



Case Study

Accelerating Growth: IFPG's Journey with the ClientTether Franchise CRM

“

I refer and recommend ClientTether, a great world-class CRM delivered by and built by people who care.

”

Red Boswell

President of the International Franchise Professionals Group



Transforming the Franchise Industry with Integrity and Innovation

The International Franchise Professionals Group (IFPG), founded by Don Daszkowski, is renowned as the world's most trusted franchise consulting organization, dedicated to supporting aspiring entrepreneurs in achieving franchise ownership.

With a network of over 1,500 members, including franchisors, franchise consultants, and vendors, IFPG has earned its reputation through a commitment to integrity, collaboration, and continuous innovation. Their unmatched training, resources, and networking opportunities have set a high standard, earning them the title of the #1 Franchise Broker Organization by Entrepreneur Magazine for five consecutive years.

Despite their success, IFPG faced significant challenges with their previous CRM system, which failed to meet their quality standards. They searched for a proper replacement tool for their previous CRM option for years, and after reviewing the ease of use and power of ClientTether's lead engagement, nurturing, and rehashing tools, the software became their sales platform of choice.



The Challenges



Inconsistent CRM Performance:

IFPG's previous CRM system fell short in functionality and reliability, failing to meet the organization's high standards.



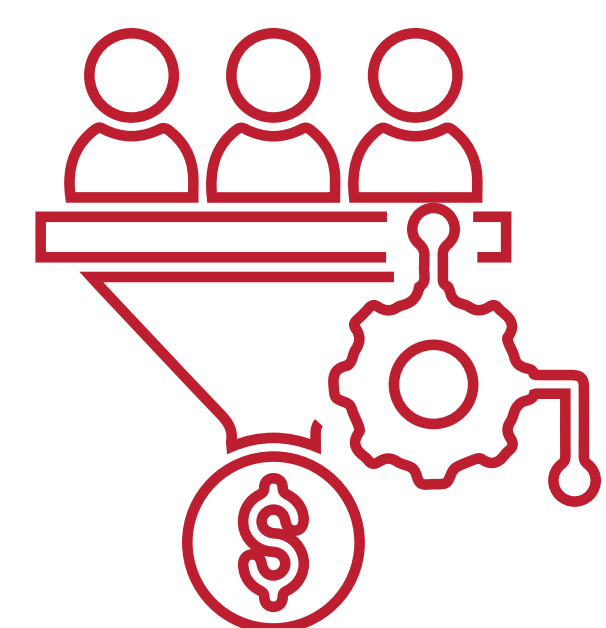
Complex Onboarding Process:

The onboarding process for new consultants was cumbersome and lacked efficient support. "It was important that we had access to real people that can answer real questions and give training and onboarding quickly, concisely, and professionally.", said Red Boswell.



Lack of Real-Time Support:

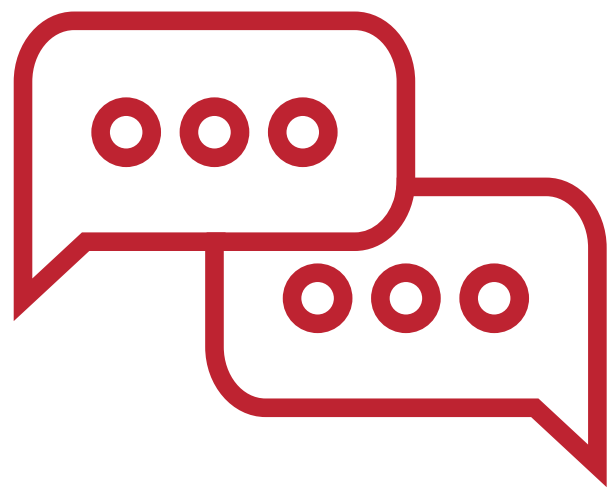
IFPG needed a solution that provided live support and active participation from the service provider.



Inefficient Lead Management:

Managing and converting leads efficiently was a significant challenge, impacting the onboarding of new consultants.

ClientTether's solutions



Enhanced Lead Follow-Up:

ClientTether enhanced lead follow-up across IFPG's network, significantly improving lead conversion rates and establishing trust with prospective consultants.



Streamlined Onboarding Process:

ClientTether provides personalized training and real-time support, making the onboarding process for new franchise consultants efficient and effective.



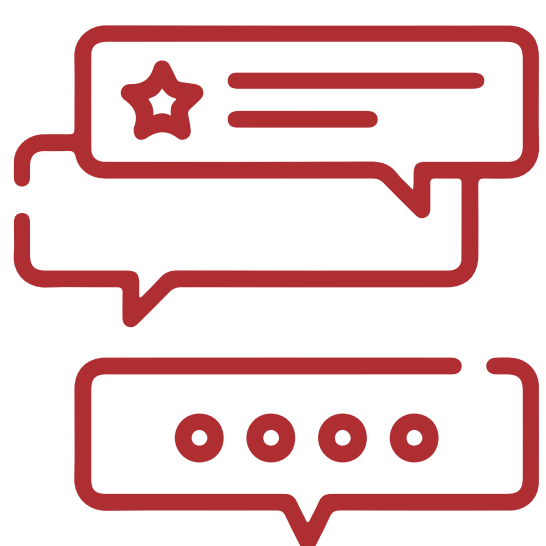
Real-Time Support and Active Participation:

"They come to our events, they attend retreats. They're very active. They're very available," highlighted Boswell, underscoring the importance of having a responsive and involved CRM provider.



Improved Data Insights:

ClientTether's data visualization tools provide clear insights into lead flow and sales lifecycle performance, helping IFPG make informed strategic decisions.



Effective Customer Retention:

ClientTether's automations helped IFPG consistently and effectively engage with consultants and clients, fostering loyalty and repeat business.

Why IFPG chose ClientTether

According to Red Boswell, President of IFPG, “The challenges we were having before we met ClientTether were numerous.” ClientTether’s platform offered seamless, efficient, and user-friendly CRM functionalities, with automated communication tools that ensured lead follow-up and robust data visualization features that provided clear insights into lead flow and sales lifecycle performance.

Additionally, ClientTether stood out because of its active involvement across the board. This hands-on approach, combined with personalized training and onboarding resources, made ClientTether an ideal partner for IFPG. The ability to quickly address questions and provide tailored support was crucial for IFPG, which continuously adds new consultants to their network.

Tailored and Trusted Solution

ClientTether’s ease of use and powerful tools led IFPG to adopt the platform and white-label it as its proprietary “Franchise Sales CRM 2.0.”



In The Customer's Own Words

Red Boswell, President of IFPG, has expressed high praise for ClientTether, highlighting their significant impact on IFPG's franchise sales:

"It's been fantastic. We couldn't be more pleased with how ClientTether really satisfied so many of the gaps in our previous system".

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Red Boswell

President of the International
Franchise Professionals Group



The International Franchise Professionals Group (IFPG) is a membership-based franchise broker organization that is home to hundreds of the top Franchise Consultants and Brokers.

Learn more at ifpg.org

Conclusion & Impact Statement

The implementation of ClientTether at IFPG has been transformative. ClientTether provided a seamless solution that improved CRM functionalities and provided invaluable support. It enhanced the onboarding process for new consultants and ensured smooth integration into IFPG's system.

By addressing both IFPG's specific and industry-wide challenges, ClientTether's CRM software has empowered the organization to continue its mission of guiding aspiring business owners in identifying and investing in franchise opportunities.

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ClientTether The Franchise CRM