

Selling Mass Transit and Fleet



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When it comes to repairs, quality products

Based on the North American Industry Classification System there are over 132,000 heavy duty fleet businesses in the United States. The fleet market to focus on is the repair and

maintenance of trucks, buses, trailers, agricultural machinery, transport maintenance, forwarding maintenance, marine maintenance and repair, road construction equipment,

railway maintenance, and public services and transportation maintenance.

Below is a NAICS listing of these business types.

NAICS	Industry Description	No. of Businesses
484	Truck Transportation	103,798
485	Transit and Ground Transportation	16,013
488119	Airport and Terminal Services	1,699
488210	Support Activities for Rail Transportation	816
488320	Marine Cargo Handling	623
532120	Truck, Utility Trailer, RV Rental & Leasing	5,296
532412	Construction, Mining, Forestry Machinery, Equipment Rental and Leasing	3,957

Use this link for a complete NAICS breakdown online: <http://www.naics.com/search.htm>

You may already be selling many of these accounts. Chromate currently has a very good product line that supports fleet accounts. If you are selling manufacturing plants, schools or universities, you should be selling their fleet maintenance shops. Just ask the plant manager or your customer to introduce you to the person in charge of fleet maintenance. You will be increasing your hold on these accounts by offering "one stop shopping"

with the addition of fleet specific products and by locking out the competition.

You are also currently driving by many of these accounts just to get to and from your existing accounts. Schedule your time to be able to stop and call on these prospects. You might be pleasantly surprised by the new found sales that you will pick up. Ask to see the service manager or shop foreman. Ultimately you want to speak to the

decision maker who has the authority to purchase. You want to demonstrate products to these people, since you will be showing them how to save time and labor costs, which means you will be teaching them how to save money by using Chromate products. You will be a hero to both the mechanic and the manager. Stress our quality and value added services just like at any other presentation and selling fleet accounts will become second nature to you.

d Fleet

ts make the difference!

Fleet and Mass Transit Accounts

Buses
Forklifts
High Reach Equipment
Airline Support Vehicles
Heavy Duty Equipment Rental
Trains
Amusement Park Rides
Golf Courses
Military Bases
National Guard
Truck Dealers
Over The Road Fleets / Common
Carriers
Subway Systems / Monorails
Municipal Garages
Tractor / Trailer Repair
Ski Areas
Manufacturing Plants
Waste Removal
Recycling
Ambulances
Quarry & Asphalt Plants
RV Dealers
Moving Companies
Port Authorities

"You are also
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accounts."

Automotive Accounts

Auto Body Shops
Dealerships and Groups
Motorcycle Shops
Independent Garages
Rental Car Agencies
Auto Auctions
Taxis
Universities
Quick Lubes
Transmission Shops
ATV Dealers
Motor Sports Dealers
Police Agencies
Government Agencies



Demonstrating

Remember the 3 P's: Practice, Practice, Practice

We recommend you hone your skills by practicing before you demonstrate in the field.

When demonstrating for a customer make sure you have already qualified them as a potential buyer. After qualifying the customer as a candidate (by discussing their market) perform the demonstration. Visually highlight all of the value added features. Never assume that the audience is too literate. Verbalize every step you take. Familiarize yourself with the competition. If any competitor comparisons are made during your demo, you will be able

to knowledgeably handle the question and the objection the customer has stated. Always Be Closing. Ask questions that keep them saying, "Yes". It improves the probability of them saying, "Yes", when you ask for an order. For example, "Can you see how having the sizes arranged in this manner is useful?" "Do you agree that our Chromate "insert product name" is perfect for this application?

Fleet Demos

Demo No.	Description
15.001	CIC Super Machine Screws
17.001	Sur-Grip Metal Screws
20.001	Sur-Seal Solder Link Terminals
20.004	Solder Link Slugs
20.006	Cross Link Wire
20.009	Trim Kut™ Sanding Disc
20.018	Met-Tab™ Wire Ties
23.003	Super Cut™ Spot Weld Drills
23.007	CIC 200™ Pro Drill
30.001	Red Lion Safe-T-Line™ Engine Cleaner
30.011	Quick-Zorb™
30.023	Toolube™

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You have to sell benefits
and solutions!

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