



## Transferring B2B Sales Experience into Business Ownership

Drew Martin had a successful career in employee-benefit insurance sales, but he grew increasingly disillusioned with constraints of the corporate world. Even as a manager, Martin had no control over many staffing decisions, including hiring and firing. When he was offered a different sales position that required relocation from his home in Dallas, Martin decided the time was right to make the leap into entrepreneurship.

“I always wanted to own my own business, but I didn’t know how to do it,” Martin said. So he met with a franchise recruiter to look into options. One of those options was Fitness Machine Technicians.

After careful review, Martin believed this brand would fit his career goals and skill set perfectly. He was excited about the ground-floor opportunity in a service-based industry, and his skills in B2B sales and negotiations with high-level executives and decision-makers were transferrable.

Martin opened his Dallas/Fort Worth franchise in 2018 and has been successfully building his business by following the franchise marketing plan already in place. He also is one of two national account managers for Fitness



Machine Technicians working to build additional accounts with manufacturers for all franchisees. Martin enjoys this role as well as running his own business. As a franchisee, he has the authority he didn’t have as a corporate employee, including making staffing decisions and developing his business using the brand’s proven systems and processes.

Fitness Machine Technicians specializes in the repair and maintenance of commercial and home exercise equipment. The brand is the largest in the industry and has 45 franchisees in 32 states, with territory availability also in Canada.

The franchise fee includes a comprehensive field service POS management system, annual preventative maintenance contract, database of manufacturers with established relationships, grand opening marketing plan, call center for outbound calling, and ongoing corporate support.

For more information about a Fitness Machine Technicians franchise, visit [fntfranchise.com](http://fntfranchise.com).

- Cindy Charette

