



Our Fleet Customers

Intent

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

Audience	Apprentice Tech and above
Schedule	Add time for this talk into your schedule. It should only take 10-15 minutes.
Prepare	A day ahead: 1) Print and review this talk. 2) Familiarize yourself with the Fleet page on the KC
Follow up	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.