



FRANCHISEE EXECUTIVE SUMMARY

Sales Operations Pilot Outcome

FASTSIGNS

Prepared by: **Damon Dunn**, Chief Executive Officer

OVERVIEW OF SIGN TALNT SOLUTIONS

Sign Talent Solutions (STS) partners with FASTSIGNS franchisees to drive sales growth by installing repeatable, disciplined sales systems at the point of execution. By embedding Sales Operations Specialists (SOS) directly into the sales process, STS creates a Human CRM that organizes workflow, enforces consistent follow-up on leads and estimates, and manages the operational burden around sales—freeing sales teams to focus on closing. Franchisees do not rise to the level of their ambition; they fall to the level of their systems. SOS-led systems create the foundation for higher conversion rates, predictable sales performance, and sustained growth.

At a high level, the concept is simple:

Most franchisees face the same barriers: **inconsistent lead quality, lack of sales structure, limited bandwidth for follow-up, and no unified rhythm for turning estimates into orders.**

By treating sales as a system, rather than a personality-driven function, we now have proof that global talent can:

- Make excellence repeatable by standardizing follow-up, qualification, and prioritization
- Make the sales process dynamic by reacting in real time to lead quality and conversion signals
- Make scale possible by building a structure that doesn't rely on one salesperson's strengths but instead elevates the entire center

This is how we grow revenue across the network, not through more effort, but through engineered clarity, structure, and feedback loops.

Customizable, Center-Specific Solutions

While the SOS role is standardized in scope, **deployment is customized for each franchisee** based on local needs, including:

- Team structure
- Sales volume
- CRM maturity
- Lead mix and backlog

This flexibility allows each center to apply SOS support where it creates the greatest immediate impact, while still producing consistent results across the network.

Here is a link to view the skill sets we recruit for our Sales Operations Specialists: [Click Here](#)

Key Benefits / Rationale

- Improves conversion without adding local headcount
- Reduces sales-team workload and operational friction
- Creates consistent follow-up and pipeline discipline
- Improves visibility into lead quality and estimates
- Scales at **25%–50% of the cost of local labor**
- Lowers overhead while improving topline performance and ODP



1. APPROACH

Pilot Program Design

- 90-day pilot program
- Six (6) Sales Operations Specialists
- Deployed across four franchisee groups (multiple locations)
- Designed to test whether structured sales operations improve conversion and execution

Specific centers are not listed; results are summarized by KPI and outcome.

Ease of Set-Up

- Rapid onboarding with minimal disruption to sales teams
- Specialists integrated directly into existing workflows
- No requirement to change existing sales roles or compensation plans

Training & Scope

Training included the entire lead mix, ensuring the sales process was treated as a unified system:

- Scorpion leads
- Retreva leads
- Inside sales leads
- Outside sales leads
- Inbound email inquiries
- Unclosed and dormant estimates

Sales Operations Specialists managed follow-up, prioritization, documentation, and execution across all lead sources.

2. RESULTS

Overall Franchisee Satisfaction

The single strongest indicator of franchisee satisfaction coming out of the 90-day pilot is this:

Five (5) of the six (6) Sales Operations Specialists were hired on as permanent members of the franchisees' teams at the conclusion of the pilot program.

This outcome reflects more than satisfaction—it demonstrates that franchisees experienced tangible, day-to-day value from the role and chose to retain the Sales Operations Specialist beyond the pilot period.

In addition:

- Sales teams reported immediate relief from operational burden
- Franchisees cited improved visibility, consistency, and accountability
- The SOS role was consistently viewed as **revenue-enabling**, not administrative

What Improved

Processes / Efficiency

- Sales teams spent less time managing estimates and follow-up
- Sales execution became more consistent and predictable
- Pipeline hygiene and documentation improved significantly

As much as **44% of prior sales workload** was identified as non-revenue-producing noise and absorbed by Sales Operations Specialists.



Conversion Rates

- **Estimate-to-order conversion improved by approximately 34%**
- Conversion on estimates older than 30 days improved from roughly **5% to 10%**
- Scorpion lead conversion improved materially, with one multi-location franchisee achieving **conversion rates of 87.9% in October, 89.5% in November and that's up from ~30% in previous months.**

Consistent Follow-Up

- First-24-hour follow-up rates increased by up to **66%**
- Daily execution consistency reached approximately **90%**
- Follow-up cadence became standardized across all lead sources

Systems That Enabled Scale

To support centers with varying CRM maturity, STS deployed two purpose-built operating tools:

- **Human CRM (HCRM) Tool** - Centralized management of leads, estimates, follow-ups, prioritization, and daily execution. [Learn More](#)
- **Project Management Tool** - Execution visibility for proofs, tasks, ownership, and workflow progression. [Learn More](#)

These tools enabled consistent execution regardless of whether a center used a traditional CRM.

ROI / Revenue Impact

- Increased closure of existing quoted work (highest-ROI activity)
- Faster sales cycles across multiple lead sources
- Reduced reliance on additional salaried sales management
- Lower overhead with higher throughput, improving profitability

3. EXPECTATION & SUCCESS METRICS (SCOPE OF WORK ALIGNMENT)

The pilot program was structured around the following expectations, all of which were achieved:

- Utilize a lead tracker (draft tools successfully deployed)
- Improve CoreBridge activity and data integrity
- Increase lead-to-estimate conversion rate
- Increase estimate-to-completed-job conversion rate
- Increase revenue through improved execution
- Drive topline and bottom-line growth
- Reduce overhead and improve profitability
- Lower effective salary increases by improving ODP

4. KEY TAKEAWAY

Bottom-Up Execution

The pilot demonstrated that **the constraint on sales performance was not leadership capability, but bandwidth.** Sales teams were overwhelmed by administrative work, project management, and follow-through—leaving insufficient capacity to sell. A top-down solution, such as adding a sales manager, would not have addressed this constraint, as it neither reduces the operational workload nor functions as a system of execution.

STS delivered the **structurally correct solution**, addressing the root operational constraints in sales rather than layering on additional management. By implementing a bottom-up model through a Human CRM, Sales Operations Specialists assumed full ownership of the operational and project-management components of sales—lead qualification, estimate tracking, disciplined follow-up, documentation, and customer coordination.



90-Day Executive Summary – Sales Operations Specialist Pilot Program

By systematizing these activities, the HCRM created consistent execution, enforced follow-through, and unlocked measurable improvements in conversion rates and sales outcomes. The pilot confirms that when sales operations are treated as a system—supported by dedicated, embedded Human CRMs—performance becomes repeatable, scalable, and cost-effective across the FASTSIGNS network.

5. REFERENCES

Link to Scope of Work: [Click Here](#)

Sign Talent Solutions is dedicated to helping FASTSIGNS franchises build scalable, repeatable business processes that drive higher profits and attract more customers.

By placing proven, industry-trained talent into key roles, we help franchise owners eliminate bottlenecks, increase operational efficiency, and create room for sustainable growth.

If you're looking for real solutions that strengthen your franchise, contact us today, and let's optimize your business for what's next.



Damon Dunn

CEO

Sign Talent Solutions

damon@signtalentsolutions.com

253.358.5991

www.signtalentsolutions.com



253.358.5991



damon@signtalentsolutions.com



www.signtalentsolutions.com



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