



DEALER GROUP

COMMERCIAL PLAYBOOK

INVENTORY STRATEGY

**CENTRALIZED & OPTIMIZED
FOR GROWTH**

CHAPTER 1

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DEALER GROUP COMMERCIAL PLAYBOOK

CHAPTER 1

Auto dealership groups have a powerful opportunity to expand into commercial vehicle sales and service, tapping into a market driven by business buyers, fleet operators, and industry professionals. Unlike traditional retail sales, commercial transactions often involve higher-volume purchases, repeat business, and long-term customer relationships, making them a lucrative and stable revenue stream. Additionally, as industries explore mixed fleet solutions that include internal combustion engine (ICE) and alternative fuel vehicles, along with specialized upfitting, dealer groups that establish a strong commercial presence and digital merchandising position themselves as trusted partners for businesses navigating these changes.

Work Truck Solutions has laid the groundwork for dealerships to achieve commercial success with its multi-part Commercial Playbook series. These chapters guide dealerships through the fundamentals of building a commercial vehicle business, from identifying opportunities to expanding service offerings.

- ▶ Chapters 1, **Mobility by the Numbers: Identifying Dealer Opportunity** and 2, **The New Commercial World Sales Environment**, explore the opportunities that open up for dealerships looking for a reliable revenue stream to enhance profitability.
- ▶ Chapter 3, **Commercial Customer Care: Partner vs. Vendor**, details an outlook critical for success in the commercial vehicle market.
- ▶ Chapter 4, **Commercial Financing**, explains how understanding lenders can help you and your customer move through the planning and purchasing process.
- ▶ Chapter 5, **The Role Of The Commercial Vehicle Service Center**, highlights the next logical step in expanding revenue opportunities with commercial business.
- ▶ Chapter 6, **Meeting The Commercial Buyer Where They Spend Their Time**, reveals how dealers can leverage dynamic processes to thrive in the modern purchasing path that unfolds across various digital touch points and numerous channels.

The topics discussed in the *Commercial Playbook* series should be viewed as “table stakes” for all dealerships and groups assessing the scope of commercial vehicles in their business model.

One of the greatest advantages dealership groups have in the commercial vehicle space is their **scale and networked inventory access**. Unlike single-location dealerships, groups can **pool resources, coordinate stock allocation, and offer a broader selection of commercial vehicles** without relying solely on individual store inventory. This interconnected structure enables groups to **optimize inventory management**, meaning that high-demand fleet vehicles are readily available across multiple locations. Additionally, dealership groups can **streamline operational efficiencies**, share expertise across stores, and leverage **collective marketing efforts** to establish a stronger presence in the commercial vehicle sector.

However, scaling into commercial vehicle sales requires a **strategic approach**—dealership groups must optimize **multi-location logistics, inventory coordination, and brand consistency** to successfully serve business customers while leveraging the collective strength of their multi-location footprint. The Group Playbook series provides a step-by-step guide to assist dealership groups with **maximizing sales potential, minimizing operational inefficiencies, and building a scalable commercial vehicle strategy**.

This Group Playbook series is designed to provide **actionable guidance** for dealership groups looking to **establish, expand, and optimize** their commercial vehicle operations. Each chapter will focus on a critical component of success, helping dealership groups:

- ✓ **Build a cohesive commercial vehicle strategy** across multiple locations.
- ✓ **Optimize inventory management** to maximize sales potential.
- ✓ **Leverage digital tools** for visibility, prospecting, and lead conversion.
- ✓ **Train and structure sales teams** for commercial-focused customer interactions.
- ✓ **Position their brand** as a trusted provider for fleet and business buyers.

Whether a group is **just entering the commercial vehicle space** or looking to **refine an existing approach**, this series provides the **roadmap, best practices, and tools** necessary to leverage their advantages and thrive.

Here, in Chapter 1, we provide a structured, step-by-step approach to setting the foundation for commercial success for dealership groups. The **three key strategies** for entering commercial vehicle sales are:

1. **Group Inventory Management** – Centralizing inventory for real-time visibility and management across locations.
2. **Inventory Expansion Tactics** – Utilizing dealer trade networks, upfitter partnerships, and acquisition search tools to broaden commercial offerings.
3. **Leveraging Work Truck Solutions for Group Optimization** – Streamlining lead management, reporting, and multi-brand sales processes to maximize efficiency.

By implementing a flexible yet data-driven inventory strategy, dealership groups can minimize risk and maximize growth potential in the commercial vehicle space.

Now, let's dive into how you can optimize your inventory strategy.

STEP 1

UNDERSTANDING COMMERCIAL MARKET SEGMENTS

Why It Matters:

Before a group can effectively **optimize inventory**, it must first understand **who its commercial buyers are** and what types of vehicles they need. Commercial customers range from fleet managers and government agencies to contractors, small business owners, and industry-specific buyers—each with distinct requirements. Recognizing these market segments **helps dealerships align their inventory strategy with real-world demand**, ultimately stocking vehicles that match the needs of **high-volume, repeat buyers**.

How to Do It:



Identify Key Commercial Buyer Types

- Fleet operators looking for **standardized vehicle packages** for business use.
- Small business owners needing **customized solutions for specific industries**.
- Municipal and government agencies with **rigid vehicle procurement standards**.
- Specialty buyers seeking **pre-configured work trucks, upfits, or alt-fuel fleet vehicles**.



Analyze Market-Specific Inventory Demand

- Track **regional trends** to determine high-demand vehicle types.
- Assess **seasonal shifts** in purchasing behavior for fleet and business customers.
- Use **data insights** to refine stocking decisions across multiple dealership locations.



Develop Strategic Partnerships by Market

- Partner with **upfitters** that cater to specific industries (construction, HVAC, delivery, etc.).
- Align with **OEM pool programs** that provide specialized commercial inventory.
- Leverage **dealer trade networks** to expand offerings without overstocking.

PRO TIP:

Dealership groups that tailor inventory strategies to match market demand gain higher customer retention, better days to turn numbers, and increased profitability—leading to stronger brand positioning in commercial vehicle sales.

STEP 2

CENTRALIZE VEHICLE INVENTORY ACROSS ALL LOCATIONS

Why It Matters:

One of the first steps for any dealership to build a **successful commercial vehicle program** is **inventory optimization**. For groups, managing inventory across multiple dealership locations presents a complex challenge; however, with the right strategy, they can effectively leverage their multiple brick-and-mortar locations and available inventory to their advantage. The trick is to ensure **visibility, efficiency, and accessibility** while minimizing inventory risks.

How to Do It:

- ✓ **Create a Group-Wide Commercial-Specific Inventory Hub**
 - Develop a shared website where all commercial vehicle inventory is displayed.
 - Ensure visibility across **all participating dealership locations** for both buyers and internal staff.
- ✓ **Display Inventory in Real-Time Using Existing Dealer Feed Integration**
 - Automate updates across locations to prevent discrepancies.
 - Reduce manual input errors and improve reporting accuracy.
 - Align inventory tracking with group-wide digital marketing efforts.





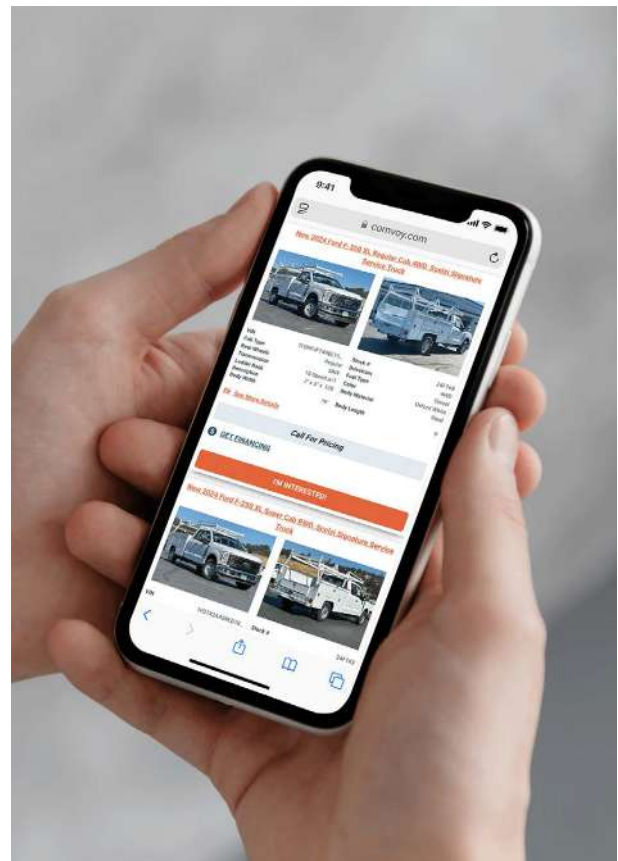
Standardize Inventory Criteria for Commercial Vehicles

- Define clear classifications for fleet-ready work trucks, upfitted vehicles, and OEM pool inventory.
- Apply consistent naming conventions and attributes across locations to improve searchability and merchandising.
- Establish consistent ordering and inventory stocking standards across dealership locations.
 - Define recommended levels for fleet-ready vehicles and upfitted models.
 - Align ordering processes with regional demand trends and seasonal needs.
 - Leverage OEM pool inventory and strategic acquisition tools for high-demand models.



Display the detailed data (plus images) about chassis and bodies that buyers demand

- Implement **standardized inventory display and merchandising strategies**.
 - Ensure vehicle listings **include detailed specifications** (chassis type, upfit configurations, etc.).
 - Maintain **consistent naming conventions and attributes** for easy searchability.
 - Optimize digital merchandising with **high-quality images, feature callouts, and business-use benefits**.



PRO TIP:

Standardized inventory categories help commercial buyers quickly identify the right vehicles, streamlining sales conversations and conversions.

STEP 3

EXPAND INVENTORY WITHOUT OVERSTOCKING

Why It Matters:

Dealer groups must balance inventory flexibility without the risk of increased flooring costs. Expanding inventory availability **without unnecessary stockpiling** maximizes availability for business buyers, while minimizing financial risk.

How to Do It:



Leverage Dealer Trade Networks

- Establish an internal inventory trade program between stores.
- Structure a cross-location allocation system to balance demand across different markets.
- Prevent overstocking or understocking high-demand fleet vehicles.



Partner with Upfitter Manufacturers for Pre-Configured Inventory

- Build relationships with trusted **commercial upfitters** to source specialty fleet vehicles.
- Reserve factory-configured vehicles suited for **business buyers and industry-specific needs**.
- Offer pre-order and reservation options for highly customized work trucks.



Utilize Work Truck Solutions' Vehicle Acquisition Search Tool

- Access **real-time availability** of commercial vehicles beyond the dealership's current stock.
- Expand acquisition options **without increasing on-lot inventory costs**.
- Strengthen the group's competitive advantage by sourcing **high-demand commercial vehicles efficiently**.

PRO TIP:

Data-driven acquisition strategies help dealership groups identify market trends, stocking only what's needed while maintaining access to additional inventory when demand spikes.

STEP 4

LEVERAGING WORK TRUCK SOLUTIONS FOR GROUP OPTIMIZATION

Why It Matters:

To **fully integrate inventory** with lead management and sales visibility, groups can leverage commercial-specific tools such as **Work Truck Solutions' offerings**, which optimize **prospect distribution, reporting, and cross-brand selling**.

How to Do It:



Manage Prospect Distribution Across the Organization

With tailored prospect distribution strategies, dealer groups can maximize efficiency while still properly nurturing leads. Dealership groups using Work Truck Solutions can customize lead-routing strategies based on their needs to maximize sales potential across multiple locations.

Options include:

- **Location-based routing:** Leads assigned based on vehicle location.
- **Role-based routing:** Customizable lead assignments based on dealership priorities.
- **Round-robin distribution:** Provides equitable sales opportunities for all locations.



Assess Reporting on a Group Level

Comprehensive visibility into **performance and sales trends** is critical for dealer groups to refine their strategies and maximize effectiveness. Work Truck Solutions provides:

- **Inventory movement analytics**, tracking commercial inventory movement (sales) across all participating stores.
- **Sales Associate/Truck Pro** activity monitoring across multiple locations, identifying top performers and those who need additional training.
- **Lead conversion tracking**, helping optimize outreach efforts.
- **AI-assisted** tracking and summary of incoming calls to assist with process / team member coaching.
- Pre-order and reservation options for highly customized work trucks.

Having **group-wide data insights** enables leadership to make informed, proactive decisions that drive long-term commercial success.



Give Sales Staff the Ability to Sell Across Brands

Traditional dealership sales structures limit employees to the brand of their assigned location—but a **dealer group model** benefits from a **cross-brand approach**, enabling sales teams to maximize commercial vehicle opportunities. Strategies include:

- **Multi-brand training programs**, equipping staff with commercial expertise across various OEMs.
- **Standardized selling techniques**, providing seamless transitions between inventory types.
- **Flexible commission structures**, incentivizing team members to engage in group-wide sales.



PRO TIP:

By removing location and brand barriers, dealership groups create a more dynamic commercial vehicle sales environment, leading to higher engagement rates and stronger customer relationships.

FINAL THOUGHTS & NEXT STEPS

A centralized, structured inventory strategy helps dealership groups scale their commercial vehicle operations while providing visibility, inventory flexibility, and optimized sales processes. By following these steps and leveraging Work Truck Solutions' advanced inventory management tools, groups can unlock new revenue opportunities in the commercial vehicle market.

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855-265-9996 | sales@worktrucksolutions.com | www.worktrucksolutions.com