



## CASE STUDY:

# The Sales Strategy That Helped Paris Baguette Beat Their Growth Goals

### The Charge

Paris Baguette is an international, French-inspired bakery with more than 4,000 locations worldwide. In the United States, the COVID-19 pandemic slowed the franchise down on multiple fronts, including construction — but did not stop overall progress.

The franchise finished 2020 with 85 locations in the United States. But with a new Chief Development Officer and new leadership in marketing and other strategic areas of the company, Paris Baguette set an aggressive goal to sell 75 new franchises in 2021 and open 45-50 locations.

### The Approach

Mark Mele joined Paris Baguette as Chief Development Officer in the Fall of 2020. He came from a franchising background, where he had experience using the FranConnect platform to lead conversion and growth.

With Mark in-seat, the company initiated a rebranding, as well as new PR and content marketing campaigns. The investments in Marketing were critical to long-term success, but with a new sales team in place, there was pressure for immediate growth in pipeline.

Mark and his team had inherited an existing database of leads in FranConnect, including more than 6,000 which were considered latent and had not been touched in over 4 years. After a review and clean-up of the database, his team quickly launched an outreach and nurturing campaign via FranConnect's Franchise Sales system targeted at the latent leads.

## Results and Future Plans

The outreach and lead nurture program immediately bore fruit as hundreds of leads raised their hands. **Paris Baguette closed 25 deals in the first quarter of 2021, another 28 in the month of April for a year to date total of 53 deals.**

Additionally, the FranConnect platform has helped Paris Baguette to streamline operations overall. It is a repository for the individual Paris Baguette teams and their information, including everything related to sales, marketing, training, finance, legal, and

operations. Paris Baguette has also used the FranConnect Opener module and built out a Café Opening Roadmap to keep track of all its construction projects.

In the second half of 2021 and beyond, Mark plans to continue Paris Baguette's investment in content marketing and PR to fuel growth in new leads. FranConnect's lead nurturing and sales management capabilities are tuned and ready to convert that demand into growth.



### About FranConnect

FranConnect is the leading franchise management software provider. For 20 years, the FranConnect platform has served as the sales, operations, and marketing backbone for approximately 900 brands worldwide. Nine of the Franchise Times Top 10 Fastest-Growing franchise businesses rely on FranConnect to drive growth, improve profitability, and streamline operational performance. FranConnect customers span all sizes, growth phases, and industries and they grow 44% faster on average than the broader franchising market. Backed by private-equity investor Serent Capital, FranConnect is headquartered in Herndon, Virginia, with global operations in India and Canada.

**For more information on FranConnect, visit [www.franconnect.com](http://www.franconnect.com).**



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