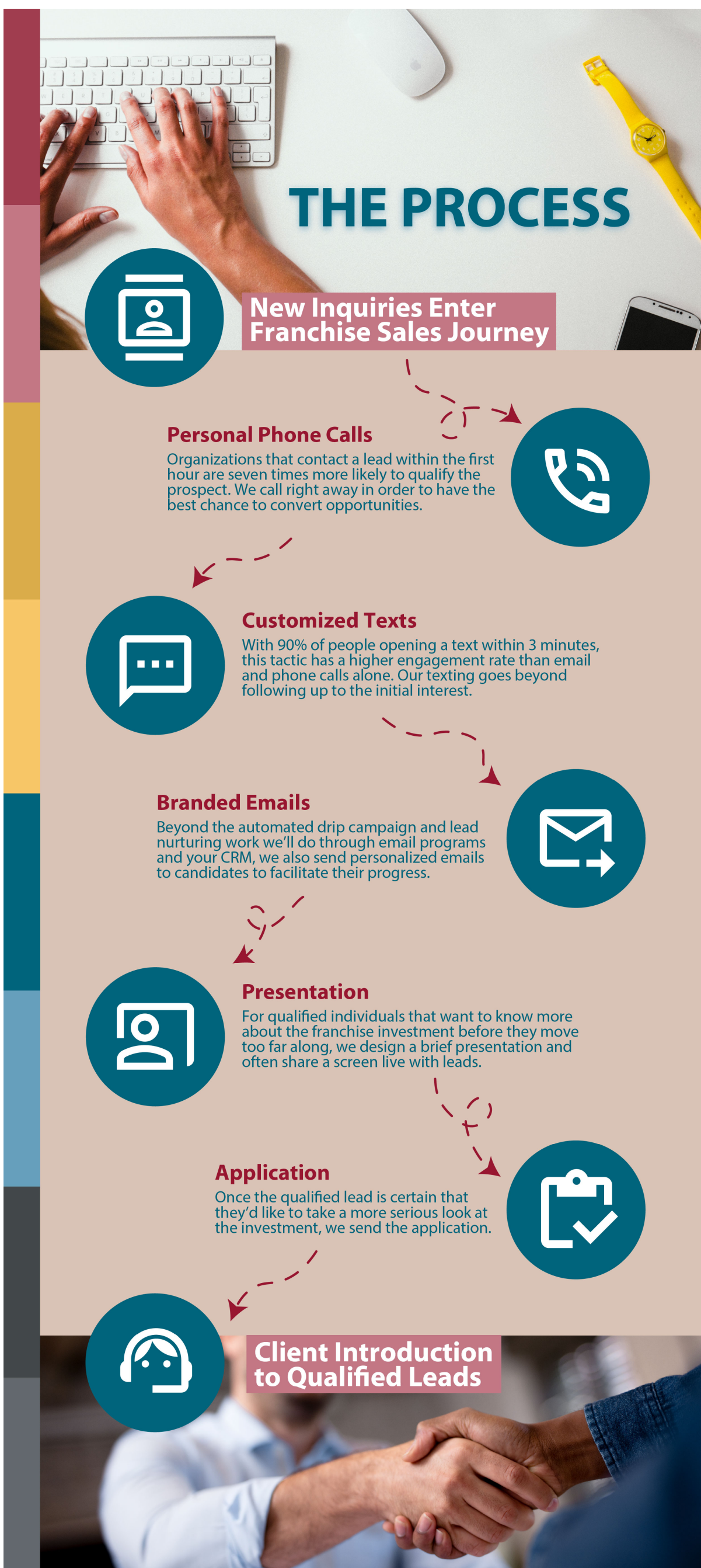


## A MORE EFFICIENT WAY TO MOVE FRANCHISE LEADS ACROSS THE FINISH LINE: NEW ALL POINTS SERVICE OPTIMIZES QUALIFYING WITH LEAD GENERATION INSIGHTS

All Points PR is going even deeper into the franchise development services we provide our clients with the introduction of our lead qualifying and franchise sales support department. Our knowledge and knowhow coming from more than a decade of lead generation through integrated PR provides a solid foundation for us to work closely with inquiries, understand their qualifications, determine their viability with your franchise concept and facilitate their progress within your lead pipeline.

Well-known agency leader and proven industry expert Bailey Hewitt, Vice President of Sales and Strategy for All Points Public Relations, has launched the department and is leading the efforts. Under Bailey's direction, All Points will be your dedicated franchise sales support team, and we are well suited to bring added value to the responsibility. Beyond expected quick response rate to inquiries, we work with clients to manage CRM data entry on lead progress, develop sales collateral to support follow-up, design and conduct brief presentations and share franchise applications so that you can close the deal with a well-informed candidate. Plus, we can take the process even further, customizing our sales services for every client.



Our team understands that getting in touch with inquiries, qualifying them and moving them along requires a lot of your time, yet is unquestionably imperative to franchise growth. We are uniquely equipped to work with you and your franchise sales team to bring even more efficiency and effectiveness to the sales process. Our approach is customized for every client, so Let's discuss this further and see how our customized approach may be a fit for you.

## READY TO TAKE THE NEXT STEP?



Let's Connect!

**Bailey Hewitt**  
Vice President of Sales and Strategy