

Job Title: VP, Franchise Development
Division/Location: Franchise
Job Type: Exempt

Reports To: Chief Operating Officer
Created/Revised: 6/2025

Primary Objective & Scope of Position:

The VP of Franchise Development is responsible for driving the growth of Slumberland's franchise network by identifying, attracting, and onboarding qualified franchise owners who align with the company's values and vision. This role will develop and lead strategic efforts to expand Slumberland's footprint in targeted markets, develop and manage a robust pipeline of prospective franchisees, and collaborate cross-functionally to ensure a smooth transition from candidate to successful store launch. The position plays a critical role in shaping the future of Slumberland's franchise portfolio and sustaining long-term business growth.

Essential Functions and Accountabilities:

Strategic Franchise Growth

- Develops and implements franchise growth strategies with a focus on achieving targeted expansion in key markets.
- Identifies and qualifies potential franchisees with strong business backgrounds and operational capabilities.
- Guides franchisees through area development agreements and long-term market penetration strategies.
- Collaborates closely with ownership and executive leadership to align growth strategy with company vision.

Franchise Recruitment & Marketing

- Builds and maintains a pipeline of prospective franchisees through networking, prospecting, referrals, and marketing efforts.
- Conducts market research using business data, geographic trends, and competitive analysis to determine expansion opportunities.
- Coordinates and hosts introductory sessions to provide prospective candidates with a comprehensive understanding Slumberland's brand, culture, and business model, including an overview of available support and resources.
- Maintains ongoing relationships with leads, nurturing long-term interest and readiness through strategic communication.

Sales Process Execution

- Oversees the end-to-end franchise sales process, from lead generation through agreement and onboarding.
- Presents business models and financial projections to potential franchisees in a clear, compelling and easy to understand manner.
- Coordinates financial, operational, and legal due diligence including background checks and financial viability assessments.
- Partners cross-functionally to ensure seamless franchise launch, onboarding, and early-stage support.

Onboarding and Internal Partnership

- Participates in a structured onboarding process that includes time with marketing, operations, supply chain, and franchise partners.
- Provides new franchisees with clear guidance on support services including product sourcing, marketing, and sales operations.
- Engages internal leadership and ownership group members as needed to support the development process and secure candidate commitment.

Knowledge & Education Requirements:

- Bachelor's Degree in Business, Sales, Marketing or related field required.
- 10+ years of business development experience with a focus on franchising, real-estate, or multi-unit expansion.
- Demonstrated success converting leads into signed franchise agreements, preferably in high-investment settings.
- Proficient in the legal and financial requirements of the franchise sales process.

Mission: "Our mission is to improve the life of each customer and strengthen our communities by providing personalized sleep and home furnishing solutions."

Physical Demands/Work Environment/Equipment:

- Frequent travel, including extended overnight stays.
- Comfortable working in office and field environments, including time in retail and delivery operations.
- Ability to travel to various geographic regions and work in varied weather conditions.
- Maintains a safe and insurable driving record that will allow for driving on company business.

Reasoning Ability/Mental Effort:

Organization: Ability to prioritize and apply time management to meet short and long-term projects and objectives.

Strategic Thinking: Capable of connecting high-level business objectives with tactical execution. Balances short-term wins with long-term vision while navigating the complexities of a relationship-driven sales cycle.

Problem Solving: Identifies barriers to franchise conversion and engagement, offering creative, structured solutions to advance candidates through the development pipeline.

Decision-Making: Exercises strong judgment and discretion in evaluating candidate fit, market viability, and timing. Makes decisions that reflect both brand integrity and business growth priorities.

Analytical Thinking: Quickly interprets and synthesizes market data, financial reports, and prospect information to guide decision-making. Evaluates and prioritizes opportunities using a data-informed approach.

Key Competencies:

Communication: Effectively present ideas and information to a wide range of audiences in written and verbal formats and to influence and advance decisions and organizational objectives.

Individual Characteristics: Lead with honesty and integrity. Treat others with love, dignity and respect. Personal excellence

Judgment/Discernment: Ability to assess situations and use discretion to resolve while protecting brand and minimizing risk.

Leadership: Strategic planning – Balance of daily work pace and improvement initiatives – Teach and model

Organizational: First time quality- Elimination of waste - Lean concepts – Community involvement – Profitability – Project management.

Team Building: Collaboration – Focus on plan – Work standardization – metrics for decisions and benchmarking.