

THE OFFICIAL MAGAZINE OF THE NATIONAL FORD TRUCK CLUB

FORDPROS

INVEST IN YOURSELF

ISSUE 33

SPRING 2015

THE WORK TRUCK SHOW REVIEW



Find it in Chico

Choose options. Select to view

Stock # Search

Stock # search

Class

MODEL

- E-150
- E-250
- E-350
- E-450
- E-550
- E-650
- E-750
- Transit 150
- Transit 250
- Transit 350
- Transit 350 HD
- Transit Connect
- E-150
- E-250
- E-350
- E-450

CAB TYPE

- Chassis
- Regular
- Super

2013 F-750 Regular Cab DRW, Other/Specialty

2014 F-550 Regular Cab DRW 4x4, Dump Body

2015 F-750 Regular Cab DRW, Dump Body

Job Ready: No

List Price: \$12,000

Savings: \$1,000

Price: \$11,000

Stock # V7501-B
Cab Type Regular
Drive Type 2WD
Rear Wheels Dual
Fuel Type Gasol
Color White
Transmission Automatic
Interior Blue/Gray

Stock # E42000E
Cab Type Regular
Drive Type 4WD
Rear Wheels Dual
Fuel Type Diesel
Color White
Interior MULL

Stock # V000401
Cab Type Regular
Drive Type 4WD
Rear Wheels Dual
Fuel Type Gasol
Color White
Interior White

Search...
**FINDING
THE
RIGHT
TOOLS**

FORD PRO-FILE:

Jim Brandt

Jim Brandt is General Manager for James Ford, located just outside Half Moon Bay, California, a town of only 10,000 people near San Jose in the San Francisco Bay area. James Ford is a family owned and operated, full-line Ford sales and service dealership. They have been in the same location since 1960. Jim, himself, has been in the commercial truck industry for 40 years.

Jim has also raced his whole life, always having had a high mechanical aptitude. He says that one day he just found himself selling trucks. "I have a unique understanding of how work trucks work. I have clients that I build very special trucks for. They can get frustrated trying to find someone to talk to. If a customer finds out that you 'speak trucks', then you will never lose that client. They stay with you forever."

To increase the dealership's reach, Jim started using the virtual inventory services of Work Truck Solutions a little over a year ago "Using this service allows me to show the work truck inventory that is in their dealer network on my website as if it was here at my dealership. The website gets us talking to customers that don't know we are a tiny, little dealer on the West Coast. Once we get the sale, we can go ahead and dealer

trade for the truck."

[Work Truck Solutions, www.worktrucksolutions.com, helps dealers display their work truck inventory on their own website, searchable by body type, and also offers dealers an opportunity to show other dealers inventory, plus post their aging inventory, based on days on their lot, or other criteria, on other dealers' websites.]

"Work Truck Solutions is working out pretty good. The potential customers just see James Ford and the truck they want to buy." Jim observes. "The commercial truck industry is all about networking. It's very simple: the more people you talk to the more trucks you will sell; the more trucks you sell, the more people you will talk to."

Jim enjoys the small town, low pressure environment. "We do all of what we do and then try to do it a little bit better. We have a big city inventory with a small town smile." Jim's comprehensive knowledge of work trucks is the key to his success. "In the commercial truck industry, most of the buyers know more than most of the sellers. They own ten of them: you going to tell them how they work? "

Everyone at James Ford is passionate about racing. James Ford is



also a Featherlite trailer dealer and they build custom race trailers. "My son yesterday got a call for two race car trailers. We asked what are you going to pull them on, and they said they were in the market for two Ford Trucks. So I sold him two trucks and two trailers at the same time. This is all because of our involvement in the racing world. People know to call us for a trailer. And then we may end up selling his wife a car!"

Jim at James Ford hanging out with some of their inventory





**RIGHT TRUCK.
RIGHT PLACE.
RIGHT TIME.**

Sell More Trucks

**Put your commercial
inventory online, searchable
by body type.**



Stock Smarter

**Acquire valuable analytics,
offload over-aged or
over-stocked inventory.**

Save Time

**Simplify locating and quoting
a truck, managing leads, and
prospecting.**



“We’ve been with Work Truck Solutions for almost 4 months and are seeing the results now on a daily basis. The quality of the leads are higher than any other source we use and we have sold 5 to 6 trucks directly attributable to our WTS page and I think we have just scratched the surface. Once we start using the “2-Minute Prospecting” process I think we’ll add another 5 to 10 units per month in the short term!”

Bob Baker
Director of Fleet Operations

TAKE A TEST DRIVE

www.worktrucksolutions.com

The WTS service is pre-approved for BPN co-op.
Phone: 855-987-4544 Email: testdrive@worktrucksolution.com