

SESSION

Marketing & Sales Growth Strategies: Sell More. Market Smarter. Grow Faster

SPEAKER



Cory Mosley, CSP
Founder, Business Growth
Strategist, and Media Expert

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Marketing & Sales **Growth** Strategies

Cory Mosley, CSP

Company Principal, Mosley Strategy Group



Sell More



Market Smarter



Grow Faster



WHY We're Here?

Because every franchise faces unique challenges, and a one-size-fits-all approach **doesn't always work.**



Many franchisees hear:
"Just follow the playbook"



But local markets aren't
cookie-cutter



You need strategies that actually **drive your sales**

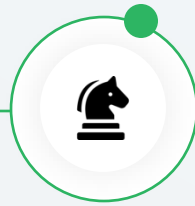


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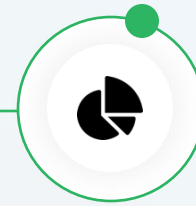
THE Promise



Learn The
Franchisee's Growth
Formula



Actionable
strategies you can
use immediately



Sell more. Market
smarter. Grow
faster.



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G.R.O.W.T.H Formula



Ground
Rules



Revenue
Targets



Optimize
Marketing



Win the Local
Market



Team as
Sellers



Harness
Tools & Tech

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WHY It Works

Complements brand
playbook, doesn't conflict.



Puts you back in
control of local results.



Builds sustainable growth,
not one-off wins.



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3 COMMON Marketing Mistakes



Mistake #1

Over-reliance on
corporate
campaigns

Corporate = scale;
Local = nuance



Mistake #2

Underutilizing local channels

Missed opportunities: Google
Business, community,
influencers



Mistake #3

No sales/marketing
integration

Staff not trained to
convert curiosity → sales

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THE Fixes



**Layer local
marketing on top
of brand campaigns**



**Build community
partnerships**



**Train teams to
close like pros**

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BUILDING

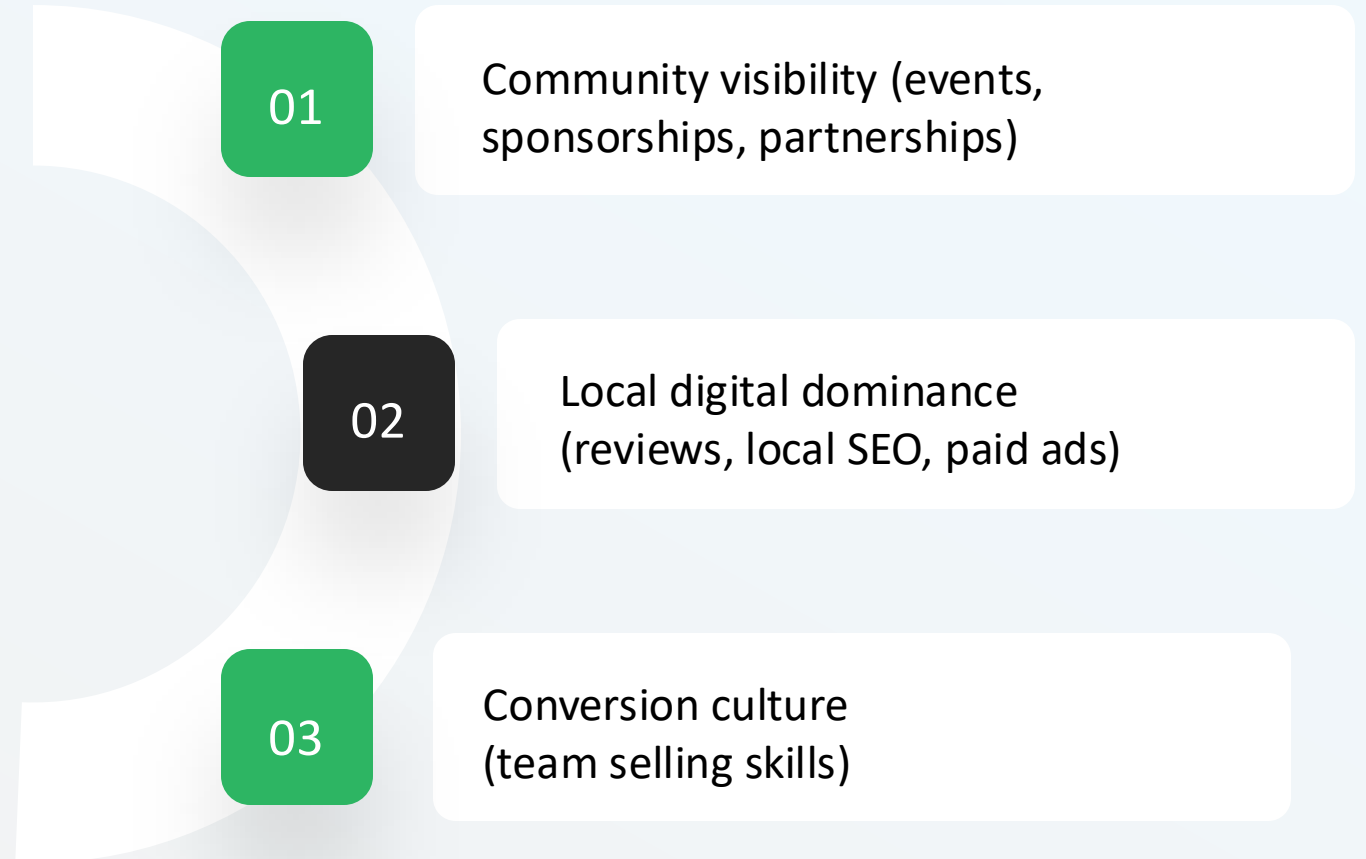
A Local Growth Plan

Why a Local Plan Matters

- ↘ Corporate drives awareness
- ↘ You drive neighborhood domination

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03 Growth Levers



EXAMPLE

Layering Campaigns

National ad runs
on Facebook



Franchisee → adds
local Google Ads +
review push



Outcome
Increased leads and
higher conversions

KEY
Takeaway

Don't just ride the brand's wave.
Build waves in your market.



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TOOLS & TECH For Smart Franchisees

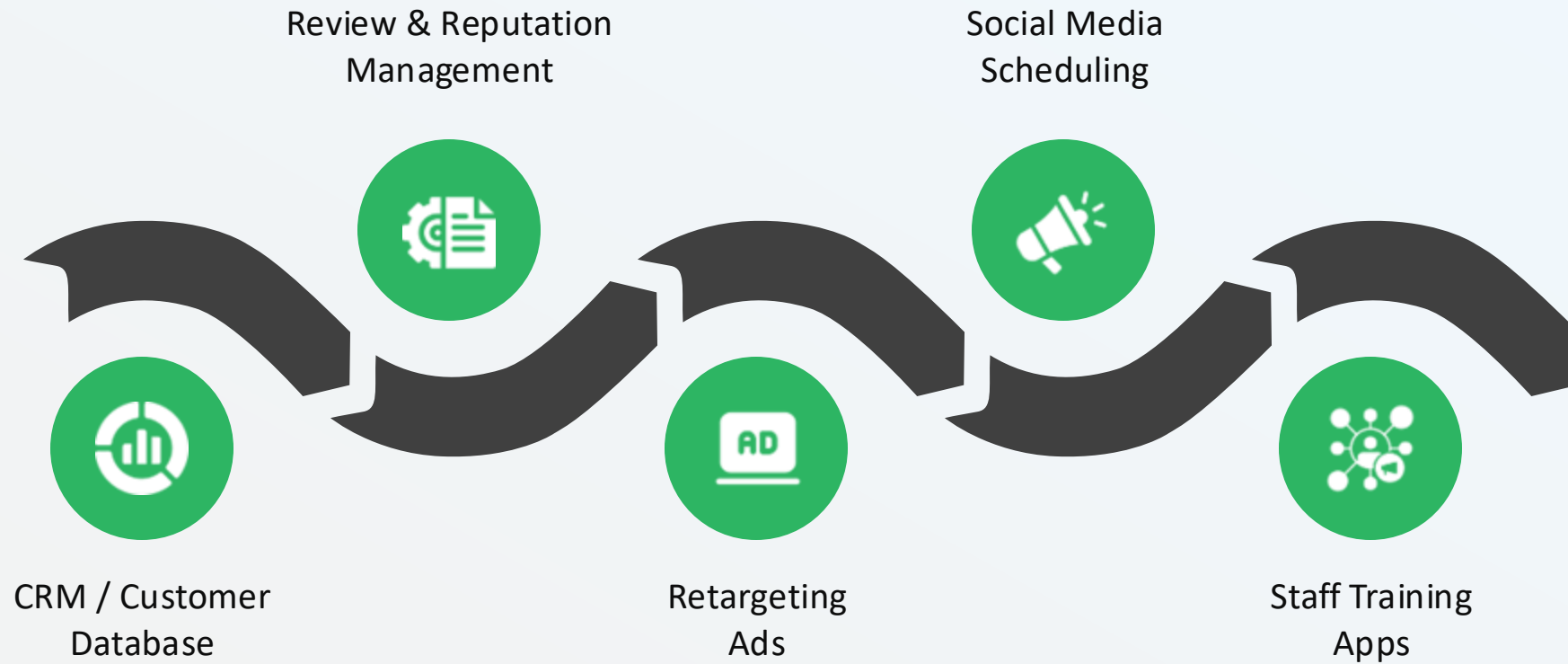


Why Tools Matter

Save time, increase visibility, track ROI

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TOP 5 Tools



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WHAT'S Allowed?

Many tools are brand-compliant if
used locally

Tip: Frame them as “plug-ins,”
not replacements



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Now let's talk about your biggest
hidden marketing asset — **your team.**



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TRAINING

Your Team to Sell



The Problem

Staff → order takers, not sales makers



The Opportunity

- ✎ Every interaction = a marketing moment
- ✎ Staff = frontline brand ambassadors



How to Train Teams

- ✎ Role-play real customer questions
- ✎ Upsell & referral scripts
- ✎ Incentives for conversion behaviors

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Takeaway

Marketing gets them in the door. Sales training keeps them coming back.



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THE 30 Day Action Plan



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QUICK WINS vs. Long Game

Quick Wins



Reviews, promos,
partnerships

Long Game



Consistent team
training, local visibility

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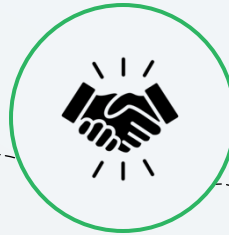
Franchisees who **G.R.O.W.T.H.** don't wait
for corporate to hand them success —
they create it locally.



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THE 30 Day Action Plan

Commit to 1
growth action
within 24 hours



Share it with
your team
this week

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Thank You



A portrait of Cory Mosley, a man with a shaved head, smiling and wearing a blue suit, white shirt, and a yellow and blue patterned tie. He is standing with his hands slightly raised in a gesture of appreciation.

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BUSINESS PODCAST
with Cory Mosley

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