



# Commercial Truck Training

**YOUR SINGLE SOURCE TO GROW YOUR SALES!**

NOW POWERED BY  
**ONE  
NEXUS**

## 35 Prospecting Ideas

1. Start with your service department. Over 53% of commercial vehicles being serviced by a dealership were not bought at that dealership! Call the decision maker to do a customer service follow up and to thank him or her for the business!
2. Get a list of businesses that use your parts department! Again, stop by to do a customer service follow up and thank you call.
3. Join a networking group. One of these is [www.bni.com](http://www.bni.com). Business Network International is everywhere. Many commercial sales consultants get 2 to 3 leads a week from their group.
4. Use the “voice recorder” app on your smartphone to record the phone numbers of work trucks you see parked or on the road.
5. Stop by businesses in the morning when they are loading the trucks and vans. Bring donuts! (Truth serum!) Ask about decision makers.
6. Drive into a competitor’s dealership and observe what trucks are in for servicing and call that company, they might be unhappy with the dealership or the vehicle.
7. Start an employee purchase program for companies who are not yet ready to use you for their commercial vehicles.
8. Call the vendors of your dealership! You are the customer, and they will talk with you!
9. Do a customer service call on your current clients and ask about the vendors who service their business. This is usually good for about 10-12 leads!
10. Keep with you at all times a list of prospects with whom you want to do business. Show this list to everyone you meet including current clients. You will be surprised who they know.
11. Trade shows: If you cannot afford a booth, buy a ticket and visit the most important prospects...the companies who have booths!
12. Get involved in sponsoring or attending community events such as Rotary or charity events. Offer to donate for every car that is bought at your dealership.
13. Chamber of Commerce: Attend meetings and make appointments! Join the “newcomers committee.” You will get a list of names of companies and individuals who are moving to your area.
14. Websites of customers and prospects: These have a wealth of information!
15. Government websites: Many states have detailed lists of companies that are required to be licensed. (Most of your prospects!)
16. Match up referrals: Always carry a list of the names and addresses of your current customers and offer to help

them obtain more business by constantly referring them.

17. Develop a cold call referral script. (ask us for ours!)
18. Visit construction job sites with water, refreshments, and even coffee!
19. Eat at lunch spots where drivers stop for lunch. (Have Give-Aways!)
20. Do a convenience store customer appreciation day.
21. Do customer appreciation days in conjunction with supply companies. (plumbing supplies, electrical, lumber, etc.)
22. Utilize Home Depot and Lowe's!
23. Wrecker companies: When they get a vehicle, their customer has a need.
24. Your own body shop!
25. Do a free fleet analysis postcard mailing with follow up.
26. Call the prospect's sales staff and network with them.
27. Youth sports programs.
28. Industry specific marketing.
29. Have a "preferred vendor" section to your website.
30. Do a local business networking campaign.
31. Dealership cookouts for invitation only businesses.
32. Deliver coupons for free oil change to local businesses.
33. Start a commercial-only newsletter.
34. Networking with property and casualty insurance agents who have commercial auto accounts.
35. Networking with benefits companies for employee purchase program.