

# Selling Ice Cream is like Selling Shoes

By Michael Greenwald

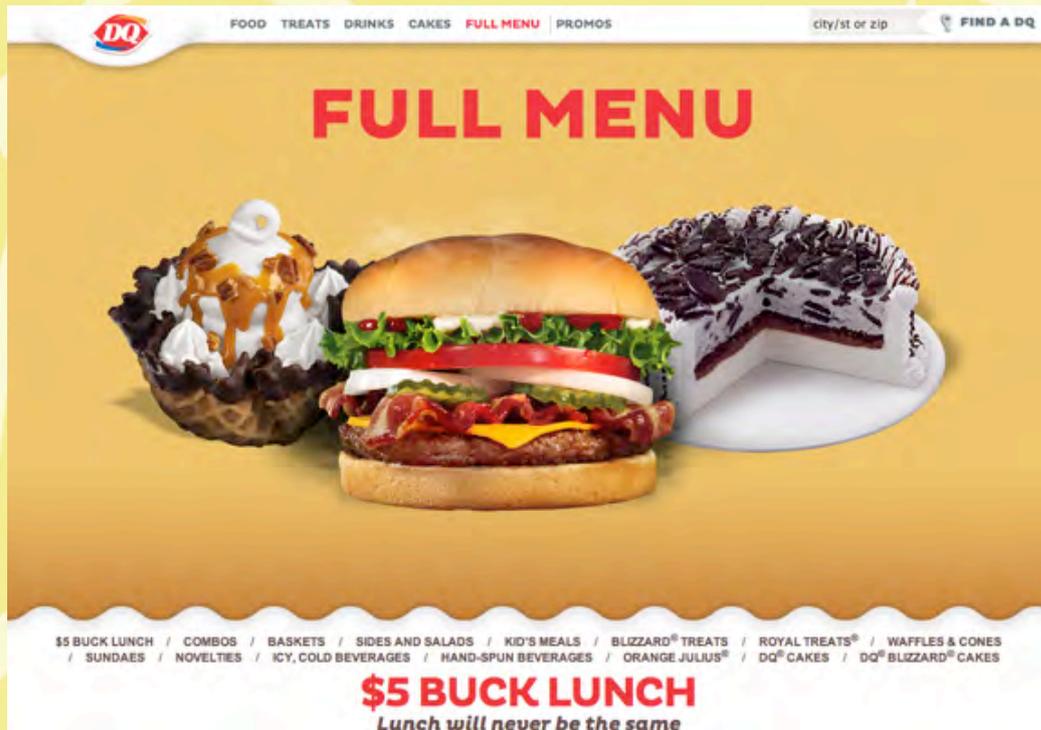


I always tell our students, "If you want to know about the problems of the ice cream business, talk to your local shoe store owner. Ask him about his problems. Every time he says shoes, think "ice cream"."

Shoe stores and ice cream shops have a lot in common. One of the first things you notice about shoe stores is that there are always lots of shoes. This is because the owner knows that offering many choices increases sales. The big ice cream chains know that! Over the years most of them switched from selling only ice cream to selling desserts and light food.



When I was a kid, Dairy Queen was what we called a "Custard out the window" operation, meaning you stepped up to the window and bought a soft serve cone. That's all they served! Today, even "out the window" operations, including Dairy Queen, offer a variety of treats and light food.



Dream Cones offers its franchisees a wide variety of light food items, including the recipes, photos and even menus. We train you to make them or train your cook. We have many really delicious recipes that are easy to make, do not require a chef and make the money roll in. Why lose a sale because a customer says to himself "I want an ice cream but I have to eat lunch first."

Dream Cones sells a few items like BBQ sauce and roast chicken shake but we do not make money from your light food. Our objective is simple: we only make money if you make money. We want you to succeed and if we have to teach you to make light food in order to succeed—we will.

We treat our franchisees like family. Their success is our success.

## Dream Cones Ltd.

170/1 Pahonyothin Soi 14  
Bangkok, 10400 Thailand

Mobile: +6689 909-3556

Phone: +662 616-9951

Fax: +662 616-9953

[www.dreamcones.com](http://www.dreamcones.com)

[Service@dreamcones.com](mailto:Service@dreamcones.com)

Skype: michael.greenwald