

Oakscale relies on FranFunnel to handle larger volumes of leads without having to hire additional sales people

A New Model For Franchise Sales

[OakScale](#) believes that franchise sales is broken. The standard process, designed in the 70s and 80s and refined in the 90s, is ill-equipped to succeed in the today's environment.

The internet, long-considered the enemy of franchise development departments, is now the single most-important asset for a scaling concept. Prospects are able to diligence brands faster, and they're more likely to believe something they've read online than something someone tells them on the phone.

On behalf of its partner brands, Oakscale focused on this digital-first mentality. The internet is the place they want to generate leads and a lot of them at that.

Modern Sales Tech Stack

"We hear franchises talk about wanting fewer leads," says Joshua Kovacs, "But that is a perfect example of not understanding today's reality. I understand that developers don't have the money to hire more people, but they need to be investing in technology."

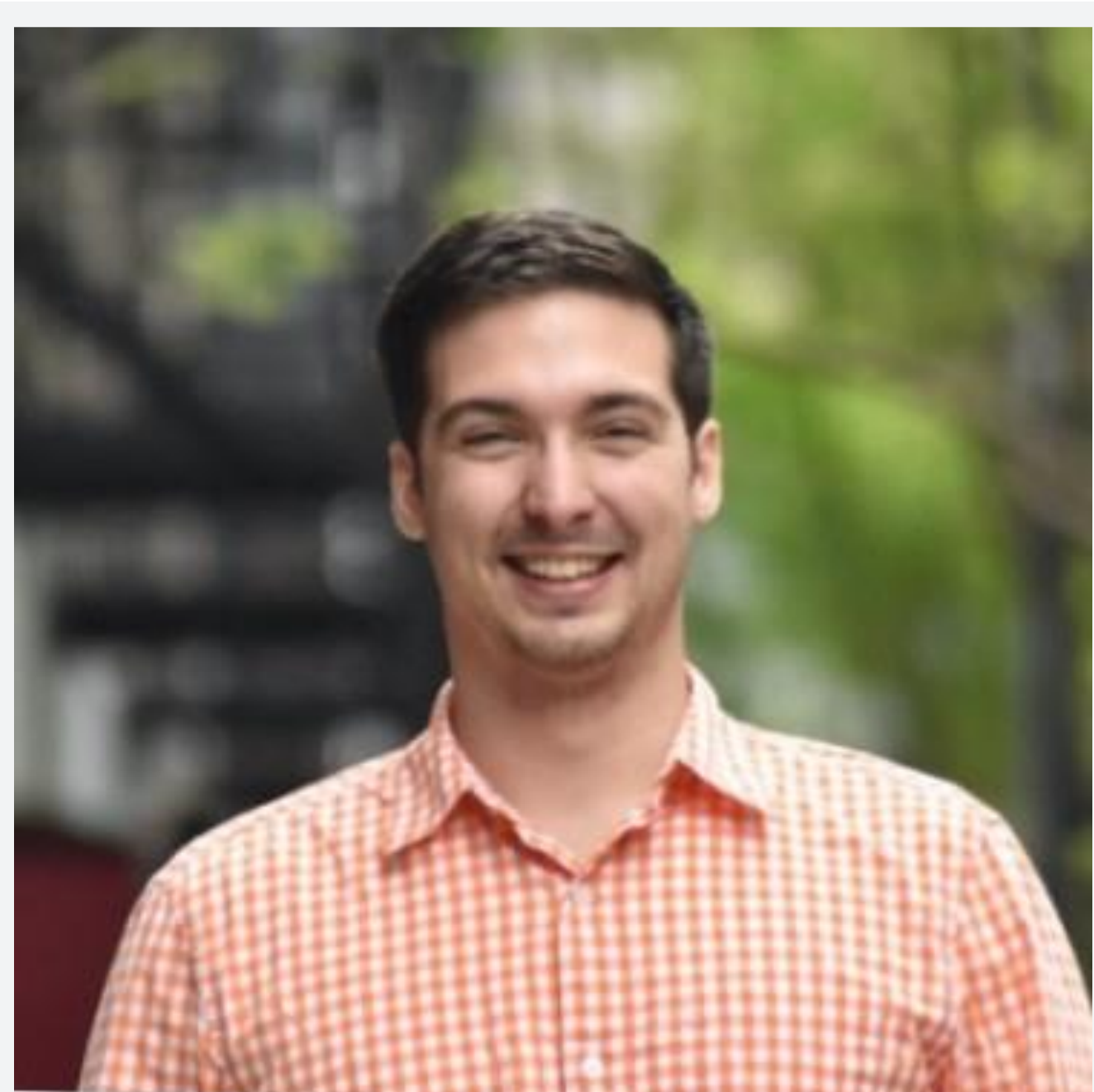
FranFunnel serves as the primary way that Oakscale makes contact with new inbound leads. But it's part of a much larger strategy to allow the team to do their job better and better even as lead count increases. Some of the other platforms include: HubSpot, Google Apps, LinkedIn, Instapage, Sqaurespace, Dialpad, and ClickMeeting.

This tech stack may seem complex, but it's the best way to manage an ever-increasing lead flow. It's vital to the Oakscale sales team that they A) feel equipped to work the leads that are coming in and B) always want more.

Increase In Capacity And Conversations

These investments are really paying off. Between two salespeople, Oakscale is able to handle 1,000 leads/month and are constantly looking for more. Even more impressively, Oakscale maintains a contact rate close to 40%. All in all, with FranFunnel as a part of their sales strategy, **they're having between 300-400 new conversations with leads on a monthly basis.**

Mr. Kovacs went on to say, "We're happy with where we are today, but that really misses the point. As with all businesses, it's about preparing for the future. We know that the number of leads we generate will keep going up, and it's imperative that we're ready for that."



Joshua Kovacs, CFE
CEO
Oakscale since 2017

"Without FranFunnel, I'd have to hire new people every time our lead volume increased. Since our goal on the marketing side is to continually increase lead quantity, that would be a big issue."

"I was originally trained to sell franchises over the phone and email, but in the last five years, the landscape has changed dramatically."