

EXCITING NEWS FOR FORD DEALERS!!!

Dealers who are using Work Truck Solutions' online service to show their inventory on their own dealer's website to small fleet customers, will now gain Fleet Management Companies as customers!!!

Yes, Work Truck Solutions just launched a shopping portal for Fleet Management Companies, starting with Donlen Corporation, to help them search for and find 'out-of-stock' vehicles for their fleet customers. So what does a dealer need to do? Nothing! When a Fleet Management Company like Donlen uses Work Truck Solutions' Fleet Search to locate a truck for one of their fleet customers, they contact the dealer directly and start the purchase dialogue.

Work Truck Solutions was recently asked by Mike Bedard, Ford's Commercial Vehicle Sales Manager, to demonstrate for all of the Commercial Business Managers how their service works and show how it is helping dealers sell more trucks, save time and stock smarter. As a result, Work Truck Solutions has been invited to present to dealers at a number of future regional grass roots meetings. However, if any dealer is interested in a personal demonstration they can simply reach out to their Work Truck Solutions Business Development Manager to schedule a demo. Also, there is a simple demonstration site offered online at their website: www.worktrucksolutions.com.



Ken Taylor, president of Ken Taylor & Associates, Inc., a training and consulting company that specializes in fleet and commercial automotive (www.commercialtrucktraining.com) says it best at his commercial training Boot Camps, "Folks, this is a no brainer. You are really missing out if your dealer is not up on this service." Asked why he is so passionate about another company's service, Ken points out that in today's world it is critical to have inventory on your dealer's website. The fact that Work Truck Solutions also offers easy prospecting tools, plus a dealer trade network that helps dealers show an average of 6X the inventory they are stocking are just additional big bonuses.

At only \$495 a month, plus this service is pre-approved for 50% co-op, there is

no reason not to be using this easy to implement tool. The team at Work Truck Solutions handles all the startup – there is no upfront setup fee - and no commitment is required; it is a month-to-month service. Once the service is set up, inventory and pricing is kept up to date online automatically. Weekly and monthly reports give commercial managers insight into their operation that they just haven't had before.

Commercial Fleet Manager at Corning Ford, Francis Hopping had this to say, "We are very happy with the results of our Work Truck Solutions site. Our customers appreciate the ease at which they can search through our inventory with a few clicks of the mouse and find exactly what they want. It is not only a time saver for the customer but for us as well. Customers now call in with the exact stock number of the trucks they want. Simple and easy! I also like the reporting that shows me the specific chassis the customers are searching for (not just the ones we stock). This helps me adjust my stock to what customers want and ultimately helps us sell more trucks."

To find out more about how to participate in the Fleet Search program, and learn more about their online inventory service, call Work Truck Solutions at 855-987-4544, or go to www.worktrucksolutions.com/bdm-map then pick your state to find your Business Development Manager.

