

Best Practices: Recruiting & Developing Commercial Account Manager

Empowering Dealerships to Sell Comprehensive Fleet Solutions

Cash Flow Analysis | Cycling Recommendations | Telematics | Fleet Management Solutions



Recruit Top Commercial Account Manager Talent

- Ideal Profile: B2B sales background, strong financial acumen, AI literacy, fleet or commercial experience preferred
- Channels: LinkedIn, internal referrals, One Nexus Recruiting
- Value Proposition: Emphasize growth potential, recurring revenue opportunities, and industry impact



Interview Best Practices

- Behavioral Interviewing: Focus on sales process, fleet customer service experience, and consultative selling
- Situational Scenarios: Present real-world fleet use cases to assess candidate problem-solving
- Panel Interviews: Involve sales, fleet operations, and leadership for 360° evaluation



Assessment Techniques

- Sales Acumen: Evaluate prospecting, closing, and account management skills
- Personality & Culture Fit: Use DISC or Predictive Index to ensure role alignment
- Role Play Simulations: Demonstrate ability to position services like telematics or cycling programs



Effective Onboarding Program

- 30-60-90 Day Plans: Clear milestones with product, CRM, and industry knowledge
- Shadowing: Ride-alongs with top performers
- OEM & Vendor Training: Include OEM & One Nexus Group partner resources



Mentorship Framework

- Peer Mentors: Pair new hires with tenured account managers for guidance
- Weekly Check-ins: Structured time for Q&A, goal-setting, and feedback
- Leadership Access: Visibility and support from commercial sales leaders



Technology Integration & Training

- CRM Mastery: Pipeline management, automated follow-ups, custom fleet fields
- Digital Tools: Telematics dashboards, Cash Flow Analysis, and proposal generators
- AI Sales Assistants: Prompt-based sales support for customer insights and email automation



Performance Measurement & Optimization

- KPIs: Fleet account growth, telematics enrollments, cycling recommendations delivered, recurring revenue
- Review Cadence: Weekly 1:1s, monthly progress reviews, quarterly gap analysis
- Continuous Learning: Monthly training themes tied to sales goals and market needs

One Nexus Group is committed to helping dealerships build elite commercial teams capable of selling beyond the vehicle—with scalable solutions that fleets value most.

For more information on the One Nexus Recruiting & New Hire Training Program, contact:

Colleen Good- Director of Dealer Success Services

Cell: 321-436-9620 Email: colleen.good@onenexusgroup.com