



Franchise Development Coordinator

Location: Milford, OH

Reports to: SVP of Franchise Sales & Development

About Penn Station:

Penn Station East Coast Subs is a leading fast-casual restaurant brand with over 320 locations, known for our crave-worthy sandwiches, fresh-cut fries, and exceptional customer experience. We're looking for a results-driven Franchise Development Coordinator to assist with our expansion plans. If you're detail-oriented and passionate about franchise growth, we'd love to hear from you!

Position Overview:

The **Franchise Development Coordinator** oversees franchise inquiries, assesses candidate qualifications, and ensures only fully qualified prospects move forward in the franchise process. The position also requires coordinating validation calls with existing franchisees and scheduling Discovery Day events to provide candidates with deeper insights into the franchise opportunity.

The ideal candidate is self-motivated with excellent communication skills, sales acumen, a high level of organization, and a strong ability to evaluate potential franchisees based on predefined criteria.

Key Responsibilities:

- **Lead Qualification & Initial Contact:**
 - Respond to franchise inquiries via phone, email, sms, and online forms.
 - Conduct initial phone screenings to assess candidate qualifications, financial capabilities, and interest level.
 - Educate prospects on the franchise opportunity, brand values, and business model.
- **Prospect Engagement & Follow-up:**
 - Maintain a database of leads and track communication using a CRM system.
 - Nurture and follow up with leads to keep them engaged throughout the qualification process.
 - Schedule and coordinate meetings between qualified leads and brand leadership.
- **Validation Calls & Discovery Day Coordination:**
 - Organize and schedule validation calls between candidates and existing franchisees to provide real-world insights into franchise ownership.
 - Ensure candidates are well-prepared for validation calls by providing key questions and expectations.
 - Manage Discovery Day logistics, including invitations, scheduling, and follow-ups.
 - Serve as the primary point of contact for candidates leading up to Discovery Day and gather post-event feedback.

- **Evaluation & Reporting:**

- Assess candidates based on company-defined qualification criteria.
- Provide detailed reports and insights on lead quality and conversion rates.
- Work closely with leadership team to refine lead qualification strategies.

Qualifications & Skills:

- Previous experience in sales, lead generation, or franchise development preferred.
- Strong verbal and written communication skills.
- Experience coordinating events or scheduling meetings is a plus.
- Proficiency in CRM tools (e.g., Salesforce, FranConnect) and Microsoft Office.
- High level of professionalism, organization, and attention to detail.
- Strong ability to work independently and meet targets.