

## Web Lead Tip Sheet 10 Simple Tips

1. Call promptly and recognize that they may have been looking for a franchise online prior to you reaching them.
2. **Don't call the prospect at the same time each day.** If they don't pick up in the a.m., perhaps a call in the afternoon or early evening would get answered?
3. Voicemail is very common so **leave a useful message.** A long message is often not needed or well received. "Mr. Smith, this is \_\_\_\_\_ I wanted to talk to you about some franchises for (insert the prospects home town or desired territory) please call me at 1-800-...I'd like to spend a few moments to see if we can help you with your search. Again, my number is 800..."
4. **Follow up emails:**
  - a. Let them know you also left them a voicemail. **It is a connection point.**
  - b. Use the subject line in your outgoing email to your advantage. If the prospect wants a children's franchise, use the subject to say "**Children's franchises for Dallas TX**"
  - c. **Be short, compelling and concise.** People are inundated with emails and you have brief moment to get your message across.
5. Let them know you offer a **free service** when you call or write to them and that the purpose of the first call is to really see if you are able to help them with their search.
6. **Listen very carefully to what they are telling you and what they aren't.** Having a good telephone headset will make you sound better and be more comfortable. It will also allow you to take better notes for your research.
7. Assume that the searcher knows nothing about the **help** available to them **from the franchises (or you) to help them get financing, site selection, etc.** People are often afraid to let on that they don't know what they are doing. Offering them help allows them to ask more questions (and allows you to answer them)
8. **Be informed about the "top franchises".** People want to know that you know more than they do—that's why they are talking to you! **Franchise Times and Entrepreneur Magazine are great credibility builders for you.** Clients appreciate hearing "I just read an article in Franchise Times about that franchise—I can fax a copy over if you'd like..... Don't you want to know that your accountant or lawyer knows more than you do?"
9. **Have a routine for contacting new web leads.** A call in the a.m. followed up with an email. A call the next day in the p.m. with another email with a teaser note about what they are interested in. "I am particularly interested in speaking with you about Ice Cream franchises as I just read an industry report....let me know if you'd like a copy."
10. **Always ask for referrals.** They're free and the worse thing that can happen is that they will say no.