



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

## Director of Franchise Sales

### Description

#### Exciting Opportunity!

We have an immediate opening for a Director of Franchise Sales in Pompano Beach, FL

#### Director of Franchise Sales

**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)

### Overview

Our National Commercial Cleaning client is seeking a proven, high-performing Director of Franchise Sales – someone who has scaled franchise development pipelines, teams and results; who is both a strategic growth architect and a disciplined sales operator; and who can build and lead a best-in-class franchise sales organization in partnership with executive leadership.

This is a highly visible, revenue-driving role designed for someone who thrives at the intersection of big-picture growth strategy and hands-on sales execution. You will aggressively drive franchise development efforts from actively sourcing leads, cultivating relationships, and pursuing high-potential franchise partners through discovery and closing – ensuring that everything we do is aligned, performance-driven and accelerating Master Franchise growth with high-quality franchise partners.

### Company Overview

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

### 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

- 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