

Five Franchisee Recruitment Traps To Avoid in 2018



Avoid these common traps to talk to **SERIOUS** leads...



by Paul Keiser

Franchise brands must avoid these five traps or risk sputtering or even stalling out



Blame

This most common trap is often the least true. But it's the easiest action to feel good about; it's quick, decisive but may be wrong.

Can there be that many bad recruiters in franchising? Not likely. Our experience points to first examining your franchisee recruitment methods. Find and fix the flaws. Just ask. You'll find them.

A new recruiter is a do over. It's surrender. A new recruiter simply rinses and repeats the existing recruitment methods. A new recruiter has to "get up to speed" so your growth goals are further deferred. If the hire doesn't work out, you're back to square one.

Improve your franchisee recruitment methods first; not the recruiter

Carefully examine the assumptions underlying your franchisee recruitment goal-setting. Good recruiters can't meet bad goals or execute flawed methods. Good goals require history, metrics, tracking and accountability.

Don't use some industry ratio to set your goals. Ratios make for great spreadsheets, but when not based on your specific franchise data, the underlying assumptions are often wrong. Slow, sometimes no growth is the price paid by many brands.

So if your goal setting isn't rooted in your brand's real experience, your recruiter (new or veteran) bears the burden of trying to achieve often unrealistic goals. You end up with one frustrated person trying to do a good job using the wrong methods against the wrong set of goals.

If things are going sideways, look first to improve your recruitment and goal-setting methods. Otherwise, more careers, budgets, departments, reputations and perhaps your franchise brand will all take a hit.

Get More Leads

Failing to get around this trap often leads to frustration.

When goals are in jeopardy the call goes out to "get more leads". More money is spent on online advertising, portals, webinars or any idea that can get funded. Everyone wants to believe working more leads will put us back in control.

But think about it, recruiters already spends around 43% of work time chasing the leads coming in the door. Three attempts to reach a lead chews up a big chunk of time week after week, month after month.



At the end of it all, it's likely you've only actually talked to about 30% of those leads. So if you bring in another 50-100 leads a month your recruiter will spend 10%, 20% even 30% more work time to chase those mostly unqualified leads.

The time taken to speak to ever more leads sucks the energy, enthusiasm and spirit from good recruitment pros. And the results don't materially change because there's only so many hours in a day and only so many serious leads.



This Pipeline Looks Great

The illusion of a false pipeline hurts recruitment and hurts brands. It's like getting a false positive on a critical medical test. Nothing good comes of it. So how come we see lots of leads enter the top of a recruitment pipeline, yet see the same dismal number of signed agreements at the bottom?

There's some faulty thinking that leads directly into this trap...

- ▶ *"The pipeline will look healthy. We'll weed the bad out later."*
- ▶ *"The cream will rise. Interested leads will get our time and attention."*
- ▶ *"They feel right, so let's put them in just in case."*

If you try to enter too many of the wrong people into your pipeline, you end up giving the serious leads and the bad leads equal attention. Quality and results suffer as your serious leads move on to another brand.

Working smarter to find fewer serious leads gets more agreements signed instead of weeding out a bunch of people who should never have been advanced in the first place.

Just Talk To More Leads

Similar to Trap #2, recruiters only speak with roughly 30% of the leads already coming in. Dialing more often won't improve the connection rate.

Calling more leads, hoping for more conversations means you're rolling the dice that those you speak with will be serious leads. That rarely turns out to be the case. More does not equal serious. But buried among those leads are serious people.

There are serious leads with potential that won't get the attention they need; serious leads that won't learn about your opportunity.



To avoid this trap, examine your storytelling. Is your brand story complete and transparent? Do you hide behind gated barriers that turn off visitors? Does your story educate and persuade your leads to want to learn more about your brand?

In our experience, a well-crafted franchise concept story, if correctly presented, engages and encourages serious leads to come to you. It mixes both art and science, fully leveraging all the advantages of the Internet.



Let's Re-engage Old Leads

Recruiters don't speak to about 70% of leads. Is it timing? Is it lack of interest? For most the answer is yes. The challenge: to find the diamonds buried in piles of dormant "leads". They're the ones that want to learn about your brand and what it can do for them. Can you find them?

We're often asked: Is it worth staying in touch with uncontacted leads? The answer is unequivocally yes!

However, often the budget, time and attention required to support effective vs cosmetic re-engagement programs gets shortchanged. Any available budget often goes to pay for more new leads or something else with short-term potential.

Consequently older, dormant leads are rarely re-engaged effectively. Consider this: Can you tell which leads showed no, a little or a lot of interest in your opportunity? If you can, do you message them differently?

Automated storytelling is the solution

We now know after almost of decade of trying various re-engagement programs how to squeeze the most value out of uncontacted lead lists.

Over a 9-year period with a single client, here's what can happen to you too.

Of all uncontacted leads, 20% re-activated up to 2 years later. One day you see a click or a website visit as they put themselves back in play. Of that group, 10% are serious. Of those, 10% signed agreements. So if you're sitting on several thousand uncontacted leads, perhaps we should talk.

Franchise Pipeline Solutions helps franchisors automatically find serious leads, enabling recruiters to talk with more of the right people.

