

NO EXPERIENCE NECESSARY: HOW SANDRA AND ANDREW WENT FROM HAVING NO FRANCHISING EXPERIENCE TO BECOMING AWARD-WINNING OWNERS



Sandra and Andrew have owned the Snooze Launceston store for over five years, having come into the business with no prior franchising experience. As the only Snooze store in Tasmania, the team have thrived on being self-motivated. The Launceston store has won a number of Snooze Awards, including Retailer of the Year in 2018 and several Customer Service Awards.

Opening a franchise despite no prior experience

“We didn’t have any other experience in retail... we came from a construction and landscaping background into this,” says Andrew.

Having spent 13 years prior working in landscaping, the change from that environment to a retail environment was quite a challenge to begin with; however, both Andrew and Sandra possessed a strong work ethic and were committed to learning new skills. They did this by throwing themselves into the deep end, and their sense of determination was able to shine through, culminating in both personal and business achievements.

Despite any initial hurdles with the change in career, Sandra and Andrew have embraced the Snooze franchising model, with Sandra saying that “franchising is really important, especially for us in Tassie where there are no other Snooze stores”. They acknowledge that the decision to join a franchise was the best one for them, particularly because they started up in a smaller market where strong brand recognition was essential to their ultimate choice.

The strength of their relationships with fellow franchisees and their staff has also contributed to their overall happiness. As Andrew says, “we’ve got almost 90 Snooze stores that are part of the franchise system, so we can also talk to other franchisees and find answers to questions quite quickly. That’s been a real benefit for us, and probably why we’ve been so successful in Launceston.”

Comprehensive training program

Sandra and Andrew say that the initial training provided by Snooze was paramount to their success, particularly because they were coming into the industry completely green.

Sandra says, “Before we opened, I flew to Melbourne regularly and did a week in a Snooze store, 2 weeks at (the support centre), and then a week in another store. Then (the support centre) came down and finalised the look of our store. When we actually opened, we had 2 (existing Snooze) sales staff come

and stay with us for a week to hold our hands because it was quite daunting. Now we have a state trainer who comes down regularly and works with our sales team.”

To this day, they continue to receive in-person assistance from the Snooze support centre to ensure that all of their training and sales information is up-to-date. Sandra and Andrew understand that there are some forms of training that are better delivered in-person, and they are grateful for the fact that Snooze provides this for their team members on an ongoing basis.

The Snooze Profiler® and the customer experience

Andrew and Sandra see the Snooze Profiler® tool as fundamental to their sales success. The Snooze Profiler® system helps customers choose a bed that’s right for them, helping to take the guesswork out of buying a bed.

“The Snooze Profiler® is an excellent tool... it’s a computerised bed, so customers lie on it and it does a reading of the body. It also makes them (customers) more comfortable with the sales consultants and they definitely feel listened to going through the process.

It can be quite daunting for people to come in where their mattress is 15 years old, 20 years old and they’re after a new mattress and they know nothing about what’s going on in the mattress world,” says Andrew.

The team at Launceston are focused primarily on the overall customer experience. It is this focus that won Launceston both the Snooze Retailer of the Year Award and the Snooze Customer Service Award in 2018. Sandra proudly says: “when we first opened, I thought we’d never win one of the prestigious (Snooze) awards because we were so little and new. I also always wanted the Customer Service Award because no matter how many customers you have or how much money you make, at least you can have happy customers. And we won the Customer Service Award... and I’m fighting really hard to keep it for next year”.

For the full interview go to snooze.com.au/franchising, or for more information about becoming a Snooze Franchise Partner, contact Bettina Davis Bettina.davis@snooze.com.au | 0423 077 844

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