

Building a B2B Business FROM HOME

Work doesn't look how it used to. Traditional routines, with their offices, commutes and watercooler small talk, have come to feel like a thing of the past, with many workers leaning into flexible work structures and lifestyles brought about by the pandemic. A recent Pew Research Center study found that the majority of Americans – just over 60% – are happy working from home and doing so by choice.

For some people, this simply means flocking to companies that support a more flexible work model. For others, it has translated into something entirely different: a total break from corporate employment in pursuit of something they can call their own while creating the life they want.

At SUPPLY POINTe, a one-stop solution for B2B logistics and delivery solutions with a home-based franchise model, this is exactly what owners can expect when coming on board.

“People don't want to be locked into a nine-to-five anymore,” said Adam Cahill, SUPPLY POINTe owner. “They got used to working from home, being with their families and being able to travel. Maybe they don't want to work for corporate America anymore, so they're looking for a business, and they're looking at franchising [as something] that mirrors that desire for flexibility. I don't know a lot of franchise systems that offer that in the way we do.”

The way Cahill puts it, SUPPLY POINTe franchisees barely need more than a phone, laptop and vehicle to meet with customers

and vendors to be successful in this business. Not only does that minimize overhead and make for a notably cost-efficient business, but it gives franchise owners the space to create the work-life balance they're looking for. That said, Cahill also notes that the nature of the work – building relationships between customers and vendors across industries – can be challenging, and it's important for those joining the team to come with the right mindset.

“This is a sales-oriented business model, and our model has been proven – but a franchisee has to work,” said Cahill. “We're not just selling a dream, but we are selling an opportunity to achieve the dream.”

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