



## Our Fleet Customers



### Intent

To create awareness surrounding Fleet customers and drive visits to the Fleet page of the KC.

<b>Audience</b>	Apprentice Tech and above
<b>Schedule</b>	Add time for this talk into your schedule. It should only take 10-15 minutes.
	A day ahead:
<b>Prepare</b>	<ol style="list-style-type: none"><li>1) Print and review this talk.</li><li>2) Familiarize yourself with the <a href="#">Fleet page</a> on the KC</li></ol>
<b>Follow up</b>	Observe team members visiting the Fleet page on the KC.

### What are Fleet Customers?

**Tell:** As an organization, we want to continue to grow our market share in the Fleet business. More Fleet customers mean more business for our stores.

**Explain:** A Fleet customer can be any business with a minimum of five company owned vehicles. These customers generally fall into one of three categories:

- 1) Specialized Services - Contractors, Plumbers, Electricians, HVAC, etc.
- 2) Automotive Repair Companies - Collision Centers, Dealerships, etc.
- 3) National Fleet Management Companies - ARI, Enterprise, MAP Inc., etc.

**Do:** Visit the Fleet page on the KC and familiarize yourselves with the contents.

**Tell:** In the upcoming weeks, we will discuss how to become a Fleet customer and the benefits.

### Answers

**Question 1:** What information is available on the Fleet page in the KC?

Fleet telephone number

New Fleet customer application

Strategy, benefits, and customer promise

**Question 2:** What are some things you were unaware of about Fleet?

Open discussion, answers will vary.

### Call to Action:

- 1) Ask participants to log into the LMS and complete the acknowledgment for this talk.
- 2) Explain how you will support this and why you expect this to improve awareness of Fleet customers.
- 3) Ask if anyone has questions. If there are questions or concerns you cannot answer, notify the Store Manager.