

The Upside Down Pyramid

By Rick Grossmann, Co-Author, "Franchise Bible"

In the traditional Business Pyramid:

The traditional "top down" business model has the _____ at the very top of the pyramid.

Following the boss are the other _____ who sit atop the

_____.

At the bottom of the pyramid are the _____.

The Upside-Down Pyramid:

The concept that the Franchisees are the Franchisor's _____.

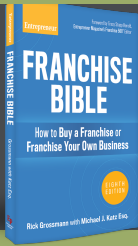
The _____ are at the top of the pyramid.

Next are the _____ who are usually the _____, marketing people, and other special services individuals.



Involved in the franchise industry since 1994, **Rick Grossmann** franchised his first company and grew to 49 locations in 19 states. He franchised his second company then served as the CEO and Marketing Director. He's the co-author of "The Franchise Bible," published by Entrepreneur Press, and currently works with a variety of franchise brands.

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At the bottom of the pyramid are the _____ of the business.

Great franchise leaders understand that the _____ are their customers.

Their success is _____.



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