

Franchise Sales Orientation Spectrum



Your Name _____

Every business needs customers, and part of your function as owner is to make sure that your business has its share of them. How do you want to attract customers? Please read the list below and check the method(s) that appeal to you. **Check all that apply.**

_____ **PASSIVE RETAIL:** Pick a good location and product, hire pleasant sales clerks, and keep the shelves stocked. The customer will come to you, with a perceived need for the product. (Example: grocery store)

_____ **ACTIVE RETAIL:** Same as above, but the product or service doesn't sell itself; you and your sales clerks will have to communicate benefits to the customer. You will train your sales people in the handling of customers. (Example: cell phone store)

_____ **ACTIVE RETAIL WITH AN OUTBOUND ELEMENT:** Same as active retail, but in order to be completely successful, the owner may have to network to certain elements of the community. (Example: transmission repair—need to make contact with fleet companies such as taxi services, police department; a picture framing store owner might contact an art teacher or school)

_____ **INBOUND SALES:** Advertise and they will call. Close the deal on the phone or make an appointment to visit with the buyer. Uses retail marketing methods without the expense of a retail location. (Example: maid service, window cleaning, most home service businesses)

_____ **REFERRAL PARTNER SELLING:** Contact various elements of the community to encourage them to send you customers. (This is similar to Active Retail with an Outbound Element, without the Active Retail.) Customer contacts you; high closing rate because they were sent by trusted advisor. (Example: home inspection business, some home service businesses)

_____ **NETWORKING (OR WARM CALLING):** Contact presumed prospects (who may or may not have a need for the product or service) until you find a buyer. Ask all prospects for referrals to other people, whether or not they are buyers.

_____ **COLD CALLING:** Most businesses to business enterprises commence the sales process this way. Consumers sometimes receive cold calls, but rejection rate is high. With cold calling, you don't know whether the prospect needs or wants the product or service. (Example: consulting business)

_____ **HIRE A SALES PERSON/MANAGER:** One way to avoid direct contact with the sales process altogether, but a contingency plan is necessary in the event that the associate is unable to perform his/her duties.