FLEET CYCLING STORY BUILDER

The truck you keep isn't free. Build a 90-second story that wins the next step.

Customer / industry	Fleet size & oldest units	Who I'll tell it to

Story type: ☐ Cost of keeping ☐ Downtime ☐ Fuel / telematics ☐ Other: _____

	PROMPTS	YOUR STORY
C CONTEXT	• Who was the customer? Industry, fleet size, type of work. • What did they believe? Use their words: "I run them till the wheels fall off." • What specific moment? Day, time, place: "Monday, 7:15 AM, van #14 won't start."	
A ACTION	• What question did you ask that they couldn't answer? • What did you look at? Shop invoices, fuel card data, telematics, mileage, age. • What will you hold back so they want to hear the rest?	
R RESULT	• What did you find? • What did it cost them? Shop days, fuel, tech hours not billed, jobs rescheduled, customers upset. • Slow down here. This is the moment to let them picture.	
T TAKEAWAY	• What does it mean for the customer in front of you? • Bring it back to them: "Which of your trucks is costing you the most to keep?" • End with the ask for the next step.	

MY OPENING LINE (THE HOOK)	MY NEXT-STEP ASK
Make them curious. Don't give the answer yet.	*One clear, easy yes that moves the relationship forward.*

CART framework: Shannon Jenkins, Speak to Resonate

FIND YOUR STORY: DISCOVERY QUESTIONS

The customer's answers become your next story.

- "Tell me about the last time a truck went down at the worst possible time."
- "What did that day actually cost you: the job, the tech, the customer?"
- "How do you decide when a truck is done?"
- "Which unit does your shop see more than any other?"
- "What does your fuel spend look like on your oldest units versus your newest?"
- "If a tech loses a day to a breakdown, what doesn't get done?"

NEXT-STEP ASKS THAT WIN

The story earns the next conversation. It doesn't sell the truck.

- "Want to look at your four oldest units together?"
- "Can you send me the last 12 months of shop invoices on those trucks?"
- "Can I sit down with your shop manager for 30 minutes?"
- "Let's run your oldest units through a fleet analysis."
- "Can we pull the fuel card data on those vans?"

MAKE IT LAND: CHECKLIST

- ☐ Create curiosity: open with something they want answered
- ☐ Create tension: something at stake for them
- ☐ Zoom in: a specific day, time, and truck
- ☐ Change the pace: fast on specs, slow on the breakdown
- ☐ Do the unexpected: start with their belief, then turn it
- ☐ Get personal: why you care about this
- ☐ Land a takeaway: bring it back to them and ask

SCORE IT

Tell it out loud in 90 seconds or less. Then check:

Yes ☐ **No** ☐ Did they want to know what happened?

Yes ☐ **No** ☐ Could they picture the moment?

Yes ☐ **No** ☐ Did the ending point back at them?

Three yeses = a story that sells.

EXAMPLE: COST-OF-KEEPING STORY	
CONTEXT	*"A plumbing contractor with 22 vans told me, 'I run them till the wheels fall off.'"*
ACTION	*"I asked what the van in bay two cost him last month. He didn't know. So we pulled shop invoices and fuel card data on his four oldest units."*
RESULT	*"Those four vans were in the shop more than the rest of the fleet. Every shop day was a plumber sitting idle instead of billing."*
TAKEAWAY	*"He wasn't saving money by keeping them. Want to look at your four oldest?"*

Illustrative example. Build yours from a real customer.

MY COMMITMENT: I will tell this story to _____ by _____.

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