

## FRANCHISE ALERT #8: B2B Franchises

**B2B stands for Business to Business.** These types of franchises are defined by whom the customers are, namely, businesses - as opposed to individual consumers.

### OWNER'S ROLE:

Owner/operator is the typical role. This involves a full-time commitment. There are a few rare exceptions for a Manage-the-Manager or Semi-Absentee role for the owner.

### SKILLS REQUIRED:

Networking and relationship-building skills; sales or business development talent; solid people and communication skills; motivated self-starters.

### UNIQUE CHARACTERISTICS:

There are also businesses that are **B2B2C**. This acronym stands for Business to Business to Consumer. The role of the owner is to build referral relationships with a business whose customer is a consumer.

Example 1: An in-home senior care franchisee spends most of his/her time building relationships with assisted living communities, hospital discharge planners, physicians of geriatric medicine, and related referral sources.

Example 2: A managed computer services franchisee spends his/her time building relationships in the business community with small to medium-sized business owners who need computer services but don't have the expertise for it in-house. Customers could be medical groups, real estate firms, light manufacturing businesses, automobile garages, and so forth.

Customer: businesses. Unlike the majority of franchises, the target customer is a business as opposed to a consumer like you and me.

Business type: can be white collar, blue collar, or gray collar.

Owner's role: predominantly owner/operator

Employees: none to several, subcontractors or 1099 independent contractors.





There can be just one employee, the franchisee, or there can be many employees who are the technicians, craftsmen or specialists who deliver the service provided.

Location: can be home-based or a professional office.

**MINIMUM FINANCIAL QUALIFICATIONS:**

Non-financed liquid capital: \$65K and up

Net Worth: \$250K and up

**RANGE OF INDUSTRIES:**

General business services like accounting, payroll, marketing, janitorial; facility maintenance and repair; automotive; senior care; commercial real estate; logistics; business coaching; expense reduction; signage; education; restoration; computer support; staffing and recruiting; and many more.

**HOT MARKETS:** all across North America

**NEXT STEP:** 2 options

1. Visit our [website](#), [FAQs](#), [videos](#), [testimonials](#), [Resources](#), and [LinkedIn profile](#)
2. Schedule a confidential appointment with Anna by calling/texting 706.736.0579, emailing [anna@selectfranchises.com](mailto:anna@selectfranchises.com), or [clicking here](#).

**Learn. Launch. Live Your Dreams.**



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