

## The Invisible Drain

### CHASING WRONG TARGETS

In the high-pressure world of sales and marketing, every minute and every resource counts.

Yet, a surprisingly large portion of these precious assets often gets squandered on a hidden adversary: chasing the wrong targets and non-decision makers.

This seemingly innocuous mistake carries a hefty price tag, siphoning away potential revenue and crippling campaign effectiveness.

### THE SCOPE OF THE PROBLEM

Studies paint a grim picture. Research by DiscoverOrg suggests that sales reps lose up to 550 hours and \$32,000 per year pursuing inaccurate leads.

A study by Aberdeen Group found that 78% of marketing programs fail to achieve their goals due to targeting issues. These statistics represent a colossal waste of time, money, and energy, hindering overall organizational growth.

### A MULTI-FACETED COST

- **Direct Financial Loss:** Wasted salaries, marketing campaign expenses, and missed opportunity costs due to pursuing false leads.
- **Reduced Productivity:** Valuable sales and marketing hours diverted from qualified leads and productive activities.
- **Diminished Team Morale:** Frustration and demotivation arising from chasing dead-end leads and struggling to meet KPIs.
- **Damaged Brand Reputation:** Targeting irrelevant audiences can create negative perceptions of your brand and offerings.



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Aberdeen Group

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DiscoverOrg

## Navigating the Multi-Unit Maze. Finding Decision Makers, A Daunting Task

### UNDERSTANDING DECISION- MAKERS IN RESTAURANT EMPIRES

For anyone venturing into the world of multi-unit restaurant companies, identifying the key decision-makers can feel like navigating a complex map with missing pathways. Unlike neatly structured independent single unit owners and smaller businesses, these culinary groups and giants operate within layered networks of executives, regional directors, brand leads, and franchise owners, each wielding varying degrees of influence.

Pinpointing the right individual within this ecosystem can be as demanding as it is vital, potentially making or breaking any sales, marketing, or partnership endeavor.

### WASTED SALES & MARKETING EFFORTS

The challenge intensifies with the sheer scale of these operations. Imagine a bustling metropolis, not of concrete and steel, but of sizzling grills, overflowing menus, and vibrant dining rooms. Each "district" within this culinary city operates with its own distinct set of needs, priorities, and budgetary considerations.

The regional director managing the bustling downtown district may hold sway over marketing for their specific territory, while Kitchen or Human Resource related decisions could reside with a centralized brand team located across the country.

Franchise owners, operating under unique license agreements, add another layer of complexity, potentially possessing independent purchasing power and autonomy.

Cracking the code of multi-unit restaurant decision-making is the key to unlocking hidden opportunities.

Armed with the right approach, you can turn this challenge into a springboard for success.



**FOODSERVICEDATA360**

Restaurantdata/  
Foodservicedata360™  
Answers the Question:  
Who Owns What?

## **TARGET THE REAL DECISION-MAKER**

Say goodbye to the time-consuming maze of deciphering franchise structures and ownership hierarchies.

We shed light on the complex networks, mapping out the ultimate decision-makers behind locations, whether part of a multi-concept giant or a sprawling franchise HQ with multiple franchised brands.

Empower your teams to target the right individuals, maximizing outreach efficiency and driving sales success.

## **DEMYSTIFY FRANCHISEES: YOUR GUIDE TO FDD'S AND KEY PLAYERS**

Lost in the labyrinth of franchise discloser documents (FDD's), agreements, parent-child structures, and opaque ownership webs?

Foodservicedata360™ unlocks the secrets of the franchise world, providing a bird's-eye view of parent-child relationships, ownership hierarchies, and ultimately, the individuals with the power to say yes.

Eliminate the frustration of chasing dead ends and equip your team with the definitive "who and where" of franchise/franchisee decision-making.

Don't get lost in the labyrinth of lower-level contacts.

Find the keyholder, the one who holds the ultimate power, and unlock the path to success.

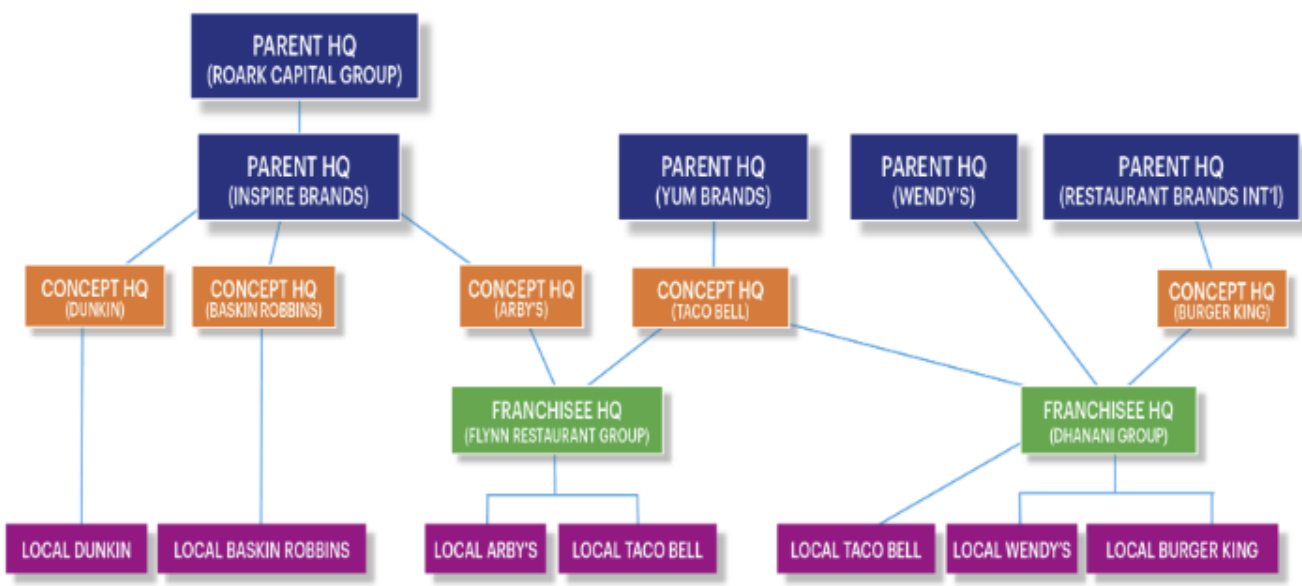
Visualizing Hierarchical Connections



CHILDREN TO PARENTS TO ULTIMATE PARENTS

Precisely Defined Operator Relationships

Ownership connections and linkages are displayed in a hierarchical view. You gain a clear picture of where to find organizational decision makers and a concise overview of the connections between locations, multi-concepts, franchisees, multi-concept operators, parent companies and ultimate corporate owners.



## A Real Data Partner

### THERE'S A BETTER APPROACH

Why partner with Foodservicedata360™?

We're the data architects of the foodservice world, providing the freshest, most accurate market intelligence available.

No more outdated lists, chasing non-decision makers or guesswork. With Foodservicedata360™ as your partner, you will:

- Precisely target the ideal operators, significantly boosting response rates and optimizing your marketing spend.
- Direct operational efficiency by leveraging targeted market data for smarter decision-making, improved workflows, and a more intelligent sales team.
- Measure your ideal impact, clearly observing campaign performance and target marketing.

### HARNESS THE POWER

In conclusion, the invisible drain of chasing wrong targets is not an insurmountable obstacle, but a call to action.

Make informed decisions with the best-in-class, concierge solutions. Foodservicedata360™ will connect, clean, and optimize your information, delivering the clarity you need to succeed.

Citations:

1. DiscoverOrg
2. The Aberdeen Group
3. Foodservicedata360
4. Peter Drucker, Management Consultant



When there is clarity about who owns what and who is responsible for what, decision-making can be more efficient and effective

Peter Drucker  
Management Consultant