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merchandising

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booty boots ▶

JUSTIN BOOTS—

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Editor's Pick for the Product of the Month

business

Scope

Franchise in Your Future?

Thinking about a change in direction? Increasingly, entrepreneurs are turning to franchises. According to Entrepreneur.com, the hottest franchise today is one called Results! Travel, a travel agency offered by a Minnesota firm. The company touts override agreements with carriers who carry more than half of the U.S. air traffic along with overrides on car rentals and lucrative commission structures with tour companies and cruise lines. Second most popular was Comfort Keepers, a franchise that provides nonmedical in-home senior care. Also among the top 10 is Dippin' Dots, which sells tiny ice cream pellets.

“Do You Work Here?”

Customers occasionally don't recognize your sales staffers, so the Web site www.retailsucks.com has come up with some tongue-in-cheek answers to this compelling question:

- “No, I'm actually a spy for (insert name of your biggest competitor), but don't tell anyone, I don't want to blow my cover.”
- “No, I was just walking down this aisle and I suddenly got the uncontrollable urge to straighten these boxes.”
- “Shhh ... if my manager hears you he might want me to help you.”
- “No I bought this logo shirt online so I could steal stuff from here and everyone would think I worked here and wouldn't notice.”
- “I actually work next door. This is just where I take my coffee breaks.” 🐾