

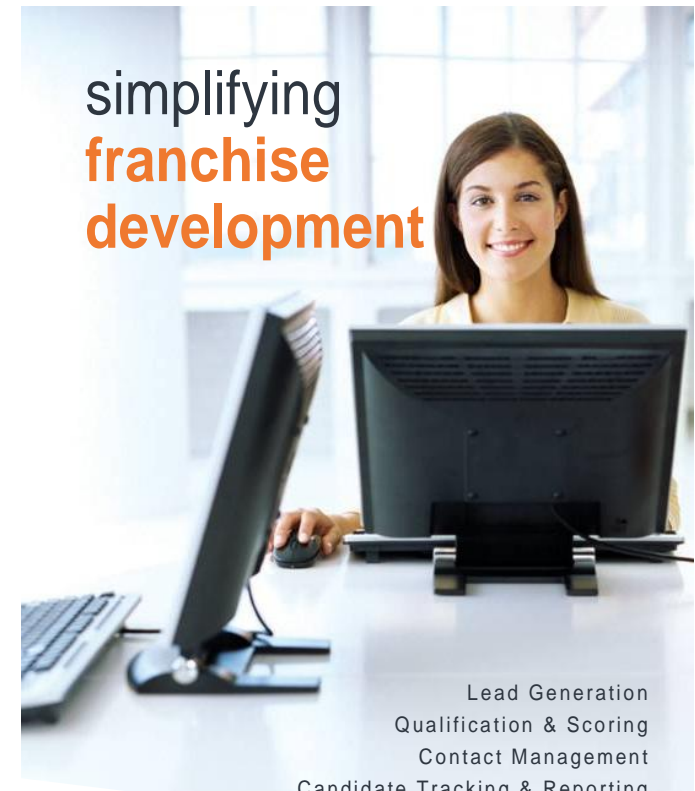


# Franchise Recruitment Solutions

Franchise Qualification Plus provides franchisors and licensors with a customized, comprehensive contact management solution for lead generation, prospect engagement, candidate profiling, qualification, e-signature, and life-cycle tracking and reporting.

Generate more leads, Award more franchises...

And track each candidate from **start to franchise award!**



simplifying  
franchise  
development

Lead Generation  
Qualification & Scoring  
Contact Management  
Candidate Tracking & Reporting  
Executive Dashboards

## How does it work?

We start by customizing a Request For Information (RFI) form which is linked off your website or portal listings. This quick and easy process captures basic candidate information and is branded to your company's specifications.

We collect key data elements that enable us to categorize the motivation and interest level of each candidate. When an RFI is submitted, your company's information is immediately sent to the candidate. Your correspondence can include an introduction letter, e-brochure, testimonials, videos, social media, etc.

- Advertise your franchise opportunity on any portal
- Seamless integration to your Request for Information form
- Leads generated real-time via API and/or email connector
- Immediate correspondence delivered to each candidate
- Link to virtual brochure, videos, testimonials, social media, etc
- Track the progress of each candidate from start to finish



"We knew for a while that we wanted to switch over to the Salesforce CRM platform, we just didn't know how we could do it in the franchise system context without major development costs.

Franchise Qualification Plus enabled us to utilize a franchise specific Salesforce platform with enough customization to work for Mathnasium's specific development process, and at a price a growing franchise could afford. We have all the features we wanted and then some, and the process was almost turn-key.

From data migration and process engineering to creating custom dashboards and reports, FQ+ took care of us, so we could spend the time taking care of our candidates. Franchise Qualification Plus is a good group of people whom I would recommend to any franchise that needs to utilize the amazing features of Salesforce, sooner than later, and appreciates value."

Joe Novak  
Mathnasium  
Senior VP,  
Franchise Marketing and Development

technology  
driven

# We leverage IT, you focus on your business.

PROVIDING FRANCHISORS A ROBUST ELECTRONIC LEAD GENERATION, CANDIDATE QUALIFICATION AND CUSTOMIZED FRANCHISE AWARD SYSTEM.

We help organizations align their franchise recruiting operations so they can effectively apply technology to proven business processes.

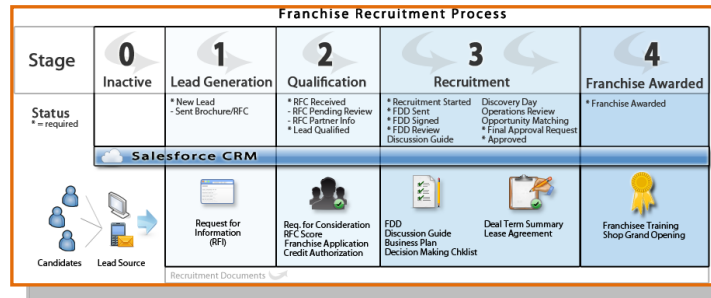
## CORE FEATURES

- CONTACT MANAGEMENT / CRM
- LEAD GENERATION
- CANDIDATE PROFILING & SCORING
- STEP-BY-STEP RECRUITMENT PROCESS
- INTEGRATED E-SIGNATURE & E-FDD
- EMAIL CAMPAIGN MANAGER
- EXECUTIVE DASHBOARDS
- REALTIME ROI, COST PER LEAD
- OUTLOOK/GMAIL INTEGRATION
- MOBILE ACCESS 24/7

## CUSTOMIZED CANDIDATE PROFILING, SCORING AND RATING

Franchisors typically evaluate marketing success by their Lead to Application Rates, or how many applications they receive in a given time period. We work with each franchisor to determine your Ideal Candidate Profile. Then we create a customized Request For Consideration (RFC) form that instantaneously scores each submittal based upon your ideal candidate criteria. This allows you to spend more time recruiting real prospects and less time chasing down low quality leads.

## customized solutions for your unique business



## INDUSTRY PROVEN RECRUITMENT PROCESS

FQPlus utilizes a multi-stage process to systematically implement a proven recruitment strategy. From lead generation and education, to candidate profiling and scoring, the candidate qualification and selection process is targeted and expedited, providing your team with more consistency, resulting in increased franchise awards.

## CUSTOM SOLUTIONS

FQPlus has developed a customizable turnkey solution designed specifically for franchisors and licensees to attract, recruit and convert candidates into franchisees and business owners. Our robust recruitment process is the result of years of working with franchisors and awarding over 3,000 franchises.

## CLOUD COMPUTING

We've leveraged the technology of the leading cloud-based CRM company, Salesforce.com. No more servers or software, just tremendous ROI and measureable results.

## OUR GOAL

Our goal is to help franchisors exceed their recruitment and franchise award goals by utilizing our proven process model while leveraging the FQPlus technology platform.



WE'VE WORKED WITH OVER 1,000 FRANCHISORS. HOW CAN WE HELP YOU?

Visit our website to sign up for a free demo. Questions? Email us at [info@franchisequalificationplus.com](mailto:info@franchisequalificationplus.com)

