

Fleet Sales Training: Prospecting and Follow-Up (The Basics)

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Why Prospect Regularly?

Consistent Pipeline

Building a consistent pipeline is essential for continuous sales and avoiding downtime. Regularly prospecting for new leads ensures there are always potential clients to target.

New Opportunities

The fleet market is constantly evolving, with new businesses emerging and existing ones expanding their operations. **Regular prospecting** keeps you informed of emerging opportunities.

Increased Sales

Reaching out to new prospects creates more potential customers, leading to an increase in sales volume and revenue.



Prospecting Strategies



1 Industry Events

Attending industry events like fleet trade shows and conferences allows you to network with potential clients, showcase your program, and build initial relationships.

3 Online Research

Utilize online resources such as business directories, industry websites, and social media to identify potential fleet clients.

2 Targeted Campaigns

Target specific industries or segments using personalized mailers, email marketing, or social media highlighting the benefits of your program for their fleets.

4 Referrals

Leverage your existing network of contacts to ask for referrals to other businesses that may be interested in your fleet solutions. (This is a great introduction to new events as well.)

Qualifying Fleet Prospects

Size and Scope

Evaluate the prospect's fleet size and scope of operations. This helps you understand the potential sales volume and their needs.

Industry and Budget

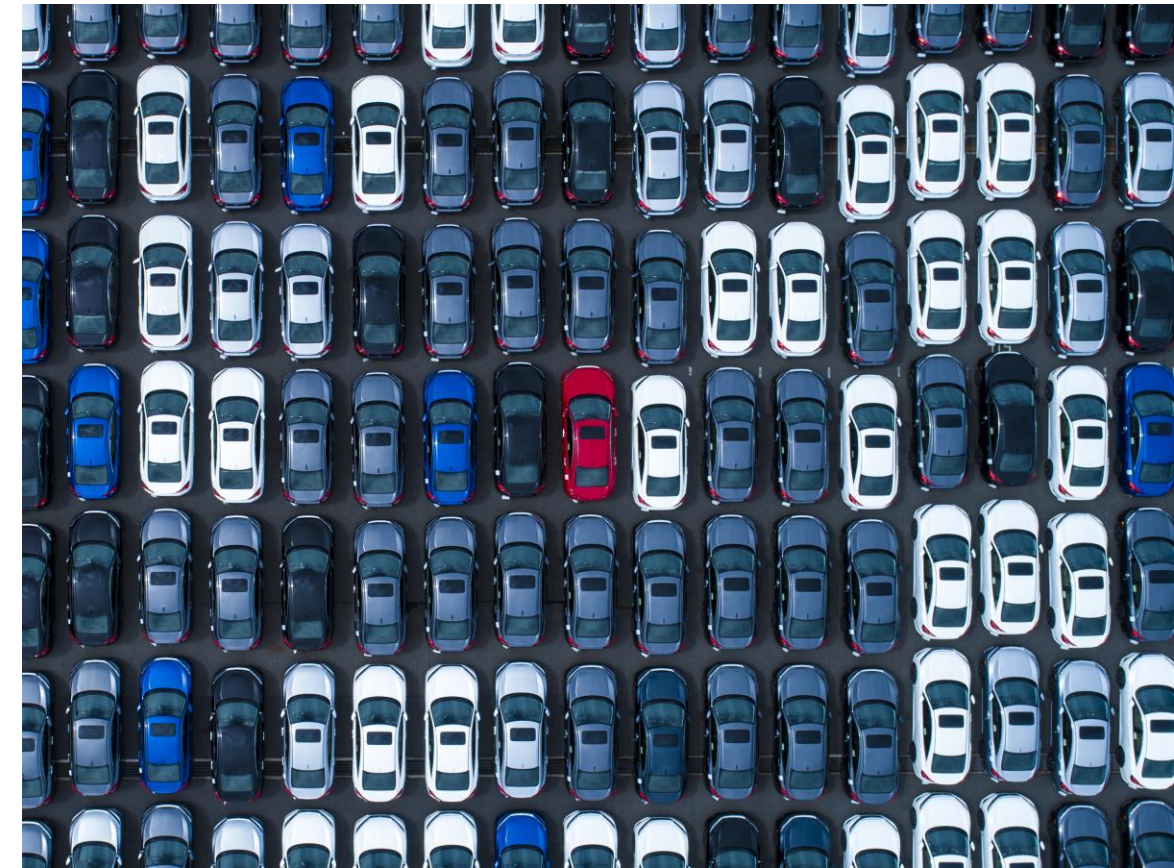
Consider the prospect's industry and budget. This helps determine if your products and services align with their requirements and financial capacity.

Vehicle Types

Identify the types of vehicles the prospect currently operates. This provides insight into their existing needs and potential future requirements.

Location and Accessibility

Assess the prospect's location and accessibility. This helps determine your ability to reach them for meetings and service support.



Overcoming Objections in Prospecting



Listen Carefully

Actively listen to understand the prospect's concerns. Empathize with their perspective and address their objections thoughtfully.



Address Directly

Acknowledge and directly address the objections raised. Provide evidence-based solutions and demonstrate how your products or services can overcome their concerns.



Focus on Benefits

Shift the conversation to emphasize the benefits of your products or services and how they can positively impact their fleet operation.



Build Trust

Build rapport and establish trust by showcasing your expertise, offering valuable insights, and demonstrating a genuine interest in their needs.





Recommended Follow-Up Process

1

Initial Contact: Send a personalized email or call within 24 hours of your initial interaction, summarizing the conversation and expressing your eagerness to continue the conversation.

2

Follow-Up Call: Schedule a follow-up call within 3 – 5 business days to discuss their needs in detail, address any remaining questions, and provide additional information.

3

Proposal: Send a *customized proposal* highlighting the specific benefits of your program and outlining a clear reason to meet with you.

4

Regular Check-Ins: Maintain consistent communication with the prospect, even if they're not ready to make a decision. Check in every 1 – 3 weeks to keep you, and your program, top of mind and provide *updates or relevant information*.



Effective Fleet Sales Pitches

Focus on Industry!



1

Understand Their Needs

Thoroughly research the prospect's business and understand their specific fleet requirements, pain points, and goals.

2

Focus on Solutions

Present your products or services as solutions to their specific needs, highlighting how they can improve efficiency, reduce costs, or enhance safety.

3

Provide Proof

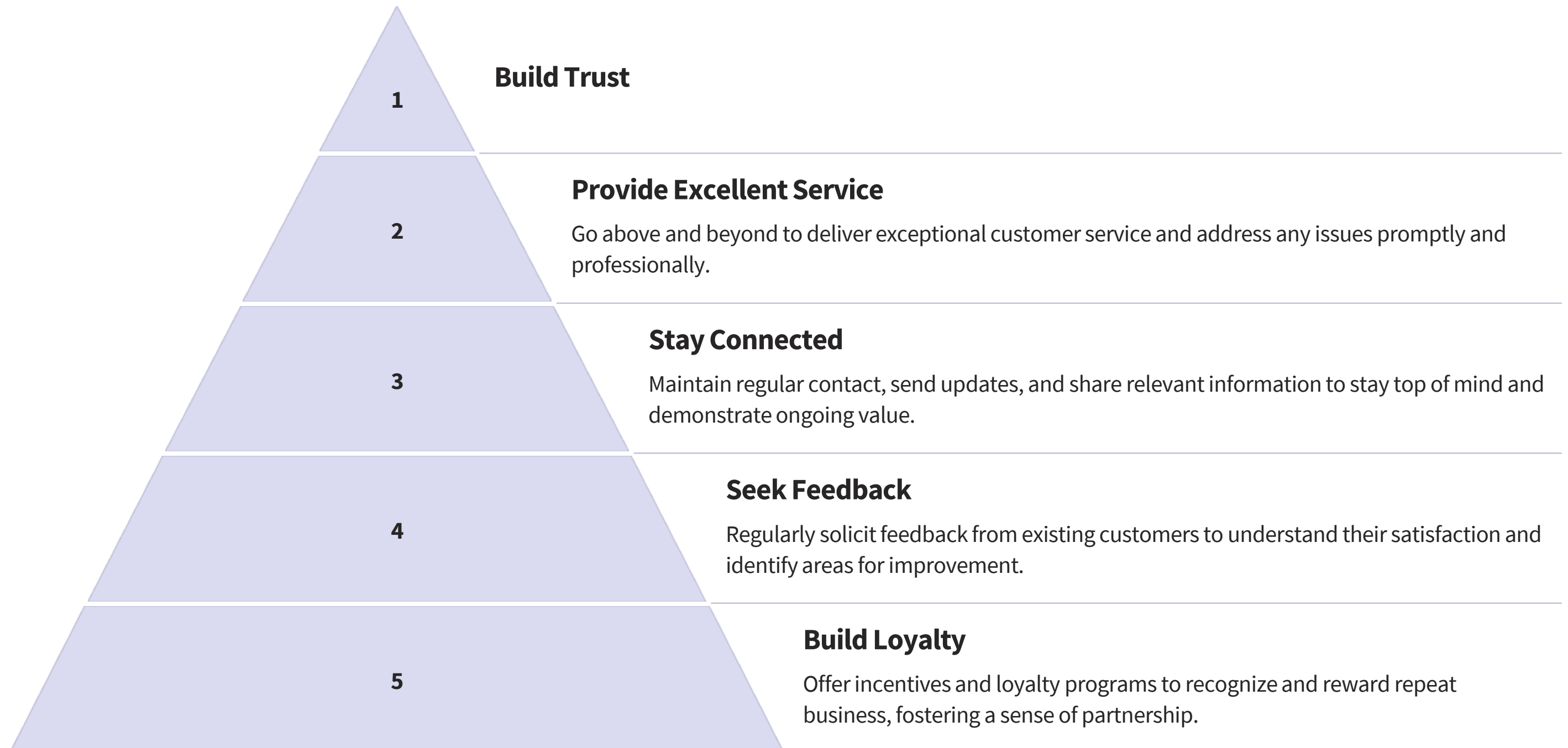
Support your claims with data, case studies, and testimonials from satisfied fleet customers to build credibility and trust.

4

Create a Connection

Build a personal connection with the prospect by demonstrating genuine interest, empathy, and a desire to help them achieve their objectives.

Leveraging Customer Relationships for Repeat Business





Thank You

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