

# WHEN TECHNOLOGY MATTERS

*Technology is nothing. What's important is that you have a faith in people, that they're basically good and smart, and if you give them tools, they'll do wonderful things with them.*  
 —Steve Jobs

Technology is not something that matters just because it is new, or popular, or because someone slaps a label of 'technology' on it, it is what we can DO with technology that really counts. Each day at work we have to figure out how to make the most of our time; to serve our customers, to stay on top of our goals, and to be the professional who excels at what we do.

Our dealer expects us to navigate a range of software and online services to be able to order trucks, keep track of our customers, and continue to be educated on new products and sales techniques. The number of different technologies involved are pretty much overwhelming.

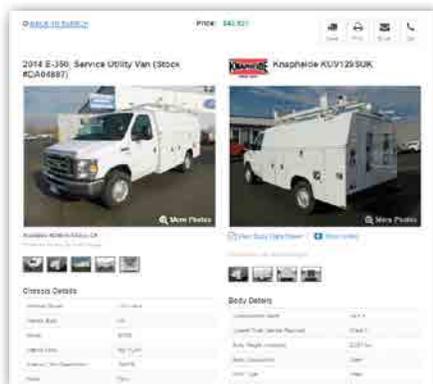
So it is refreshing when we find a technology that actually delivers ways to improve and simplify our lives. Work Truck Solutions, who is now serving dealers in 37 states and growing at an average rate of a dealer a day, has done just that. Here are just a few ways their technology helps a FordPro each day be able to:

**See Trucks:** Just a simple thing - all your on-lot commercial inventory displayed on a 'Work Truck' button. That button shows up for buyers on your retail site(s) plus a custom commercial site if you want one. After you log in once, then 'bookmark' the link, you can easily search trucks by VIN or stock #, filter by body type, chassis type, and other big accessories like snow plows, cranes, alt fuel, etc. Each truck has a detail page that shows both chassis and body information and internal information about hold back, body cost, days on lot, etc. Never have to get up and find the

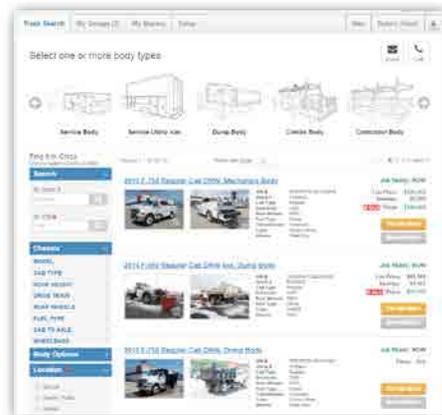
binder again, or call back to office for information.

**Find a Truck:** Let's say that you don't currently have the truck in stock that meets your buyer's specific needs, and need to find one right away? Work Truck Solutions' 'Global Search' allows you to search across the US for exactly what you need; you can even 'send' the truck's detail page to the buyer once you click the button and see if it is still available for trade.

**Get a Lead:** When a buyer comes to the 'Work Truck' button and finds a truck they are interested in, you are immediately notified via text and email, and they are also sent an email confirming that a truck professional will be in contact with them. You also know exactly what truck they were looking and can review details before calling them or responding back to them.



**Send a Truck:** Let's say you met someone in the Home Depot parking lot with a very old F-350 with a service body, and you promised you would send him a quote. Or maybe your dealer's CRM has a list of prospects you are supposed to reach out to. Or maybe you go online and find all the landscapers in your market. Using Work Truck Solutions' 2-Min. Prospecting tool you can easily send a truck to one or more quickly; You can even send a truck as a 'Quick-Quote' while you still have the buyer while still on the phone.



**Trade a Truck:** If you have trucks that are aging, and want help moving them, Work Truck Solutions makes it easy to pick which ones go into the optional trade network. You can even pick which dealers you trade with, protect your geographic market area, and decide how many days on lot trigger the trade.

All of Work Truck Solutions' simple tools are designed to help you serve your customers better while achieving the sales goals that have been set for you by your dealer. As a result, it simply helps you take control over your sales pipeline - just one of the great things that this technology can do for all us FordPros.

For more information about Work Truck Solutions, go to [www.worktrucksolutions.com](http://www.worktrucksolutions.com) and take a Test Drive, or request a personal demo. Also, take the time to read all of the testimonials from other dealers.

*Work Truck Solutions is now authorized by Ford BPN as an auto co-op vendor. This means that any BPN dealer using Work Truck Solutions' on line inventory service can 'opt in' on their dealer portal (a simple, one-time button click) and from that day forward that dealer will never have to file a co-op claim for Work Truck Solutions again! Instead Work Truck Solutions will file monthly on behalf of the dealer and the dealer will automatically be reimbursed.*

