; attend Discovery Day
- **Opt Out:** Qualified Prospects opt out
- **Disqualified:** franchisor disqualifies



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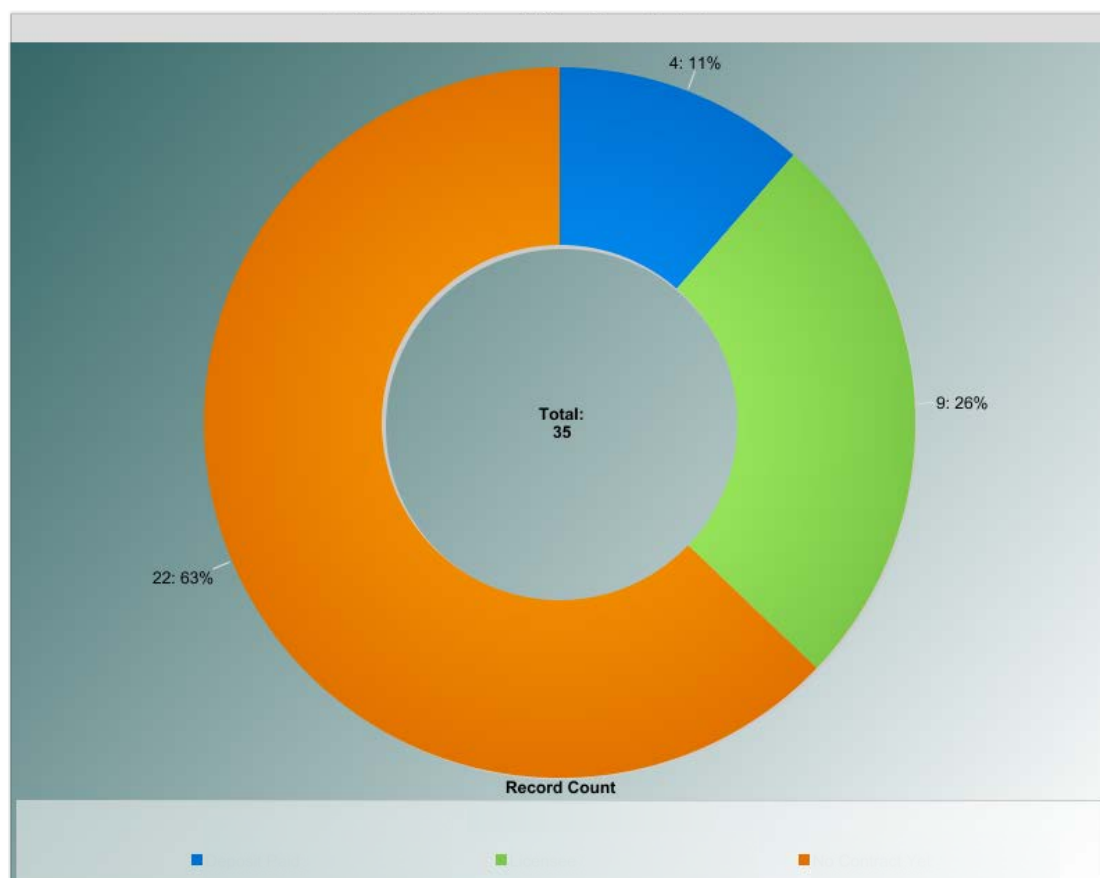
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Qualified Prospects: Discovery Day Ratio

This report shows the ratio of Qualified Prospects completing a Discovery Day.

- **Agreements Distributed:** Qualified Prospects that have Agreements
- **New Franchisees Onboard:** Qualified Prospects have signed franchise agreement
- **No Contract Yet:** Qualified Prospects completed Discovery Day, have agreement but not returned



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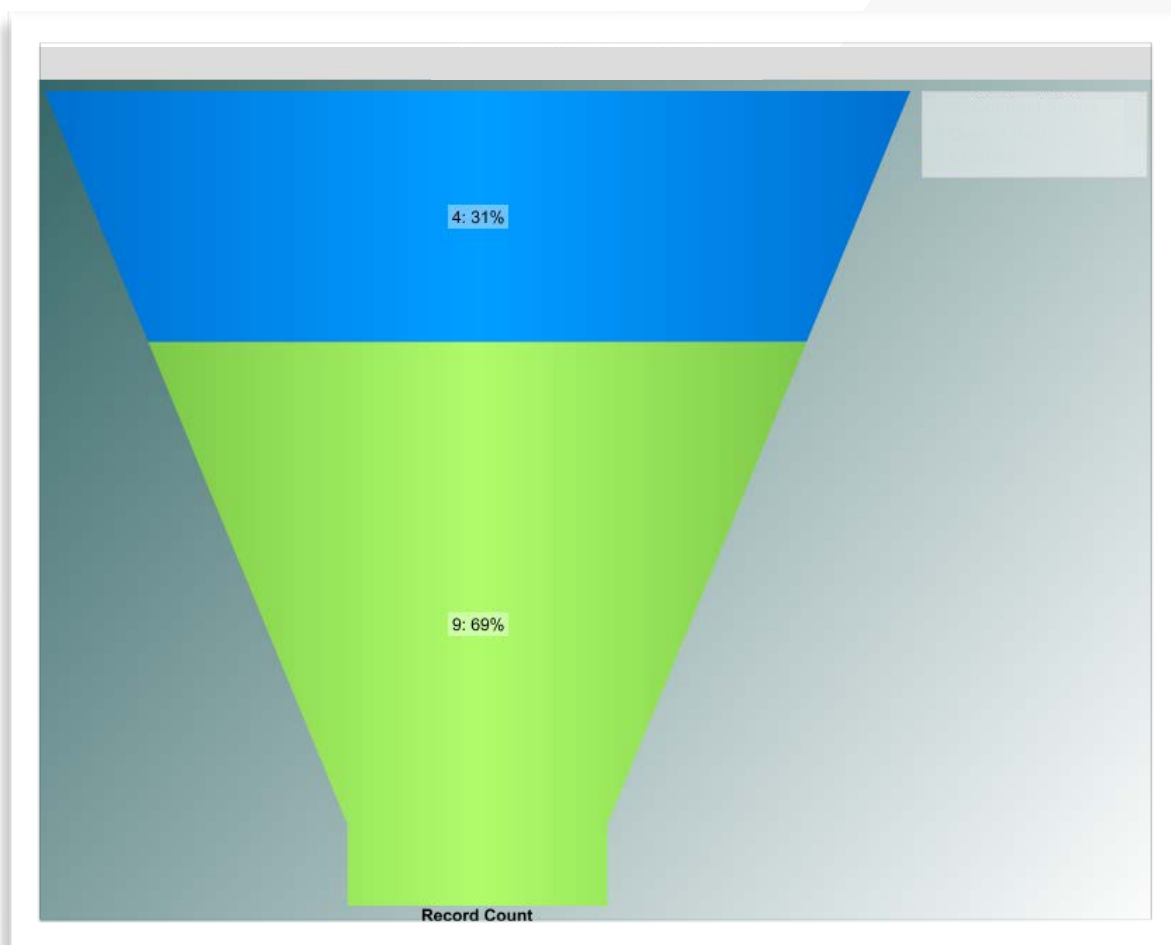
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Franchise Open Agreement Status

This report shows Qualified Prospects after Discovery Day:
Open Agreement Status

- **Agreement Review:** Qualified Prospects, verbal yes; Agreement under review
- **Agreement Drop Out:** Qualified Prospects not expected to proceed



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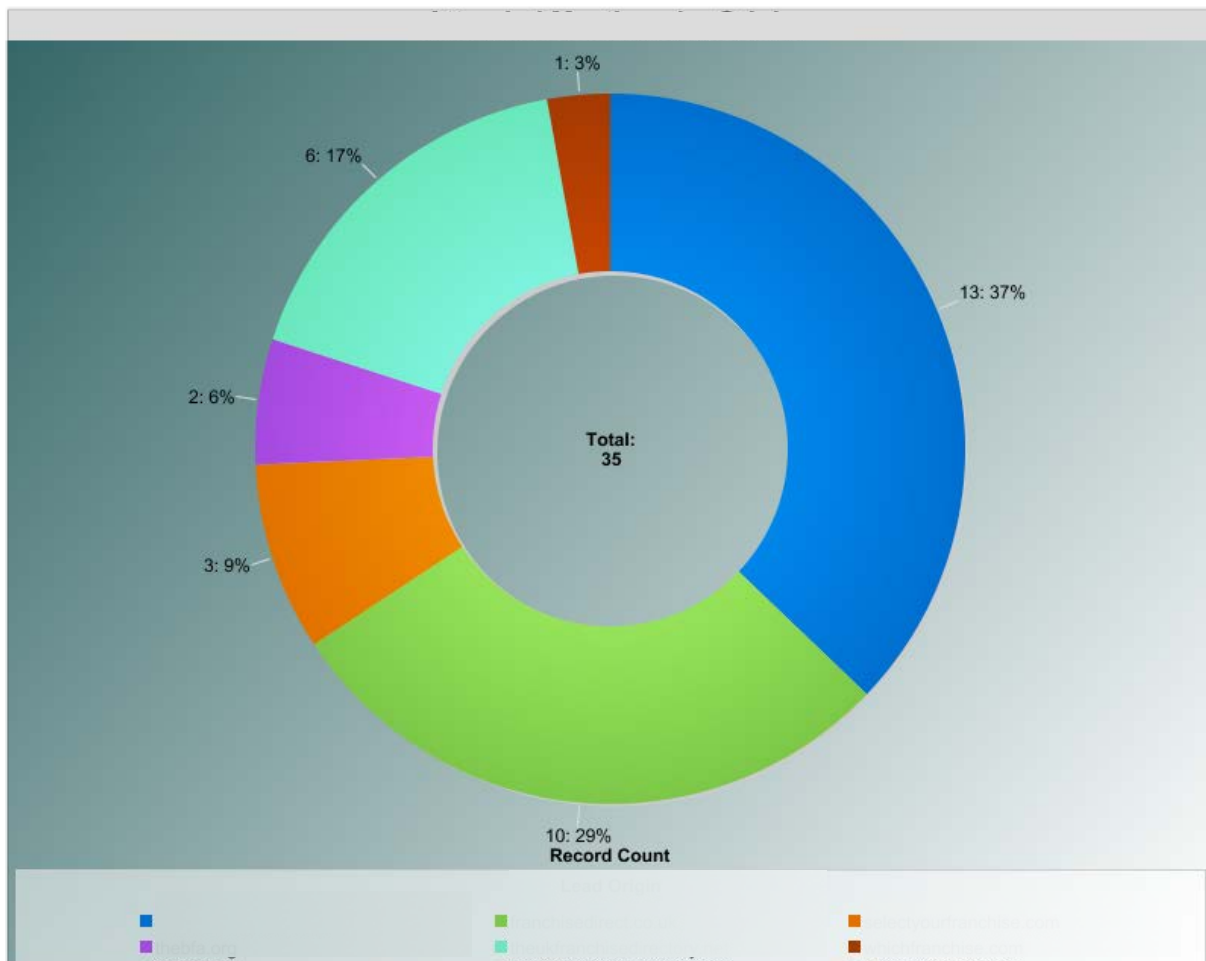
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Discovery Day Attendees By Origin

This report shows the origin of Qualified Prospects who attend Discovery Day.

This helps to decide where to spend budget to find similar Qualified Prospects.



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These reports are compiled from completed online surveys and questions allowing Qualified Prospects in the recruitment pipeline to provide feedback in a non-intrusive way.



First Name: *

Last Name: *

How do you rate the initial information provided?

How do you rate how quickly you were sent initial information?

Are you happy with how quickly we were able to give you a call?

How do you rate the person you spoke to before a meeting?

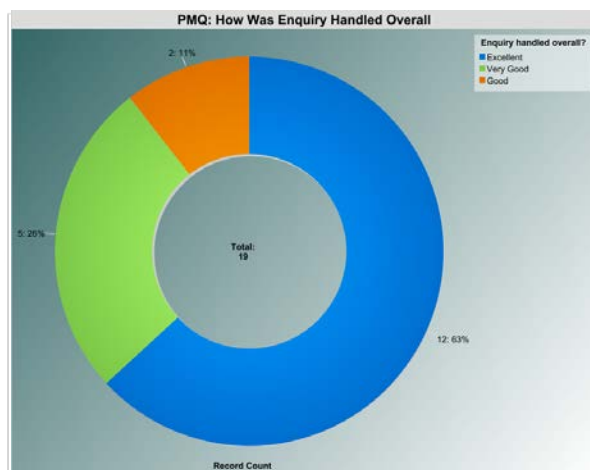
How do you rate the meeting location?

How do you rate your interviewer?

Following the meeting, what are your feelings about joining this company?

Do you feel you have got all the information you need to make a decision?

What is your timeframe in making a decision?



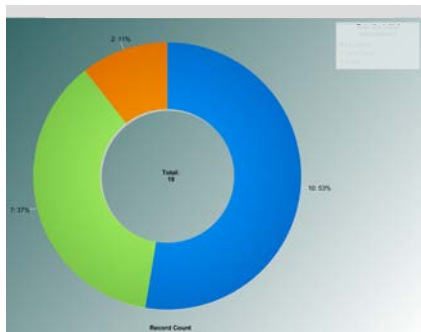
How do you feel your inquiry was handled overall?

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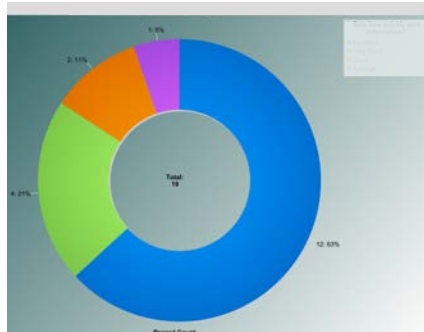
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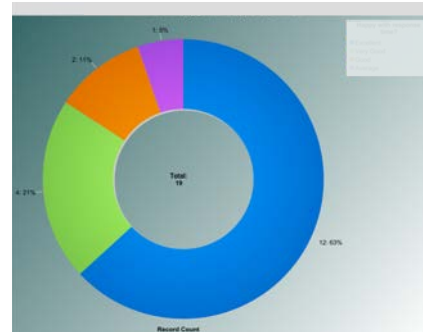
These reports show responses generated from various surveys.



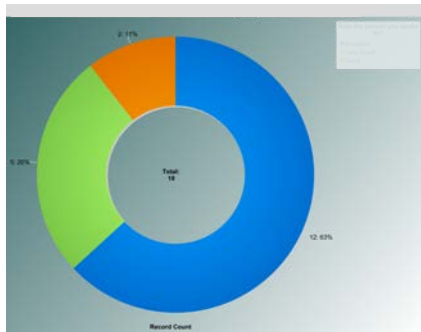
How do you rate the initial information provided?



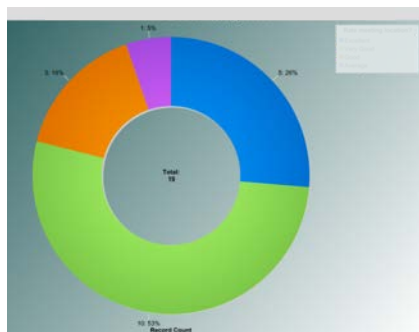
How do you rate how quickly you were sent initial info?



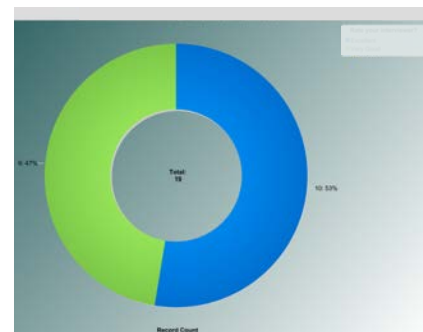
Are you happy with how quickly we were able to give you a call?



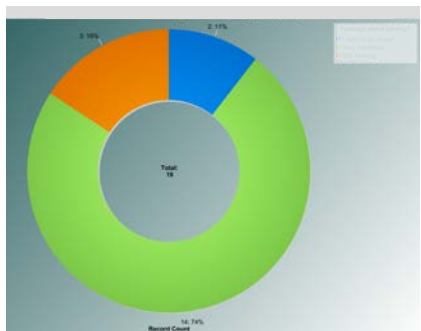
How do you rate the person you spoke to for this call?



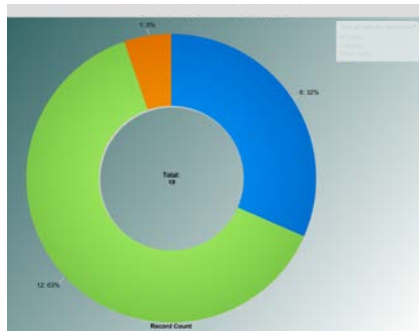
How do you rate your recruitment experience so far?



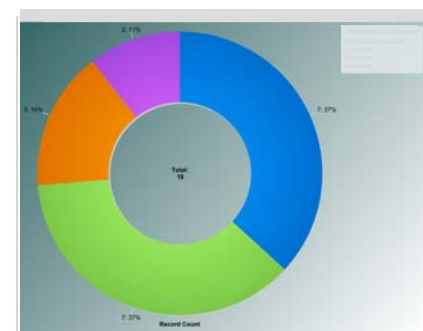
How do you rate the information provided on this call?



Following your Discovery Day, what are your feelings about joining the company?



Do you feel you've got all the information you need to make a decision?



What is your timeframe to make a decision?

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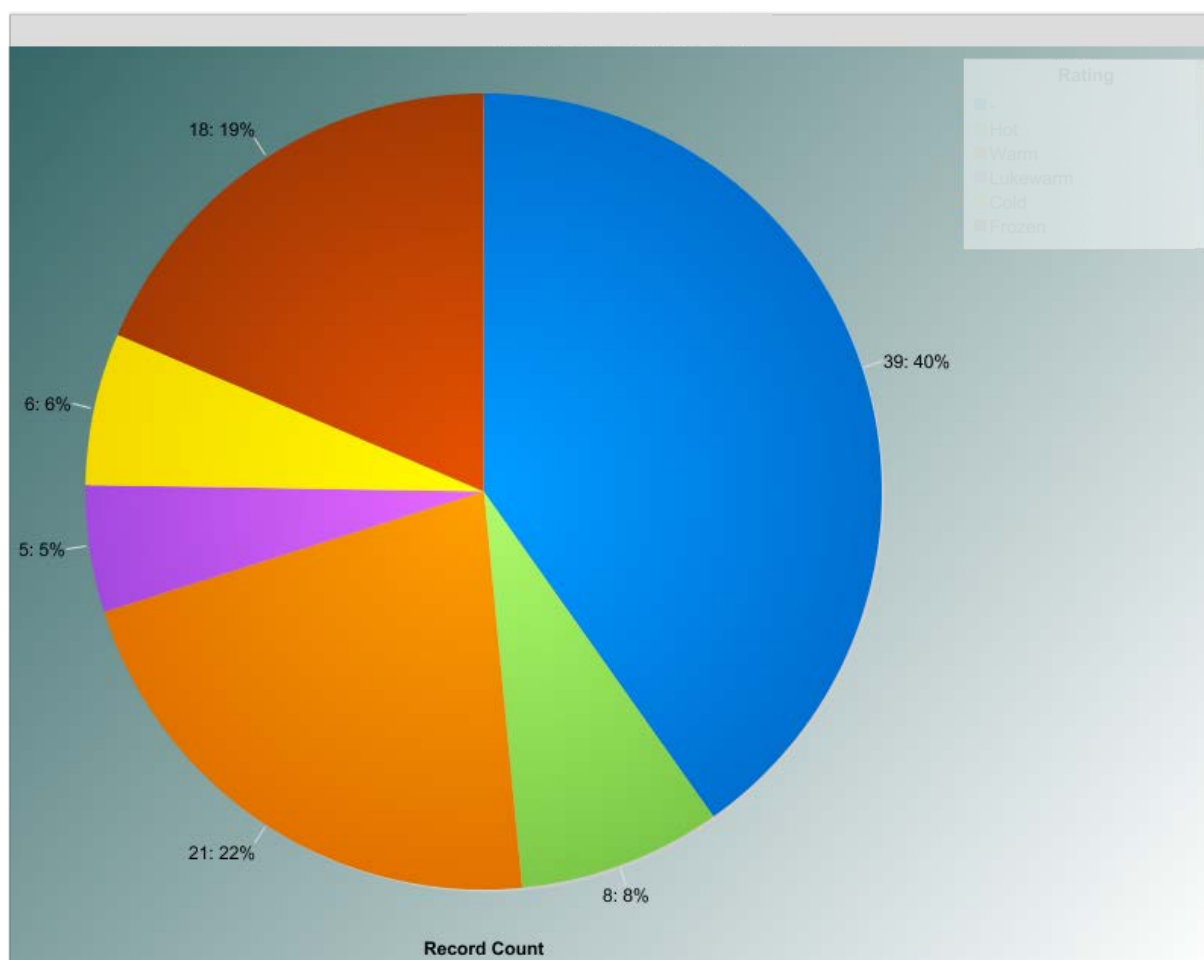
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Lead & Qualified Prospect Ratings

This report shows how a recruiter rates leads and Qualified Prospects as they move through recruitment stages.

- **Hot:** Qualified Prospect ready to enter recruitment stages
- **Warm:** an interested lead undergoing qualification
- **Lukewarm:** an interested lead in early stages
- **Cold:** an inactive lead
- **Frozen:** a lead that been disqualified or opted out
- **No Rating:** a lead that has not been spoken to yet



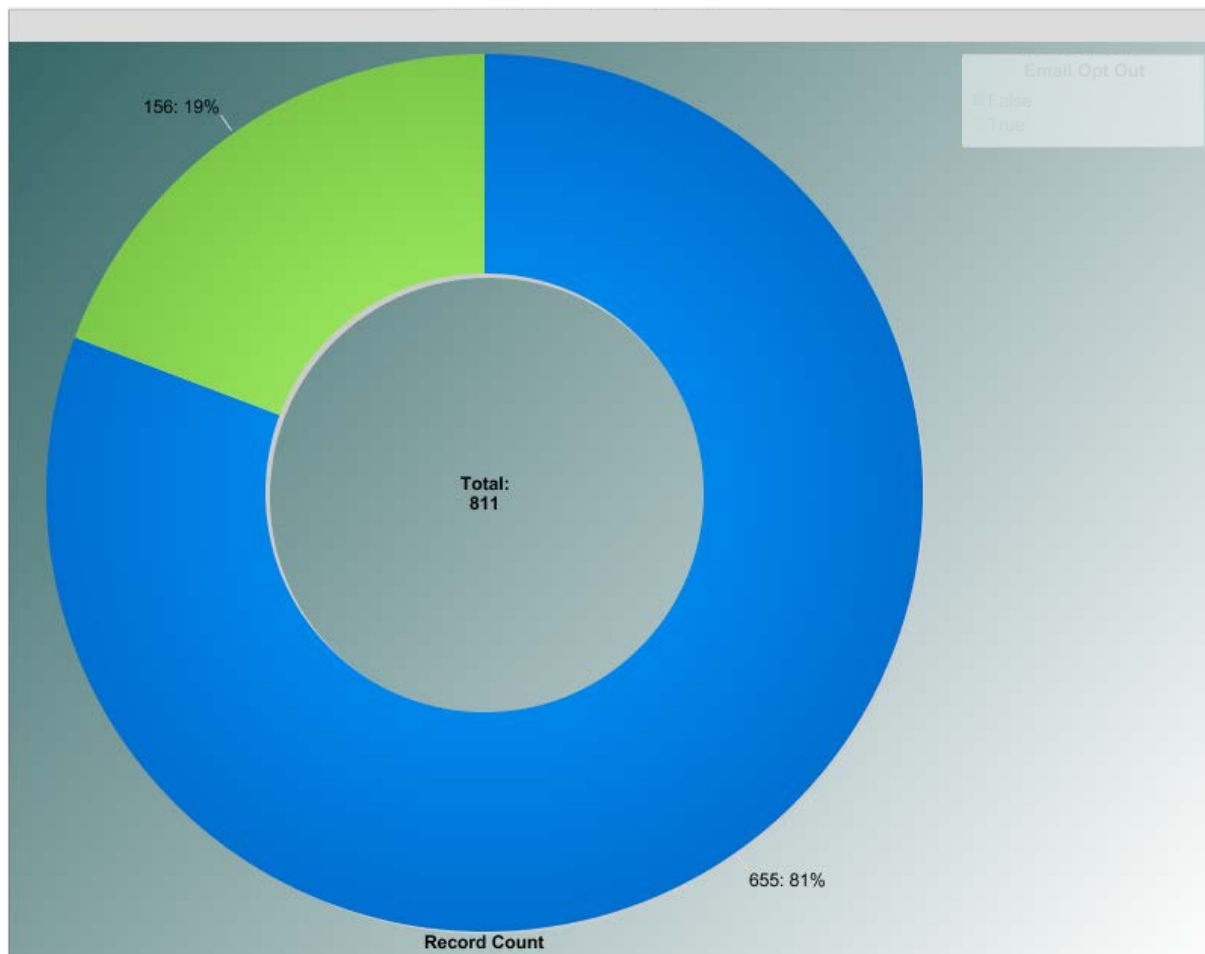
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This report shows the number of leads who 'unsubscribe' from marketing emails (FPS is CAN-SPAM compliant).

- **Opt Out:** shows leads no longer receiving marketing emails
- **Active:** shows leads receiving marketing emails

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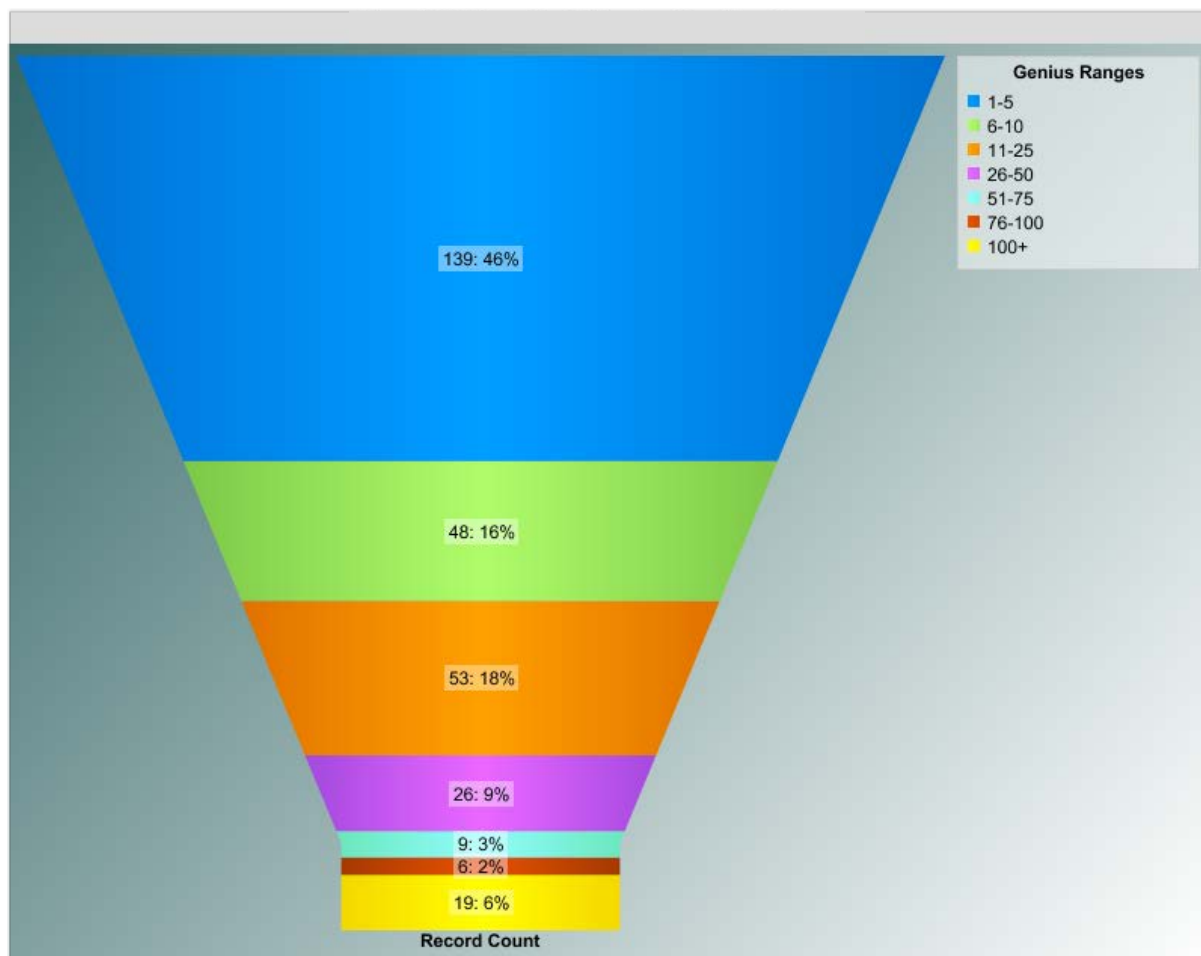
This report shows leads and the scoring range they fall within.

Reports individual online activity including receiving and viewing emails, clicking on links, and which website pages they have visited, when and for how long.

Uses sophisticated marketing automation and email management tools to help clients understand which leads are showing interest and can become Qualified Prospects.

Behavior Scoring Example:

1. Email opened = 1 point
2. Link clicked = 2 points
3. Specific website page viewed = 3 points
4. Multi-page website visits = 4 points
5. Visit frequency = 5 points



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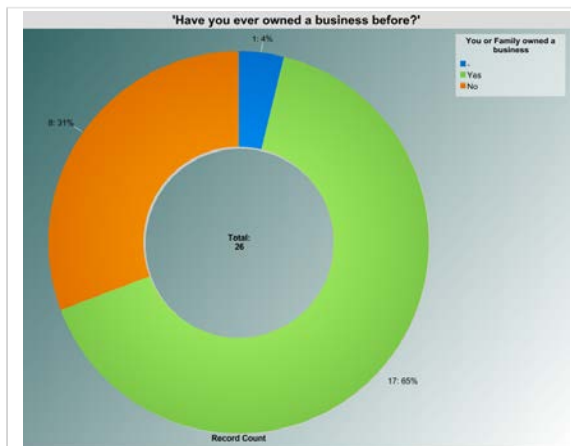
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Online Personal Information Form

This online form, when completed, automatically fills into an individual lead's contact record.

This is usually completed once a lead expresses interest in entering recruitment and aids all those participating in the recruitment process.

Several examples appear below. Many more specific reports can be created...



Have you ever owned a business?

Lifestyle Preferences

Have you or any of your family members ever owned a business

Please select...

What attracts you to owning a business

How long have you been looking for a business

Please select...

What businesses have you looked at so far

Why are you considering a change from your employment at this time

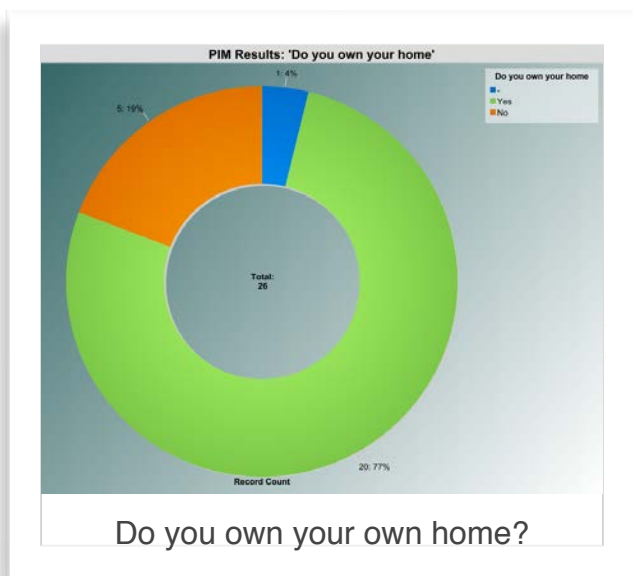
What hobbies, activities or interests do you have

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Online Personal Information Form



Address

Street Address

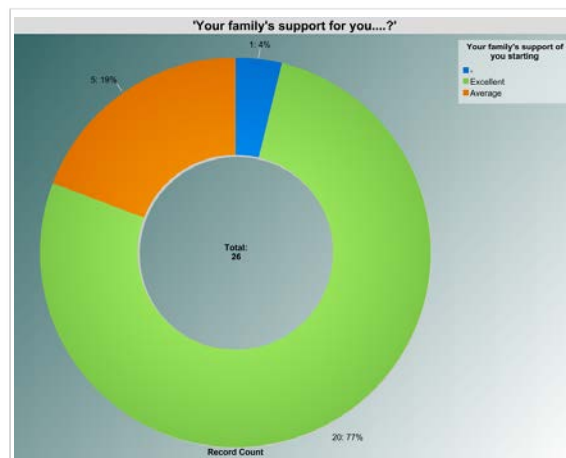
Address continued

Postal Code

City

Do you own your own home?

Please select...



How would you rate your family's support of you starting a new business?

Would you want to be involved in your business on a full-time or part-time basis

Please select...



When would you like to start your new business

Please select...



How would you rate your family's support of you starting a new business

Please select...



What have you liked the most about your past employment

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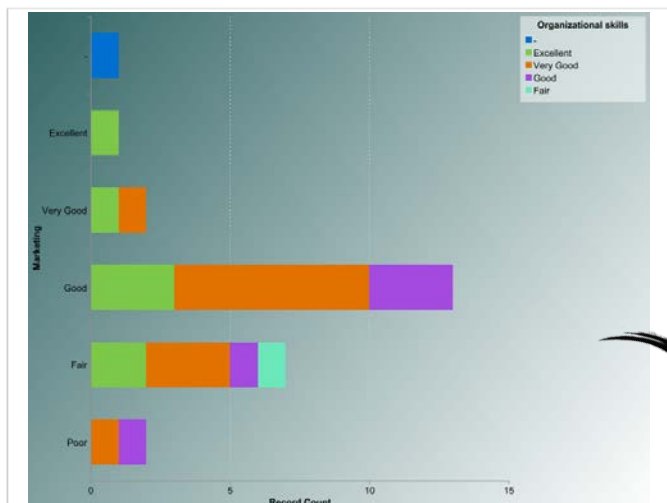
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Online Personal Information Form

This is a bar chart reflecting combined answers to the following questions:

- How would you rate your organizational skills out of 10, with 10 being the highest?
- How would you rate your marketing skills out of 10, with 10 being the highest?



Rate your marketing and organizational skills

Ownership Preferences

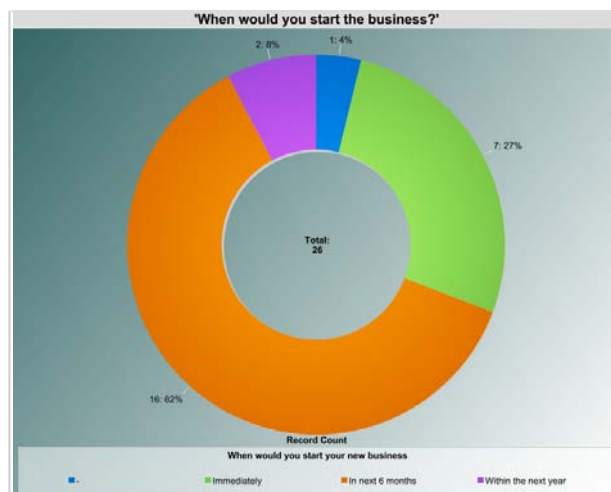
How would you rate yourself in the following business skills?

Consulting

General Management

Organizational Skills

Marketing



When would you like to start your new business?

Would you want to be involved in your business on a full-time or part-time basis

When would you like to start your new business

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This is just a taste of the kind of detailed reporting you should have at your fingertips to run a world-class recruitment effort. Knowledge and visibility to information will help you more rapidly identify and fix problems, make good recruiting processes even better and improve recruitment ROI.

FPS reporting is always tailored to reflect the key recruitment stages clients want to track on a regular basis. Reports can run weekly, monthly or annually, as well as automatically sent to the right people in the franchise organization.

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