



<https://titanexecutivesearch.com/job/director-of-franchise-sales/>

Director of Franchise Business Development

Description

Exciting Opportunity!

Director of Franchise Business Development

Position type: Full time, Mon–Fri, 8:30am–5pm

Location: Pompano Beach – On-site with optional 2 days remote hybrid schedule

Salary: \$110,000 – \$135,000 base + performance-based bonus (commensurate with experience)

We are looking for a high-performing, HUNTER-minded Franchise Business Development leader who knows how to build pipeline from the ground up and close deals.

This is not a role for someone who relies heavily on broker networks or inbound lead flow. We are specifically seeking someone who has successfully generated their own opportunities and driven franchise growth through proactive outreach, relationship-building, and disciplined execution.

What we're looking for:

- Proven track record of personally sourcing and developing franchise leads
- Experience building pipeline in emerging or challenger brands (typically under ~1,000 units)
- Ability to create momentum without heavy dependence on paid marketing or third-party brokers
- Strong closer who can manage a full-cycle development process from prospecting through signed agreements

This role requires a self-directed, entrepreneurial approach—someone who takes ownership of the market, creates opportunity, and drives results.

Position Overview:

The Director of Franchise Business Development will be responsible for identifying, developing, and closing new franchise opportunities to support the company's growth objectives. This individual will play a key role in expanding the brand's footprint by proactively building a qualified pipeline and converting prospects into successful franchise partners.

Company Overview

Hiring organization

Titan Executive Search

Employment Type

Full-time

Industry

Commercial Cleaning Services

Job Location

Pompano Beach, FL, USA

Base Salary

\$ 110000 - \$ 135000

Date posted

February 26, 2026

Our client is a leader in commercial cleaning franchising, with over 35 years of sustained growth and 1,800+ Unit Franchisees across the US and Canada. Our collaborative and performance-focused culture supports innovation, transparency and continuous learning. Founded over thirty years ago, our client has redefined janitorial services through technology-driven solutions, tailored cleaning programs and a franchise model built on training, support and long-term growth. Consistently ranked by Entrepreneur, Franchise Times and Franchise Business Review, Our client continues to lead the industry as an innovative and people-focused brand.

Benefits:

- Hybrid work flexibility
- Generous employer contributions toward health and life insurance, with starting costs at only \$99/month
- Affordable vision and dental insurance available
- 6% match on 401K contributions after 6 months
- Great PTO policy and ability to earn up to 1 full month off based on tenure
- Paid holiday schedule
- Paid parental leave program
- Childcare assistance program
- Frequent company-sponsored events such as sporting events, BBQs, themed lunches
- Community volunteering opportunities
- Education assistance program
- Paid training

Key Responsibilities:

Strategic Leadership:

- Partner with executive leadership to define the vision, strategy and KPIs for franchise development
- Translate company growth goals into executable franchise sales plans across priority markets
- Develop territory expansion strategies and market penetration plans aligned with long-term brand growth
- Identify and pursue untapped markets and high-value franchisee leads with a *hunter's mindset*, turning prospects into long-term partners.

Franchise Development & Pipeline Management:

- Own the full franchise sales lifecycle—proactively hunting and qualifying leads, leading discovery calls, and closing high-potential franchise deals
- Drive lead conversion performance across all channels (digital, brokers, referrals, events)
- Implement structured follow-up, qualification and nurturing processes to maximize close rates
- Ensure compliance with FDD guidelines and franchise sales regulations
- Aggressively drive new franchise opportunities, leaving no market or prospect unexplored, and consistently convert high-quality leads into signed agreements.

Broker & Channel Management:

- Build, manage and optimize relationships with franchise brokers and referral networks
- Actively seek and secure top-performing brokers and referral partners to

expand the pipeline and outperform competitors.

- Develop incentive strategies and communication rhythms to keep brokers engaged and aligned
- Evaluate performance by source and continuously optimize channel mix

Analytics and Optimization:

- Maintain dashboards, KPIs and reporting frameworks to evaluate pipeline health, cost per deal and close ratios
- Lead forecasting and territory planning processes
- Analyze competitor activity, market dynamics and candidate behavior to refine sales strategy
- Establish a disciplined test-and-learn culture across scripts, discovery processes and closing frameworks

Team Leadership & Development:

- Mentor and manage a growing franchise sales team – setting goals, coaching performance and driving accountability
- Build structured onboarding and continuous training programs for franchise development managers
- Foster a high-accountability, high-performance culture rooted in clarity, urgency and execution
- Collaborate cross-functionally with marketing, operations and training teams to ensure seamless franchisee onboarding and satisfaction

About You:

- A franchise development leader with 10+ years of experience in franchise sales, development or multi-unit expansion
- A self-starter with a hunter mentality—relentlessly pursuing new franchisee leads and thriving in high-activity sales environments.
- Energized by closing deals, exceeding aggressive targets, and penetrating new territories.
- Competitive and results-obsessed, with a drive to identify and win high-value franchisee candidates before the competition.
- A proven closer with a track record of meeting or exceeding annual unit growth targets
- Deep understanding of franchise compliance, FDD processes and ethical sales practices
- Comfortable setting growth strategy but equally skilled at leading discovery calls and closing deals
- A strong communicator who builds trust quickly with candidates, brokers and internal stakeholders
- An experienced sales leader who has built and managed high-performing, metrics-driven teams
- Data-driven – you believe in dashboards, conversion metrics and forecasting discipline
- Competitive, resilient and energized by ambitious growth targets
- Highly organized with the ability to manage multiple markets and priorities simultaneously

Preferred Skills & Tools

- Experience with franchise CRM systems (FranConnect, Salesforce, HubSpot or similar)
- Strong pipeline analytics and forecasting capabilities

- Familiarity with franchise broker networks and industry development platforms
- Experience scaling a national or multi-territory franchise system
- Background in B2B, service-based or multi-location franchise models preferred