



LAWN DOCTOR

Case Study Customer Acquisition Event

Recruiting and hiring qualified sales professionals, training local sales teams, and qualifying event attendees to support local franchise marketing efforts.



Sales
Recruitment



Team
Training



Attendee
Qualification



Recruit, Train, and Qualify

A targeted customer acquisition program built around qualified sales professionals to support local franchise marketing efforts.



PROGRAM FOCUS

Lawn Doctor centered the customer acquisition program on qualified sales professionals who could integrate with local franchisee marketing efforts.

CORE OBJECTIVE

Support local franchisee marketing efforts.

OUR APPROACH

Recruit and hire qualified sales professionals, conduct training sessions for each local sales team, and qualify event attendees so franchise owners can focus conversations and efforts on attendees in need of services.

THE TAKEAWAY

Recruitment, training, and attendee qualification worked together to support local franchisee marketing efforts.