

Steve smashes sales targets

The Lasertech franchise offers a great business proposition, supplying printer consumables via a fully stocked a liveried van. Each Franchisee operates in an exclusive territory which has the potential to support multiple vans. Steve Jenner Lasertech Franchisee in North Kent is now achieving sales of over £22,000 per month and is aiming to hit £25,000 – £30,000 per month in the next year. Steve explains why his Franchise is so successful "I operate my business to a successful proven model. Every customer needs what I offer, every single business will have a printer of some description this means my target market is every business in my exclusive territory. At present I have roughly about 400 customers. I have 10,000+ businesses in my area which means my franchise has huge growth potential".

Lasertech offer their franchisees a full support package which enables them to focus on building their business, this includes a dedicated field sale manager and monthly profit clinics. The profit clinics are held in regions around the country and allows franchisees to build a rapport with Franchisees as well as sharing experience and comparing notes. It also allows franchisees to have a face to face contact on a monthly basis with head office. Profit clinics allow each franchisee to have a constant update on changes in the market, information on new product launches and new services available from head office. They also allow franchisees be part of the development process in the network. Steve knows this is a vital tool in the growth of his business; "with the continuous support on offer from head office I am able to keep my overheads low and continue to grow my sales and because Lasertech have fantastic R&D they are launching the latest products up to 12 months before my competitors".

Lasertech will be exhibiting at The National Franchise Exhibition, to learn more about this exiting opportunity visit them on stand J90. or visit www.lasertech.co.uk/franchise