



Franchise Industry's First **Socially-Engaged** Lead Management Solution

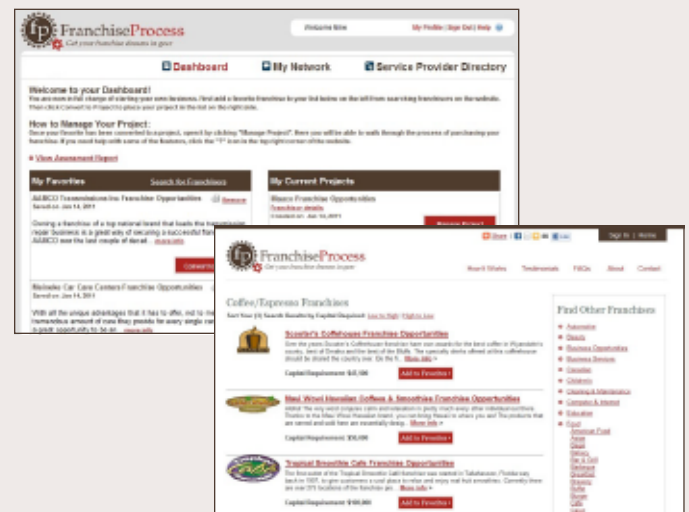


The FranchiseProcess.com solution shepherds the aspiring business owner through the entire award process. The solution is an online, self paced, self educating work environment. It relevantly engages the franchisor's business network, brokers, or suppliers to become an activate participant in the process.

Franchisors are now able to establish a natural and trusted process with the candidate. The experience is a unique blend of social networking and the best lead management techniques.

Franchisor Brand Value

- **Engaging conversation.** Manage conversations with prospects, existing franchises, and third parties where relevant.
- **Reduced cold calling.** Reduce continuous education efforts over the phone.
- **Custom workflow.** Add your own process specifications and manage your leads, allowing the candidates to self qualify, self educate, and present their work ethic.
- **Increase social media.** Syndicate your feeds and post latest news, statistics, or concept information within our engagement environment.
- **Brand management.** 24x7 access to your content and graphics on our site.
- **Better ROI.** Fixed fee subscription model will reduce your lead generation and marketing costs, and deliver higher qualified leads.
- **Simple deployment.** No programming- we configure the process and have you up and running in days.

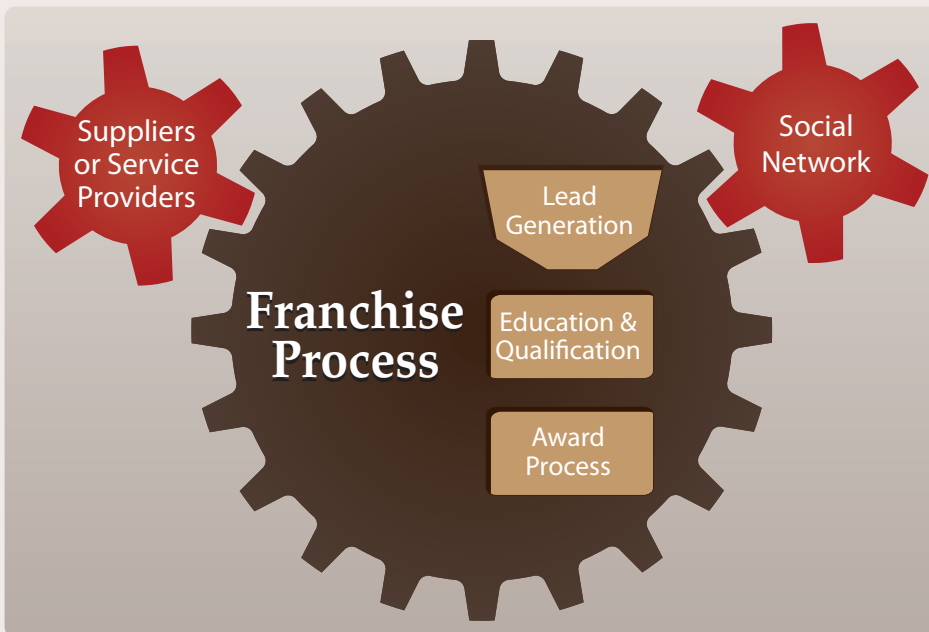


Try FranchiseProcess and see for yourself at: www.franchiseprocess.com



The FranchiseProcess Engine

- **Profile evaluation.** Captures the candidates' key skill sets and work behavior. This survey is designed to meet your brand's needs.
- **Start to finish award workflow.** Seamlessly guides the user through the necessary steps at their pace in an engaging and nurturing manner.
- **Process metrics.** Keep track of the candidate's progress, but from afar – a concept we call Shadowing. You engage at the key points required and after the prospect has completed specific assignments.
- **Social networking.** Invite service providers, suppliers, advisors, business partners, or family into the process.
- **Online collaboration.** Business documentation centralized for easy access.
- **FranchiseProcess deal room.** A secure environment where the candidate and Franchisor collaborate efficiently to evaluate, schedule, and award.



Put the Lead in the lead



FranchiseProcess Mission

We are, first and foremost, the prospective small business owner's advocate. Our desire is to provide an enriched online work environment where potential business owners can realize their "American Dream".

FranchiseProcess is vertically integrated into the award process. We offer candidates a series of solutions demystifying the process of pursuing a business, while simultaneously providing franchise brands a socially engaged lead management solution.

Online behavior has changed. Most people are willing to support themselves and work with a process to learn about business ownership. The current industry offerings have fallen short on this experience. It is time to give the next generation of aspiring franchise owners a choice of how to engage.

Contact FranchiseProcess.com today for a Demo

sales@franchiseprocess.com

911 Ranch Road 620 North, Suite 205

Austin, TX 78734 | 866-934-7779