Intro Wording

Your prospect will decide whether or not to respond to your texts based primarily on the first texts that you send. Make your purpose clear. Differentiate your brand.

**Hi, Christopher. I hear you're interested in business ownership? Our FranNet experts can help! I am an automated scheduling assistant. (Text END to opt out) ~156**

**At ZERO cost, we’re here to help you figure out if franchising is a good fit for your goals. I have resources available to assist in any direction you decide to go. ~155**

**We’d love to find 15 mins to chat! We can do today (Wed), tomorrow (Thu), or Mon 11/16. Is 11:30 AM EST (8:30 AM PST) tomorrow (Thu) ok? ~136**

Success Wording

This is what the Sales Accelerator will say upon successfully scheduling an appointment:

**I've scheduled your call for Thu, Jan 16 at 6:30 PM EST (3:30 PM PST). If something comes up and you need to reschedule, please text back. ~138**

**During our call, we’ll review what brought you here, what questions you have, and other details to make sure we’re on the right track. Need more? ~146 link video to need more.**

Confirming prior to an appointment

The Sales Accelerator texts the prospect 24 hours and 1-2 hours prior to the appointment.

24 hours ahead:

**Looking forward to tomorrow (Tue) at 8:30 AM EST. To make the most of our time learn more about us, our brands, and hear stories from past clients here! ~152 link personal page to here**

1-2 hours ahead:

**Hello. Not long until your call with FranNet! We’re excited to get to know you! Jane Smith will call you today (Tue) at 3:00 PM ET. ~131 link personal page to Jane Smith**

Clarifications Regarding Availability

When the prospect asks for times that we simply don't do appointments, the Sales Accelerator responds with this information:

**Our hours are 9am to 4pm EST every weekday. While you wait to speak with a FranNet consultant, check out one of our monthly educational webinars. ~147 link webinars page to check out**

Disengagement and Re-engagement

When the prospect disengages without opting out, the Sales Accelerator says:

**Our goal is to find you a business that’s perfect for you. Here’s our Client Bill of Rights to understand my role. Either way, we’ll be here if you need us.~155 link cbor**

Frequently Asked Questions

The Sales Accelerator recognizes many common questions and answers them with predefined text of your choosing.

**FAQ: Who is this? Who are you? etc.**

**I’m an automated system helping to schedule for FranNet of St. Louis. You were interested in starting your own business. We’ve got your back! ~141**

**FAQ: What are my options, where do I start, etc.**

**The first step is speaking with one of our local experts. FranNet will help to determine if franchise business ownership is right for you. Want to chat? ~153**

**FAQ: Is my location applicable? Where can I be located? etc.**

**We recommend options based off our distinguished list of 250 certified franchisors. As a bonus, our experts are local and understand your specific market needs! ~159**

**FAQ: What's the pricing model? How can I afford? etc. How much does it cost?**

**Zero. Working with FranNet is no cost. How is that possible?**

**Top-performing franchises lean on us like an executive recruiter; our fee is paid by them. We specialize in low to mid-level investments, take a deeper look. ~158 link investment level/range slide(s)**

**FAQ: Where are you located?**

**FranNet is headquartered in Louisville, KY and we have local offices throughout the United States and Canada. ~109**

**FAQ: I'm concerned about COVID-19**

**Your consultant welcomes openness about any COVID-19 concerns you may have. We will make accommodations to ensure you feel safe! ~128**

**"Conversion Boosters"**

Re-engagement prior to scheduling

When the prospect goes idle, the Sales Accelerator texts back at "golden times" (11:00 AM Eastern and 8:00 PM Eastern), at ½ day, 1 day, 2 days, 3½ days, 5 days, 7 days, 30 days, and 60 days. **Always end with a yes/no question, where you want the yes.**

At the start, you can usually assume that the prospect remembers who you are, but has simply not had a chance to follow up. At 30- and 60-day marks, they'll likely need a refresher on why you're reaching out. In the middle, you have several chances to hit brand-specific topics: what makes your mission exciting, why you can start a branch without knowing too much about the product, a video from the CEO, etc.

Please suggest different wording for each re-engagement.

**½ day: In our 15-min call, we'll get to know you and discuss next steps. Should we schedule a chat? ~92**

**1 day: Is everything ok? I know life can get busy, especially when navigating your next big move. You don’t have to do it alone, let's tackle it together. Talk soon? ~158**

**2 Days: Buying a business is complex; there's financing, FDD review, validation, and weighing options all while hoping you pick the right long-term business. Want help? ~160**

**3.5 Days: Don’t lose hours searching the Internet, FranNet saves you time and money. Ditch the uncertainty and lean on your local experts – should we talk soon? LMK ~138 LMK=Let me know**

**5 days: FranNet experts will help fine-tune your business model, recommend quality franchises, and streamline the research process. All at no cost. Should we chat soon? ~156**

**7 days: FranNet has helped thousands of entrepreneurs start their own businesses through franchise ownership. We put your needs first, every time. Interested? ~148**

**30 days: Last month you were interested in starting a business. Still curious? Don't hesitate to reach out with any questions or view our website for upcoming events. ~159**

**60 days: We get it, business ownership isn’t for everyone. This will be the last time we try to contact you. Good luck and let us know if you ever have any questions! ~158**

Rescheduling an absentee

If someone doesn't show up, please set the Call Status "No Show / Missed Call" (as chosen by you in the onboarding document), as soon as you like after the start of the scheduled time. The Sales Accelerator will encourage the individual to phone in right away, or reschedule.

**Christopher from FranNet of St. Louis tried to call earlier for your appt. Something must have come up (np). He would still like to chat. ~138**

**You can try him at 800-555-1111 or reschedule here (type PASS to stop). We can do tomorrow (Tue), Wed 11/4, or Thu 11/5. Is 10:30 AM Eastern tomorrow (Tue) ok? ~159**

Re-engagement for an absentee:

**½ day: We missed you for our earlier appointment. Did you need to schedule at a different time? ~88**

**1 day: Is everything ok? I know life can get busy, especially when navigating your next big move. You don’t have to do it alone, are you ready to tackle it together? ~154**

**2 Days: Buying a business is complex; there's financing, FDD review, validation, and weighing options all while hoping you pick the right long-term business. Want help? ~160**

**3.5 Days: Don’t lose hours searching the Internet, FranNet saves you time and money. Ditch the uncertainty and lean on your local experts – should we talk? LMK ~138 LMK=Let me know**

**5 days: FranNet experts will help fine-tune your business model, recommend quality franchises, and streamline the research process. All at no cost. Should we chat? ~156**

**7 days: ICYMI FranNet has helped thousands of entrepreneurs start their own businesses through franchise ownership. We put your needs first, every time. Interested? ~148 ICYMI= In case you missed it**

**30 days: Last month you were interested in starting a business. Still curious? Don't hesitate to reach out with any questions or view our website for upcoming events. ~159**

**60 days: We get it, business ownership isn’t for everyone. We don’t want to be a pest, if you ever have any questions don’t hesitate to reach out. Good luck!~159**