



# Building Franchise Success with Sage

## Sage appoints a new Franchise Manager, Nigel Platt to provide focus to a growing industry

Nigel has been at Sage for nearly 24 years and has the accolade of being 'Sage's longest serving employee!'. His background and experience as Customer Services Manager and Key Account Manager will prove invaluable in his new role as Franchise Manager.

Nigel comments, “Franchise businesses are active in all industries and come in all sizes. Over 62% of BFA members already have Sage software. Whilst some are aware of the benefits that Sage Accounts and Payroll software can offer. Unfortunately, many aren't aware of our extensive portfolio of CRM [for service, sales & marketing activities], Vertical [for retail, construction and manufacturing requirements and integrated business software. We have additional business support services, like Excel support, where we provide advice on this popular business tool. Other services include HR advice and Health & Safety advice. We have so much to offer the franchise community!”.

Nigel goes on to say “We are a member of the British Franchise Association [BFA] which further demonstrates our commitment to supporting this important and influential community”.

If you are a franchise business and want to discuss your requirements or discover how Sage can benefit your business [even if you already use Sage], please contact Nigel via email at [franchise@sage.com](mailto:franchise@sage.com)

