



FRANCHISE SALES EXECUTIVE **Job Description**

Title: Franchise Sales Executive

Location: Shrewsbury or Ormskirk

Working Hours: 11:00 – 7:00pm (evening availability required)

Overview

The Franchise Sales Executive plays a key role in the growth of two dynamic franchise brands—Poppies Cleaning and Itzhome. You'll be the first point of contact for prospective franchisees and will manage the full recruitment journey from first enquiry through to onboarding, ensuring every candidate receives a high-quality, values-led experience.

This is an exciting opportunity for a driven, experienced sales professional with a strong understanding of franchise development, lead nurturing tools, and people-focused selling.

What To Expect:

Itzhome is a fast-growing start-up that is built on the back of a near 45-year business model that has been operated by Poppies Cleaning Services. Further details about Poppies can be found at www.poppies.co.uk

As a start-up, we operate in a dynamic and ever-evolving environment where innovation and adaptability are essential.

Our team is passionate, resourceful, and driven to make an impact. As the digital world continues to connect local communities, the team at Poppies have decided to take the Poppies values online, to help homeowners access the very best domestic professionals. Itzhome was born.

Working at Itzhome means you'll thrive in a fast-paced setting where change is constant, and opportunities for growth are abundant.

We embrace flexibility, encourage creative solutions, and empower our team members to take ownership of their roles. As part of our team, you'll play an integral role in shaping the company's future and have the chance to grow alongside us as we expand our footprint in the industry. If you're excited by challenges, motivated by growth



opportunities, and eager to make a difference, Itzhome is the place for you.

Job Summary:

The Franchise Sales Executive will be responsible for driving growth through franchise sales. This role requires a strategic thinker with strong networking skills and a deep understanding of the home service market and / or franchise sector. The ideal candidate will have a passion for sales, the ability to build strong client relationships, and a proven track record of achieving sales targets.

Key Responsibilities:

- **Lead Management & Nurturing:**
 - Qualify inbound leads via digital platforms, calls, and emails.
 - Use CRM and automation platforms such as **HubSpot** or **ActiveCampaign** to manage, nurture, and convert leads.
 - Execute lead nurturing campaigns, drip sequences, and personalised follow-ups.

- **Sales Process:**
 - Deliver structured, consultative presentations via phone, video, or in-person meetings.
 - Guide candidates through the full discovery and validation journey, including webinars and franchise discovery days.
 - Maintain accurate CRM records, pipeline stages, and performance metrics.

- **Collaboration & Reporting:**
 - Work closely with marketing and operations teams to align messaging and onboarding processes.
 - Provide timely updates and performance reports to management.

- **Customer Experience & Representation:**
 - Present a professional image at all times, both in-person and online.
 - Represent the **Itzhome Group**'s values of empowerment, integrity, and innovation in all interactions.

Knowledge and Skill Requirements:

- Basic reading, writing, and arithmetic skills normally acquired through further or higher education.
- 3–5 years of proven sales or marketing experience, **ideally within the franchise sector.**



- Strong persuasion and influence skills, with a consultative selling approach.
- Ability to develop and deliver compelling sales presentations.
- Excellent written and verbal communication skills, including the ability to compose and edit written materials.
- Good understanding of advertising, lead generation, and sales promotion techniques.
- Tech-savvy with experience in CRM systems (e.g. HubSpot, ActiveCampaign) and video conferencing tools.
- Professional appearance and conduct, with an ability to positively represent the company at all times.
- Flexible and willing to work evenings and outside standard hours to engage with prospects as needed.

Essential Personal Qualities

- Rapport building and interpersonal confidence
- Adaptability and ability to learn quickly
- Strong organisational skills and diligence
- Ambitious and persistent mindset
- Self-motivated and dependable
- Resilient under pressure
- Strong listening and communication skills
- Enthusiastic, professional, and dedicated
- Ability to generate enthusiasm and motivate others

Preferred Skills:

- Desirable Personal Qualities:
- High achiever with a competitive edge
- Industrious and results-driven
- Decisive decision-maker
- Educated to degree level (preferred but not essential)

Benefits:

- Competitive salary – Starting from £35,000 per annum with OTO of £50,000 per annum
- Opportunities for professional development and career growth.
- Collaborative and supportive work environment.
- Opportunities to progress quickly

Why Join Itzhome Group?

At the Itzhome Group, we are on a mission to empower the next generation of entrepreneurs through accessible, ethical, and community-focused franchise opportunities. We believe in putting people first, and that starts with our internal team. This is more than a sales role—it's a chance to make a



meaningful impact on people's lives and build a career in a company where values truly matter.

To Apply:

Please submit your CV and cover letter via email to:

simon@itzhomegroup.com

When sending the email please add the subject line:

"Franchise Sales Executive - [Your Name]."

We look forward to learning how you can contribute to the success of Itzhome