

TECHNOLOGY SOLUTIONS TO **TURBOCHARGE** YOUR COMMERCIAL BUSINESS

**TAKE YOUR
COMMERCIAL
VEHICLE
SALES TO THE
NEXT LEVEL**



10X
RETURN ON
INVESTMENT

1/10
THE TIME TO CLOSE

30%
CONVERSION RATES

ABOUT WORK TRUCK SOLUTIONS

Work Truck Solutions has been providing dealerships with proprietary ONLINE inventory solutions for the commercial vehicle industry since 2012. We integrate data from OEMs, Body and Equipment Manufacturers and Distributors, plus Upfit Installers nationally for the most accurate inventory listings online.

We understand the unique needs of a commercial truck buyer, and the importance to them of accurate chassis, body, and equipment information being available online. Our unique solutions make it easy to digitize vehicle information and make it SEARCHABLE so shoppers can find a specific product. Our solutions also include tools that help the dealerships manage their sales and inventory processes from prospecting, quoting, and floor planning. As more buyers shop online, it becomes even more important to ensure that your brand is being well and consistently represented online.

Comvoy.com is the latest tool in the Work Truck Solutions arsenal. Comvoy is our national marketplace for commercial truck buyers, which provides the perfect platform to educate and guide shoppers to the right truck for their specific need.

BEST SAID BY OUR COMMERCIAL DEALERS:

Eight Years with Work Truck Solutions:

"We are very happy with our Work Truck Solutions site. Our customers all appreciate the ease of searching through our inventory - with a few clicks of the mouse they can 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! Work Truck Solutions' Tools and Analytics has helped us grow our commercial business dramatically over the last eight years with them. Last year we upgraded to their Content package and our traffic and leads are now scaling as well!"

Francis Hopping, General Manager
Corning Ford, Corning, CA

Best Online Display

"Hands down the best way to showcase your commercial inventory. No cumbersome searches. This narrows down in seconds. Work Truck Solutions is a great partner, helping us to increase sales and manage inventory better. Good for any size or level of experience."

AJ Hewitson, Commercial & Fleet Sales Director
Paradise Chevrolet

Monthly Consultation with Great Dealer Group Solutions:

"Working with Work Truck Solutions and our Dealer Success Coach in particular has been a great experience. She was able to accommodate all of our needs to be sure we use the site to its potential. Very knowledgeable and eager to help with everything. By far the best advertising value for the dealer."

Sam Horn, Commercial Department Manager
Fred Beans Ford West Chester, PA

On Demand Training and Certification:

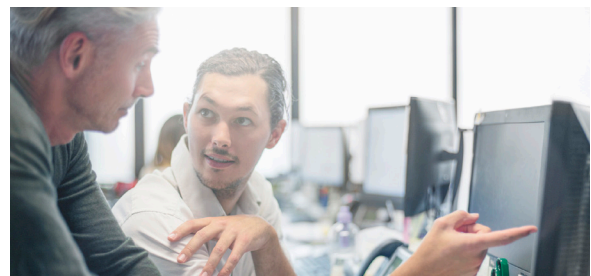
"Honestly, it's an amazing training program, definitely making my experience a lot more fun!!!"

Maria Reyes, Fleet Manager
Sunrise Ford Fontana, Fontana, CA

Seven Years with Work Truck Solutions

"With margins shrinking on the retail side, we have doubled down on our efforts with Fleet and Commercial customers. We have made significant investments in facility and personnel in order to go above and beyond to exceed these commercial customer's expectations. Commercial customers truly measure time as the new currency. Whether we are expanding our repair-facility footprint to get them back on the road to earn their living or we are using Work Truck Solutions to quickly find their required upfitted vehicle to help them expand their own footprint, we are all measuring speed as a currency. Additionally, as our carry costs increase, we need to rotate our inventory like it's produce; move it quickly or it's going to rot on the shelves."

Jim Moshier, General Manager
Ricart Ford, Columbus, OH



CONTENT
★ ★ ★

ANALYTICS
★ ★

TOOLS
★

READY TO DOMINATE YOUR MARKET?

CONTENT

It's True - Content is King! Advanced Content Customization Maximizes Your Results

“Work Truck Solutions helps us be a better partner and provide the best experience for our clients so they can grow confidence in our dealership.”

Paul Pineda, BusinessLink Account Manager
Tacoma CDJR and Nissan

Branded & Customized

We work with you to customize everything about your commercial presence: the look of your website, unique content that drives, search engine optimization, and all the dealership branding possible for the best commercial focused experience online.

Unique Industry Content

We have access to all commercial product and service content across the commercial industry and can include pages that are designed to grow unique business categories for your dealership. Examples include: home delivery, refrigerated vehicles, secure cannabis delivery, unique fleet offerings, special financing, and more.

VIP Support

In addition to your dedicated Dealer Success Coach, and monthly consultation, your dealership will have content designers, developers, and 24/7 technical support, advanced admin tools, and more. We're here to help you be successful **anytime**.



Unlimited Users

Get an unlimited number of user and admin accounts on Content. Define access by level. Perfect for a growing sales staff and larger dealers with multiple rooftops.

All Your Rooftops

Aggregate vehicles from multiple dealer sites and share the combined inventory seamlessly on all sites. This feature is not included in any other package.

Content Also Includes

Advanced Reporting - Monthly Consultations - Call Management
Digital Inventory Binder - Dealer Trade Network - Website Customization - Network Inventory Finder

Comvoy.com

You get unlimited listings on our national marketplace, Comvoy.com. Comvoy is the first and only marketplace designed for commercial buyers with the ability to search and sort by body type, vocation, and more. **We are driving high-quality leads to our dealers from a rapidly growing group of monthly users. Over 150,000 Unique Users, 300,000 Sessions, and 700,000 page views in Dec/20 alone!**

This package includes unlimited personal training, plus interactive On-Demand training and certification, traffic reporting, buyer and inventory management, prospecting tools, and easy integration into your current CRM. Our platform is built from the ground up to track and manage commercial vehicles and commercial buyers and support dealers' commercial business.



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

Continue to Grow Your Commercial
Business with Advanced Analytics

ANALYTICS

Reporting plus analytic consultations deliver
unique dealer and market business intelligence

CONTENT
☆☆☆

ANALYTICS
☆☆☆

TOOLS
☆☆

*“The quality of the leads are higher
than any other source we use”*

Bob Baker, Director of Fleet Operations

Track & Measure

Track your marketing effectiveness, see what your customers are doing on-site, evaluate the top body types, stock numbers & more based on valuable user data. Utilize a comprehensive set of reports built in collaboration with experienced commercial dealers.

Access Historical Data

We store all of your inventory data online, forever, including body invoices, chassis details, leads, traffic, even after your vehicle is sold. Access through reports improves reordering and customer service.

Monthly Consultations

Monthly consultations with your dedicated Dealer Success Coach (DSC) will use actionable data to drive your success. These professionals know the commercial vehicle industry better than anyone and can assist you with marketing and inventory management. Scheduled appointments and report reviews keep you on track and scaling.



Improve Buyer Calls

Advanced Call Management allows you to listen to calls for quality assurance. Plus, you can customize routing rules, ensuring the caller gets connected with the right salesperson. Call transcription accurately identifies call leads.

Analytics Also Includes

Digital Inventory Binder - Dealer Trade Network - Website Customization - Network Inventory Finder

Comvoy.com

You get unlimited listings on our national marketplace, Comvoy.com. Comvoy is the first and only marketplace designed for commercial buyers with the ability to search and sort by body type, vocation, and more. **We are driving high-quality leads to our dealers from a rapidly growing group of monthly users. Over 150,000 Unique Users, 300,000 Sessions, and 700,000 page views in Dec/20 alone!**

This package includes unlimited personal training, plus interactive On-Demand training and certification, traffic reporting, buyer and inventory management, prospecting tools, and easy integration into your current CRM. Our platform is built from the ground up to track and manage commercial vehicles and commercial buyers and support dealers' commercial business.



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

Get Started Growing Your Commercial Business

TOOLS

Go Digital with Your Inventory
...and Do More with Our Inventory Tools

CONTENT
☆☆☆

ANALYTICS
☆☆☆

TOOLS
★

“The tools and services that Work Truck Solutions offers are top notch.”

David Lowitz, *Director of Marketing*

Go Digital: Customers

Our best-in-class Commercial Inventory website is updated for you with details of your commercial vehicles and upfit costs. Your business buyers can easily search and connect with you with deep knowledge and confidence.

Go Digital: Team

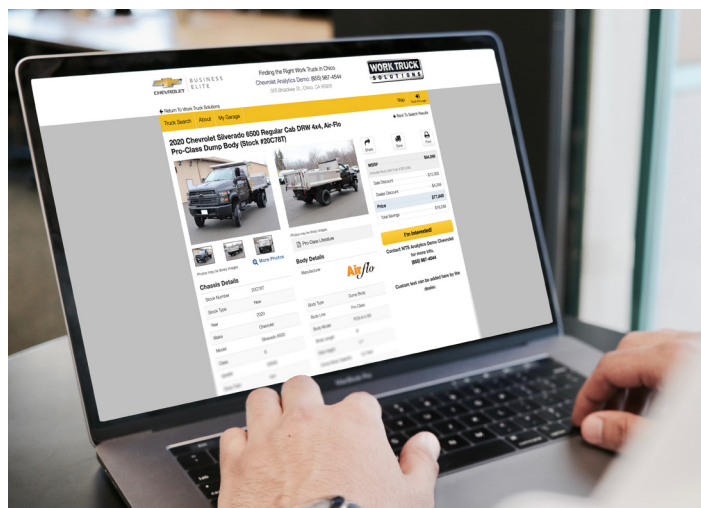
No longer have to ask ‘where is the Inventory Binder’; with Tools, it’s online and easy to search via your phone or computer; one place with all your body invoices, chassis details and additional vehicle documents. Remote workers rejoice!

Expand Your Inventory

Our internal Inventory Network offers numerous ways to enhance your stocked inventory; through trade, wholesale, or display share, while making it easy to get more eyes on your inventory. IN will also enable you to find the vehicle your customer needs when you don’t have it on your lot.

Drive Success

We assign you a dedicated Dealer Success Coach (DSC). These professionals know the commercial vehicle industry better than anyone and are here to ensure your success. Anytime you have questions, your Dealer Success Coach is there to help.



Customization

We will customize our Vocational Carousel to match your market goals. Sort priority plus additional body types that you sell frequently or want to feature. You’ll also get website branding & styling features and a custom About Us page.



Comvoy.com

You get unlimited listings on our national marketplace, Comvoy.com. Comvoy is the first and only marketplace designed for commercial buyers with the ability to search and sort by body type, vocation, and more. **We are driving high-quality leads to our dealers from a rapidly growing group of monthly users. Over 150,000 Unique Users, 300,000 Sessions, and 700,000 page views in Dec/20 alone!**

This package includes unlimited personal training, plus interactive On-Demand training and certification, traffic reporting, buyer and inventory management, prospecting tools, and easy integration into your current CRM. Our platform is built from the ground up to track and manage commercial vehicles and commercial buyers and support dealers’ commercial business.



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

We help you Move More Metal with Comvoy.com

This national marketplace turbocharges your commercial truck and van sales

Designed With Buyers In Mind

Comvoy is the **only way** national buyers can shop by body type, vocation, brand, and chassis to support their unique business preferences and needs.

Unmatched Specifications

Comvoy listings deliver the information that matters to business buyers. All listings provide complete vehicle details, including body and upfit information.

Leads That Convert

Since Comvoy buyers know more about the vehicle, they convert both faster and at a higher rate. High-quality leads are essential to fuel your sales team's progress!

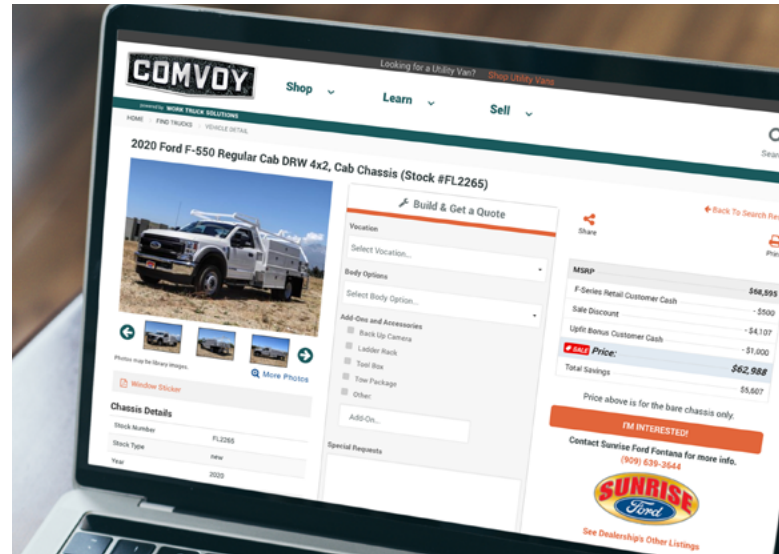
Endless Possibilities

Comvoy's ChassisBuilder and VanBuilder offer buyers a range of options for your unfinished chassis and vans. Buyers can select desired body type, shelving, and accessories and this insight comes to you in the lead which connects you directly to their needs.

Miles Ahead

Our in-house digital marketing team are the industry experts in how to target the commercial buyers of all types of businesses and vocations. They are continuously adding and updating content designed to educate the business buyer.

[Explore Comvoy Learning »](#)



“We’ve been with Work Truck Solutions now for over seven years, and it’s been great using their commercial inventory platform, with their reporting, custom content and great consultation, to continue to expand our commercial business. When they launched Comvoy we were excited they were helping their dealers gain national leads; in only it’s first year we have received over 70 high quality leads!”

Dan Bryan, General Manager Ricart To Business - Fleet & Commercial Business Division | Ricart Ford, Columbus, OH

18%
Increase in
monthly users

45%
Increase
in Leads

25%
Increase in
pageviews

46%
Leads attributed to
returning users

KPIs based on 2020 Q3 vs Q4 comparison



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