

CONNECTING AMERICA

Did you know that, at the core of industrial America, there is an emerging brand unlike any other? “If you look at other franchise opportunities, we are totally different. We are definitely not in the niche. I don’t even think there are any businesses in the logistics world doing anything close to what we offer,” said Adam Cahill, owner of SUPPLY POINTe. Cahill shared how his business, a one-stop solution for B2B logistics and delivery needs, functions in two trillion-dollar industries – transportation and industrial packaging – and he is sharing SUPPLY POINTe’s secrets to success.

Although it recently started franchising, the business that Adam’s father, Matthew Cahill, built has been thriving for over three decades. “The family value philosophy that my dad and I set up is truly all about treating people the way we want to be treated, and we do wear our hearts on our sleeves. We think we have an opportunity to change people’s lives and change them for the better,” Cahill said.

Franchisees who embody these core values will have a significant impact in the industry while enjoying the flexible nature of the home-based job, and they do not need prior sales experience. “We obviously sell transportation and packaging services, but people overthink sales. Not everyone needs to have a sales background. I certainly didn’t. I’m a former school teacher. I always say people buy from people they like and trust, and if you can be relatable to the customers, you are likely to do well,” said Cahill.

SUPPLY POINTe is dedicated to improving the overall user experience for manufacturers and distributors of all sizes, and now is the time to become a part of the growing team.

“As an emerging brand, we have definitely spent the last year or two putting all the infrastructure in place,” Cahill explained. “We have a proven formula, something that can be duplicated and taught to help people get started.”

From a money-making point of view, the options are endless at SUPPLY POINTe. “We are putting deals together, we are putting programs in place for industrial America, and the beauty is, these are services that customers are using continually, and they’re trying to grow. We don’t just sell one product or one service; we sell multiple, so that means one account could be multiple streams of revenue,” Cahill said.

“COVID-19 was a force to be reckoned with, but our franchisees grew. Our industry is absolutely booming. Therefore, I think it’s safe to say that our business model is pandemic resilient. Also, a lot of people found that they don’t want to go back to work and sit at a desk and be in a cubicle, but they do want to have a business and control their own destiny. With that shift, we feel that people are looking for something exactly like this that keeps them in charge of their future and destiny,” concluded Cahill.

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