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It All Starts With The Wheat Berry

[Great Harvest Bread Company](#), founded in 1976, has undergone a number of changes as it has adapted to the evolving market landscape. But what has been the same ever since the two founders opened up the first Great Harvest in Great Falls, MT over forty years ago is that it’s all about the bread. “We grind the wheat berry onsite to make flour for our various types of fresh bread every day,” says Greg Bastek, franchise development specialist at Great Harvest. “While we’re now predominantly known as a fast casual bakery café, grinding wheat berry into flour is the cornerstone of our business.”

And the success is difficult to argue with. From their first franchise back in 1978, Great Harvest has grown to over 200 units planned by the end of 2019. And while growth was slow and steady for a while, there’s been a big uptick recently. “I could show you a chart of our business before and since starting FranFunnel, and I guarantee you it’s now going North instead of horizontal.”

The Three Primary Ways To Communicate

“Texting is the third form of communication, and **the most effective**”
 “Email is not instant enough for people now, and phone calls are perceived as too intrusive.”
 “Texting is the up-to-date way to communicate, and most importantly **it’s what your leads are actually doing.**”



“The first goal that I want from a FranFunnel conversation is a call. I want to get the lead on the phone. At that point, I can give them all the information they want. The rest of the sales process starts then.”

“No one really emails anymore, at least in my experience”
 “It’s a necessary evil, you know, for documents, long communication, and marketing pieces”



FranFunnel Came At The Right Time

“I don’t know the actual percentage of texts through FranFunnel’s app are received and responded to,” added Greg, “But I can tell you that it’s a much higher rate than it was without it.” Ultimately, Greg attributes a great deal of the value he’s found in FranFunnel to Great Harvest being ready to take its franchise sales performance to another level. “It was the right vehicle at the right place at the right time.”



Greg Bastek, Franchise Development Specialist

FranFunnel User Since 2018

Franchise:
Great Harvest Bread Company

Founded:
1976

Franchising Since:
1978

Headquarters:
Dillon, MT

Franchise Count (2018):
181