

Webinar & Marketing Kit

Talking points, agenda, slide outline, and one-pager copy for the modular FranLink ecosystem.

One-line positioning

The FranLink ecosystem is a modular, consultant-first, AI-enhanced set of platforms built specifically for franchise consultants. Use one, two, or all three — and keep the CRM you already love.

The three platforms

Platform	What it gives the consultant
FranLink	CRM, Candidate Intelligence, Journey, Company Review, Validation, Discovery Day, AI Copilot, Avery, R
Franchise Matcher	Candidate Models, Match Mode, Brand Scoring, Company Review Support, Developer Performance Insig
FDD Insights Engine	FDD Repository, Item 5/6/7/19 Analysis, Brand Intelligence, AI FDD Intelligence, Developer Performance

Ecosystem Integration Center — Data Mobility

- Keep your CRM: HubSpot · Salesforce · Zoho · Pipedrive · Monday · Google Sheets · franchise-specific CRMs.
- CSV Import, CSV Export, Excel Export, CRM Templates, Sync Logs.
- Future native connectors framework already in place.

Talking points

- The ecosystem is modular — adopt at your pace.
- We never ask consultants to abandon their CRM.
- AI is advisory. The consultant is the decision-maker.
- Developer Performance Insights stay between consultants — never shown to candidates.
- Avery onboards. Copilot assists with intelligence and preparation.
- CSV/Excel + pre-built CRM templates make data portable today; native connectors are coming.

30-minute webinar agenda

Minutes	Segment
0–3	Welcome — "Built for consultants, by consultants. Modular by design."
3–8	The three platforms — tagline + top three capabilities each
8–13	The Ecosystem Integration Center — live demo of CSV export to a HubSpot template
13–18	Developer Performance Insights — internal-only consultant intelligence
18–24	Avery + AI Copilot — onboarding coach and intelligence assistant
24–28	Q&A
28–30	CTA — pick a platform to try first; no commitment

Slide outline (10 slides)

- Title — The FranLink Ecosystem: Built for Franchise Consultants
- Modular ecosystem diagram (3 platforms + Integration Center)
- FranLink overview + capabilities
- Franchise Matcher overview + capabilities
- FDD Insights Engine overview + capabilities
- Ecosystem Integration Center — Data Mobility
- Developer Performance Insights — internal consultant intelligence
- Avery + AI Copilot
- Five positioning words: Flexible · Modular · Consultant-First · AI-Enhanced · Built for franchise consultants
- Try a platform — no replatforming required

One-pager copy

Headline

Modular. Consultant-first. AI-enhanced. Built specifically for franchise consultants.

Body

The FranLink ecosystem is three platforms that work alone or together — FranLink (the Franchise Journey Platform), Franchise Matcher (the Intelligent Matching Platform), and the FDD Insights Engine (the Franchise Intelligence Platform). Keep your existing CRM. Move data freely. Let Avery onboard you and the AI Copilot help you prepare.

Call to action

Start with one platform. Add the others when you're ready.