

FINDING THE PERFECT TRUCK ONLINE

Today all buyers make their decisions at their own speed, moving across online and offline marketing channels to suit their needs. Smartphones and tablets have become the go-to devices for a variety of needs, including searching for products, services, and business information.

Mobile searches have exceeded desktop searches this year. Eighty percent of all internet users have a smart phone, and forty-seven percent have tablets. Three out of four mobile searches trigger follow-up actions, and eighty percent of customers will abandon a mobile site if they have a bad user experience (Google).

So how do Truck Buyers behave online today? When it comes to truck buyer behavior, there just isn't any data. Why is this? Well, when trying to interview truck buyers, the biggest challenge is asking any Ford Pro to give out their contact information! Truck buyers are closely held and we had to promise to keep any interviews anonymous both on who the customer is, and which dealer they worked with!

Overall as a result of our interviews what became clear is that truck buyers want meaningful information upfront and without having to jump hurdles. No one has time for complicated processes.

Today there are really no opportunities for a dealer to accurately and automatically post their current inventory on their website except by either building a custom solution internally with their IT or Internet department and try to maintain it on an ongoing basis, or by using the Work Truck Solutions (www.worktrucksolutions.com) online inventory service. Dealers can also post their inventory on Commercial Truck Trader, a third party website which can help drive traffic back to their department or back to their website. For the purpose of this article we were able to interview a few buyers that had made purchases through

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2015 F-250 Super Cab, Service Body (Stock #EA04976)

Knapheide Knapheide 696J2 LR

Available NOW in Ford Demo Site

Chassis Details

Window Sticker	Click Here
Vehicle Body	Pickup
Model	F-250
Wheelbase	158
Interior Color	Asl
Exterior Color Description	Z1/White
Vehicle Trim	XL
Make	Ford

Body Details

Compartment Depth	14.5"
Body Length	96"
Body Width	78"
Body Height	40"
Inside Body Width	49"

dealers who are currently using Work Truck Solutions. Here is what they said:

A truck buyer in California stated to their dealer, "I had checked a few dealers' sites before I found yours – you made it so easy to see what you had in inventory that I knew I wanted to work with you."

A truck buyer in Florida said in an interview, "My pool service keeps me very busy, but I needed a new van. When I saw the Transit on my local dealer's site, and was able to click through to them with my questions, it really worked for me."

A truck buyer in Ohio claimed, "As soon as I found this dealer's inventory online, it took me less than 2 and half hours to find what I wanted, and close the deal."

A truck buyer in the Pacific Northwest stated, "I searched for a service body, and when I saw what the dealer had I

made contact with them through their site and told them what I was looking for, and that I would swing by and they met me and I bought it. That's the way it's all going, there is only so much time in a day. This was a really neat tool, too, that you can see what someone has without having to drive all over the country."

When it comes right down to it, we may not yet know exactly what makes a truck buyer tick, but we do know that giving them access to inventory and information is the best way to get, and keep, their business. One Northern California dealer, who has been on the Work Truck Solutions service for well over a year, reports that his customers now use the site to shop and communicate with him using specific stock numbers...saving them both time. That seems to be the name of the game!