



FAQ - FREQUENTLY ASKED QUESTIONS

Fleet Sales

Fleet sales management is a field with significant potential for growth and can be a powerful tool for driving performance. The compilation of frequently asked questions below seeks to explain what fleet sales is and how we support our clients in creating a fleet sales strategy and management system that guarantee success.

1. What Are Fleet Sales and What Are the Advantages for Vehicle Manufacturers and Distributors?

“Fleet sales” usually refers to vehicles sold to car rental, taxi, public transportation companies, emergency or delivery services, and other business customers. Fleet sales in the SME (small-medium enterprise) segment have experienced significant growth in recent years.

Fleet sales offer car manufacturers opportunities to sell new vehicles on a large scale and place excess inventory. Fleet sales help dealers offer more after sales services and increase spare parts sales volumes.

2. How Can Manufacturers and Distributors Increase Fleet Sales?

Awareness of the opportunities fleet sales offers is the first step, especially for distributors, where the emphasis is often on private customers. Dealerships should educate their staff about the potential in **fleet sales** and develop a strategy and resources to support them in targeting this segment.

In addition, manufacturers and distributors are best served by coordinating their efforts to make their product offering for fleet clients uniform through all representatives of the brand. Standardization of services and improved service quality should be part of a long-term approach to attracting and retaining fleet clients.

3. What Manufacturer-Focused Services Does DEKRA Provide in the Area of Fleet Sales?

We carry out preliminary market and consumer studies to position the manufacturer on the fleet sales market. We analyze market data, competitors and perform benchmarking with the desired scope (local, pan-European, etc.). Our consumer research studies client needs and validates the client promise.

4. How Does DEKRA Empower Clients to Develop and Implement a Coordinated Fleet Sales Strategy?

We have developed a general 5-step approach which we then tailor to individual clients' needs. The first step is to develop and redefine the manufacturer's fleet sales charter and, in the process, establish distributor standards and commitments. Secondly, we **evaluate the network** in terms of current performance and potential. This analysis provides the data for the next step, in which we establish an "accredited fleet sales network." The selected distributors in this network participate in operational coaching which includes performance measurements and monitoring. In the final step our consultants provide field support and marketing advice.

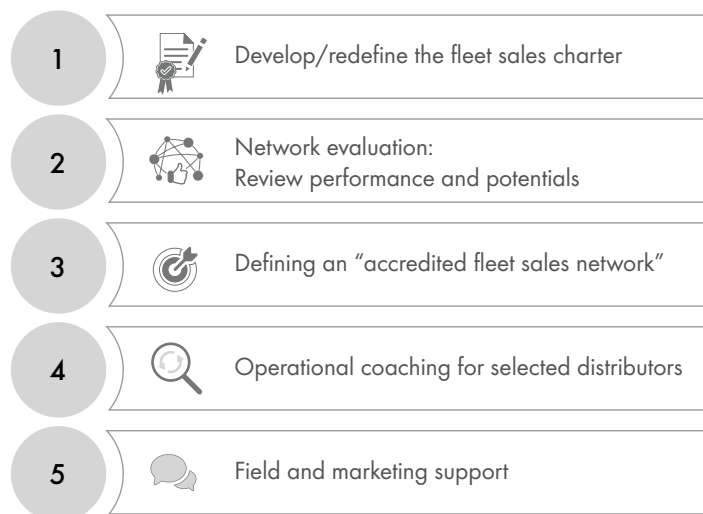


5. How Can DEKRA Support the Creation of a Fleet Sales Charter?

With their auto sales expertise and knowledge of the fleet sales market, our consultants guide their partners in defining the product and service offerings, client promise, standards and commitments that make up an effective sales charter. In terms of the marketing and communication that supports the charter objectives, we can help with design, Point of Sales (POS) materials, advertising and production.

6. What Sales Team Development Strategies Are Available in the Field of Fleet Sales?

For sales, repairs and **after-sales** staff, the focus is on acquiring fleet-specific knowledge and skills to target the business fleet community. We provide web-based and face-to-face training as well as individual certification to achieve these goals. In dealerships, the objective is efficiency in prospecting and sales, and this is best realized through coaching that includes assessment and action plans followed up by practice sessions on real offers with fleet sales expert consultants.



5-Step Approach - To develop and implement an effective fleet sales strategy

Would you like more information?

Contact us