

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 below to Refine

Stock # Search

Stock #

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 Steel 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 2WD  
Rear Wheels Dual  
Fuel Type Gasol  
Color White

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

**“96% of your customers are doing their car research online and 4 in 5 are using their smartphones to decide what and where to buy – even when they’re on your lot.”**

As I read this statement in an advertisement for the 2015 NADA Convention received in January 2015 I was absolutely amazed and astonished. With my hand still frozen to the computer mouse, I wondered how many commercial truck dealer salespersons are aware of this situation. Not very many I’m sure.

Let’s step back and start examining the opportunities we are missing because we lack the knowledge and awareness of what technology is doing to the market place. Let’s start by auditing your dealer’s commercial web site. I challenge every one of you to use your favorite search engine and find your dealership on the web. Now put yourself in the shoes of the Plumber or HVAC operator

that just finished a long day’s work in a work truck on its last leg. It is early PM and they have about thirty minutes to look for their replacement vehicle.

Was your dealership site easy to find?

What other Ford dealerships were listed from the results of your search?

Was your commercial or fleet department site easy to find?

What do you have in commercial inventory that fits your customer’s needs?

I just spent 30 minutes searching for a commercial T350 Transit van in a US city of 1.5 million people and found five dealerships with a total of 16 of these vans available. Only one of those dealers even had a commercial or fleet department listed on their site. There was not a commercially upfit T350 Transit with a van interior of any type available at any of the five dealers. Bottom Line – I did not find the van I was looking for. Tomorrow night I’ll look at other brands

and see if they have what I am looking for.

All of you have web sites designed with the “Look and Feel” of all of the others around you. That was the case in this major market. Where is your commercial site? In my search today, I had to go through all of the retail jargon, pop up screens and other clutter and still did not find what I was looking for.

What did I learn from this exercise?

1. It was not easy finding a commercial van upfit for my needs. In fact, I did not find it.
2. Since I could not find what I was looking for, I’ll try the other brands tomorrow night.

Solutions to the search difficulties I just experienced follow for your implementation.

1. Maintain an updated inventory of you commercially up-fitted units.
2. Make the inventory easy to filter.
3. Check the Commercial Truck Trader site for easy to use search parameters.
4. Who is your commercial contact?
5. Make it easy to deal on the web.
6. Pop ups offering instant chat are an annoyance. They don’t work after hours anyway.
7. Provide the customer a choice if they desire a contact. Most will not want a phone call while they are on a roof repairing an air conditioner. Make email an option.

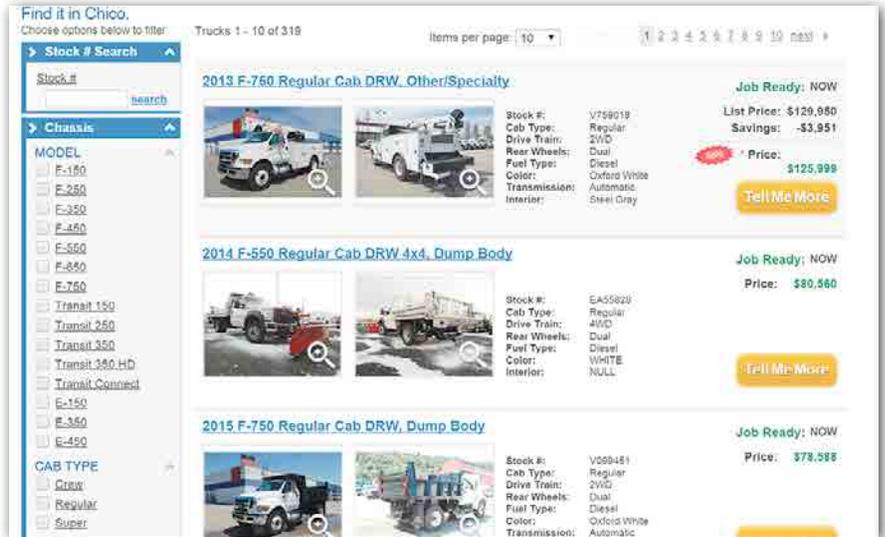
One easy solution (because they do all the work) I have seen in the marketplace today comes from Work Truck Solutions. They are providing Ford Business Preferred Network dealers with an online inventory solution that plugs right into your dealer’s retail website. Ford is paying 50% of participating dealers’ Work Truck Solutions program costs through their co-op marketing budget. Work Truck Solution shows your inventory, including finished vehicles



details, and is searchable by chassis features and body type for dealer's on-lot inventory. They also offer a unique way for dealers to share inventory.

Work Truck Solutions is also working with body manufacturers such as Knapheide to provide expanded body information available for your customers on your site. Your customer will be able to search for a truck, and then not only see chassis specs, they will have access to body specs, they can view additional photos of that body model, and even be able to watch a video walk-around.

Work Truck Solutions also makes it easy for a Ford Pro to send out, via email, a completed truck with photos and all the details, to either a past customer or a likely prospect. They call it '2-Minute Prospecting' and Ford Pros who have been diligent in the process – by taking 10 minutes a day to send out 5 trucks – have reported an increase in sales of 3-5 truck per month, just by being the



**For more information about Work Truck Solutions, go to [www.worktrucksolutions.com](http://www.worktrucksolutions.com) and take their easy 'Test Drive'.**

one that gets the information out to the customer.

Self Improvement in the technology world is ongoing and ever changing. Never stop learning, changing and differentiating yourself and your dealership. Your success will depend

on it. The following statement should convince you.

"96% of your customers are doing their car research online and 4 in 5 are using their smartphones to decide what and where to buy – even when they're on your lot."

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