



INTRODUCTION

Jim Zeigler is a mentor and coach to people who are exploring the possibility of owning their own business. He's also a franchisee of The Entrepreneur Source®, a leading career and business coaching company with more than 250 offices in the United States and Canada. The Entrepreneur Source® offers a full range of services to anyone seeking alternate career options.

"I help people evaluate the idea of becoming a small business owner. Many times, people have a sense of security even if they aren't happy in their current occupation," says Zeigler, who has owned his The Entrepreneur Source® franchise for six years. "My clients are people who like the idea of owning their own business, but they're apprehensive about making a move. Either they are unsure about the operations side of running a business or they're unsure of exactly what type of business they want to own."

As a coach, Zeigler helps his clients build a possibilities profile to determine their likes, dislikes, goals, needs, and expectations. This profile is among the first steps to helping someone find the type of small business that will match their interests and abilities.

JIM ZEIGLER'S CHALLENGE

For Zeigler's franchise to be successful, he needs to meet with 10-15 potential clients each month. His sales pipeline is populated with individuals who have expressed an interest in the idea of becoming an entrepreneur.

Zeigler likes that having Initial Call set up the introductory meetings frees him to do what he most enjoys and also gives his business a more professional appearance.

"I love talking to clients, setting up their possibilities profile, and coaching them through the concerns of jumping into the entrepreneurial ecosystem," states Zeigler.

"I DO NOT RELISH THE IDEA OF MAKING THAT FIRST CALL TO SET UP AN EXPLORATORY MEETING. I NEEDED A PUSH TO HELP ME WITH THAT, SO I HIRED INITIAL CALL."

JIM ZEIGLER CASE STUDY



SALES APPLICATIONS

Zeigler has utilized Initial Call's services for more than a year. Initial Call has consistently scheduled at least three meetings per week for him.

"We serve as the inside sales team for Jim's franchise and have spared him the headache of finding, hiring, managing, and training employees," said Amy Keuper, Vice President of Sales and Operations at Initial Call. "Our Project Manager, Melinda, is working with Jim, tracking numbers and results, encoding robust information about the people on the call list, and overseeing the set up of meetings."

"I love opening up my email and seeing all the client calls that Initial Call has scheduled for me to make that week," asserts Zeigler. "It's the little push that I need to keep my business successful. Otherwise I would spend most of my time coaching current clients and my prospective client list would not get the attention it needs."

Zeigler calculates that it also frees up roughly 10 hours per week for him to focus on his clients and other aspects of his business. Initial Call reminds him to replenish the sales pipeline by periodically sending more names of those people who've expressed an interest in hearing more about the prospect of owning their own business.

OUTCOMES

"I funnel about 80 leads to Initial Call each month and they set up 10 to 15 introductory meetings. About 60 percent of these clients move through the process to the second meeting, which I believe is a remarkable percentage. Then, half of those clients move to the next level and give serious consideration to purchasing a franchise.

"Initial Call prospects now represent about 90% of my introductory meetings. That's how much I've come to rely on their initial screening and appointments process.

"Discovering and cultivating the 2 to 4 serious prospects each month out of those 10 to 15 introductory meetings is a tremendous rate of success in my business. The 'front end' work done by Initial Call is having a significant positive impact on my business," declares Zeigler.

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CONCLUSION

"I would absolutely recommend Initial Call to anyone who is reluctant to make calls to set up introductory meetings or to anyone with time management issues who needs a gentle push to populate their sales pipeline and focus energies on their prospect list," says Zeigler. "Initial Call has been a valuable addition to my business."

