

Small Fleet Service Program

The purpose of the Small Fleet Service Program is to generate additional preventive maintenance business by serving local fleet customers within a 3 – 5 mile radius of your shop. Target fleets will have 5 to 15 vehicles in their fleet. Vehicles will be a mixture of automobiles, vans and light trucks up to ¾ ton.

Examples of the types of businesses that have small fleets are:

- Diaper services
- Radio and TV stations
- Ambulance services
- Package express services
- Limousine services
- Parts stores
- Rental stores
- Plumbing, electrical, pest control and other repair services
- Heating and A/C companies
- Carpet cleaning services
- Painting companies
- Janitorial services
- Florists
- Dry cleaners
- Alarm system companies
- Medical supply companies
- Restaurant supply companies

How the Program Works

1. A letter and a copy of your company brochure is sent to the Fleet Manager (or Manager of the Fleet — in case Fleet Manager is not the person's title) of each business within a 3 – 5 mile radius of the service center that likely has a small fleet.

The letter will include:

- An introduction of who you and your company are.
- A reference to your company brochure for background on your company and the services it provides (company brochure enclosed).
- Reason for the letter — explain that you are a shop close by that has a Preventive maintenance program for fleets that can save them time and money.
- You express your interest in meeting with them personally and tell them you will call within the next week to set an appointment.
- An invitation to stop by your shop to meet you and discuss the program.

2. 5 days after the letter is sent, the owner of the service center, or a capable designated person, makes a follow-up telephone call to each Fleet Manager to personally invite them to your shop for a visit, to introduce them to your staff, and to explain how the Fleet Program works. Offer to meet them at their place of business if they prefer.

NOTE: Your parts sales representative can assist you in making telephone and face-to-face contacts with businesses.

3. When you meet with fleet managers, give them a copy of your Fleet Program brochure, along with a copy of your fleet agreement form.
4. Discuss each item in your Fleet Program and confirm their interest in each aspect before moving on to the next (It won't do you any good to talk about a new aspect if they are not convinced of the previous one.) **Be sure to explain the benefits to them, not just the features.**

5. After they have become a fleet customer, you can contact the Human Resources Manager, Owner or General Manager to offer your

Business Customer+Plus Program and Valet Oil & Lube Program to their employees.

Letter to Human Fleet Manager on your letterhead

Date

Name – Title

Company Name

Address

City / State / Zip

Dear _____:

My name is _____. I am the owner of [Name of Service Center]. We are a [description of shop] that has been serving the [market area] community for the past ____ years. I have enclosed a brochure that will give you some background on us, the services we provide, our warranty, and our commitments to our customers.

I am writing to offer you an overview of a program that can save you both time and money in maintaining your fleet. We offer a Preventive Maintenance Program for fleets like yours that will enable you to have your fleet maintained on a schedule that fits your needs.

Our Preventive Maintenance Program includes:

1. Regularly scheduled Preventive maintenance at a discounted price.
2. Our free 19-point inspection each time one of vehicles is in for maintenance or service.
3. Discount on other services.
4. (If a service station): Special fuel pricing.
5. Pick up and delivery of your vehicles.

I will call you next week to find a convenient time for you when we can sit down together to review our program. In the meantime, I cordially invite you to visit our service center for a tour of our facilities, to meet our staff, and to discuss our program in more depth at that time. I will also provide you with references when we meet together.

Thank you in advance for the opportunity to discuss our cost-saving fleet program.

Sincerely,

Implementing the Program

1. You must first create a list of the businesses within 3 – 5 miles of your shop (or a radius more appropriate). This can be accomplished in the same ways that you created a list for the Business Customer+Plus Program.

NOTE: Your letters will have more impact if they are addressed to a specific person instead of the generic “Fleet Manager.” You can often obtain specific names from a mailing service, or you can make blind calls to the businesses and ask for the names of the people in the positions you need.

It may be difficult to get the Fleet Manager’s name because they receive a lot of sales calls from outside people. When you call, you can say, *“I’m supposed to send some information to the manager of your fleet and I’d like to address it to the manager’s name. May I have his or her name please?”*

2. Rank the businesses you have on your list in the order of priority to your shop. You may rank importance by:
 - Proximity to your shop — the closer the business, the easier it will be for them to drop off vehicles or for you to pick them up.
 - Size of fleet — selling one fleet of 15 vehicles is easier than selling three fleets of 5 vehicles.
 - Businesses where you already have an executive or manager from the company as a customer — they can serve as references.
 - Businesses that you have specific names for recipients of your letter – again, you will get a better response when letters are addressed to specific individuals.
 - Size of business – do you want large or small businesses?

3. Mail out 3 - 5 letters per week. Although it would be nice to have a lot of businesses interested, you don’t want to have several businesses inquiring at the same time and you not be able to respond to each in a timely fashion. Once you have a prospective business interested, you must demonstrate the quality of your service by responding immediately to each inquiry.

Spacing out the letters will also make it more realistic for you to make telephone follow-up calls to the businesses who have received letters. If you have too many letters out at one time, you simply won’t make the needed calls because it will take too large of a block of time. 1 or 2 follow-up telephone calls a day is not an over-taxing number.

4. Be prepared for a surprise, drop-in visit from any prospect. Once you send letters, you may get a surprise visit — or even a “mystery shopping” visit from a person to whom you sent a letter. Be mentally prepared to greet them and take them through your shop if they identify themselves on the spot. Have a “fleet packet” (company brochure, fleet brochure, and fleet agreement form) ready to give to the drop-in prospect. Once letters are sent, you need to be ready to discuss your program in more depth at any time. If they drop by, they are interested. So, be ready.
5. For those who either call you or you call them for an appointment to come into your shop, be sure to have the shop picked up, clean, your staff ready to be introduced, and you are ready to explain the program and provide references.

If a prospective fleet manager wants you to come to their office, be sure to dress neat and clean. You will be going into their environment and you need to fit into their “comfort zone.”

Remember one critical thing — **prospective fleet managers will only set an appointment to come to your shop or have you come to their office if they are interested in the program.** Be grateful and enthusiastic if you need to go to their office.

6. Once a prospective fleet manager decides to participate in the program:
- Complete the Fleet Program Agreement, with specific terms, conditions and pricing for each fleet.
 - Set up a Preventive Maintenance schedule.
 - Agree on a launch date and make sure they have everything they need. Also make sure you have everything you need.

Fleet Program follow-up telephone sample script:

HAVE A COPY OF THE LETTER YOU SENT AVAILABLE TO REFER TO.

“Good (morning/afternoon). May I please speak with Mr./Mrs./Ms. _____?”

“Hello, Mr./Mrs./Ms. _____, this is (your name) from (shop name). Last week I sent you a letter about our Fleet Program. Have you had a chance to review the letter?”

IF YES: *“Great. Do you have any initial questions about the program that I can answer for you?”* ANSWER ANY QUESTIONS ASKED, THEN: *“I would like to invite you to visit our service center for a tour of our facilities, to meet our staff, and to discuss our program in more depth. Or, if you prefer, I will be happy to meet with you at your office. Which would you prefer?”*

If the prospect says “yes” to either alternative, set a specific appointment date and time. Then close with: *“Mr./Mrs./Ms. _____, thank you for taking the time to talk with me. I look forward to meeting with you at [agreed upon location] on the [date] at [time].”*

If the prospect says he/she doesn’t have time right now or needs to think it over, say, *“That’s fine. I’ll get back to you in a couple of days to see what time would be better for you. Thank you for your time Mr./Mrs./Ms. _____.”*

IF NO: *“If you have just a couple of minutes, I’ll give you the highlights of the letter. Will that be okay?”*

IF NO: *“If you would take a few minutes later to read the letter, I’ll get back to you in a couple of days. Thank you for your time.”*

IF YES: *“Great. [Name of Shop] is a [description of shop] that has been serving the [market area] community for the past ____ years. The letter I sent you includes a brochure that will give you some background on us, the services we provide, our warranty, and our commitments to our customers.*

We have a program to offer you that can save you both time and money in maintaining your fleet. We offer a Preventive Maintenance Program for fleets like yours that will enable you to have your fleet maintained on a schedule that fits your needs. We’ll even pick up and deliver your vehicles.

Our Preventive Maintenance Program includes:

1. Regularly scheduled Preventive maintenance at a discounted price.
2. Our free 19-point inspection each time one of vehicles is in for maintenance or service.
3. Discount on other services.
4. {If a service station): Special fuel pricing.
5. Pick up and delivery of your vehicles.

Mr./Mrs./Ms. _____, do you have any initial questions that I can answer for you? ANSWER ANY QUESTIONS, THEN: I would like to invite you to visit our service center for a tour of our facilities, to meet our staff, and to discuss our program in more depth. Or, if you prefer, I will be happy to meet with you at your office. Which would you prefer?”

If the prospect says “yes” to either alternative, set a specific appointment date and time. Then close with: “Mr./Mrs./Ms. _____, thank you for taking the time to talk with me. I look forward to meeting with you at [agreed upon location] on the [date] at [time].”

If the prospect says he/she doesn’t have time right now or needs read the letter and brochure first, say, “That’s fine. I’ll get back to you in a couple of days to see what time would be better for you. Thank you for your time Mr./Mrs./Ms. _____.”

The Fleet Care Program Preventive Maintenance Schedule

The following preventive maintenance schedule is for gas engine vehicles. There are three determiners of the need for preventive maintenance service (whichever comes first):

1. The number of hours the vehicle has operated.
2. The number of miles the vehicle has been driven.
3. 90 days.

It is important that these determiners be utilized in scheduling preventive maintenance services. Failure to track and schedule PM services accordingly will result in excessive wear and tear on engine parts and decrease the life of your vehicles.

100 Hours | 3,000 Miles | 90 Days

- Change engine oil and replace oil filter.

200 Hours | 6,000 Miles | 90 Days

- Change engine oil and replace oil filter.
- Rotate tires.
- Inspect and lubricate transmission shift linkage.
- Inspect exhaust system for leaks, damage or loose parts.
- Lubricate steering linkage suspension, driveshaft U-joint if equipped with grease fittings.

300 Hours | 9,000 Miles | 90 Days

- Change engine oil and replace oil filter.

400 Hours | 12,000 Miles | 90 Days

- Change engine oil and replace oil filter.
- Inspect and lubricate transmission shift linkage.
- Inspect exhaust system for leaks, damage or loose parts.
- Lubricate steering linkage suspension, driveshaft U-joint if equipped with grease fittings.

500 Hours | 15,000 Miles | 90 Days

- Change engine oil and replace oil filter.
- Inspect engine cooling system, hoses and clamps.
- Rotate tires.
- Inspect disc brake system and lubricate caliper slide rails.
- Inspect drum brake linings, lines and hoses.
- Change fuel filter.

600 Hours | 18,000 Miles | 90 Days

- Change engine oil and replace oil filter.
- Inspect and lubricate transmission shift linkage.
- Inspect exhaust system for leaks, damage or loose parts.
- Lubricate steering linkage suspension, driveshaft U-joint if equipped with grease fittings.

700 Hours | 21,000 Miles | 90 Days

- Change engine oil and replace oil filter.

800 Hours | 24,000 Miles | 90 Days

- Change engine oil and replace oil filter.
- Rotate tires.
- Inspect and lubricate transmission shift linkage.
- Inspect exhaust system for leaks, damage or loose parts.
- Lubricate steering linkage suspension, driveshaft U-joint if equipped with grease fittings.
- Change automatic transmission fluid.
- Lubricate throttle kick down or TV lever ball stud.

900 Hours | 27,000 Miles | 90 Days

- Change engine oil and replace oil filter.

1,000 Hours | 30,000 Miles | 90 Days

- Change engine oil and replace oil filter.
- Replace air cleaner filter.
- Inspect engine cooling system, hoses and clamps.
- Replace spark plugs.
- Replace crankcase emission air filter.
- Inspect and lubricate transmission shift linkage.
- Inspect exhaust system for leaks, damage or loose parts.
- Lubricate steering linkage suspension, driveshaft U-joint if equipped with grease fittings.
- Inspect disc brake system and lubricate caliper slide rails.
- Inspect drum brake linings, lines and hoses.
- Change fuel filter.
- Inspect and lubricate front wheel bearings.
- Inspect parking brake system for damage and operation.
- Clean fuel injectors.

1,100 Hours | 33,000 Miles | 90 Days

- Change engine oil and replace oil filter.
- Rotate tires.

1,200 Hours | 36,000 Miles | 90 Days

- Change engine oil and replace oil filter.
- Inspect and lubricate transmission shift linkage.
- Inspect exhaust system for leaks, damage or loose parts.

1,300 Hours | 39,000 Miles | 90 Days

- Change engine oil and replace oil filter.

1,400 Hours | 42,000 Miles | 90 Days

- Change engine oil and replace oil filter.
- Inspect and lubricate transmission shift linkage.
- Inspect exhaust system for leaks, damage or loose parts.
- Lubricate steering linkage suspension, driveshaft U-joint if equipped with grease fittings.
- Rotate tires.

1,500 Hours | 45,000 Miles | 90 Days

- Change engine oil and replace oil filter.
- Inspect engine cooling system, hoses and clamps.
- Inspect disc brake system and lubricate caliper slide rails.
- Inspect drum brake linings, lines and hoses.
- Change fuel filter.

1,600 Hours | 48,000 Miles | 90 Days

- Change engine oil and replace oil filter.
- Inspect and lubricate transmission shift linkage.
- Inspect exhaust system for leaks, damage or loose parts.
- Lubricate steering linkage suspension, driveshaft U-joint if equipped with grease fittings.
- Replace automatic transmission fluid
- Lubricate throttle kick down or TV lever ball stud.

1,700 Hours | 51,000 Miles | 90 Days

- Change engine oil and replace oil filter.
- Rotate tires.

Business Performance Improvement Service

1,800 Hours | 54,000 Miles | 90 Days

- Change engine oil and replace oil filter.
- Inspect and lubricate transmission shift linkage.
- Inspect exhaust system for leaks, damage or loose parts.
- Lubricate steering linkage suspension, driveshaft U-joint if equipped with grease fittings.

1,900 Hours | 57,000 Miles | 90 Days

- Change engine oil and replace oil filter.

2,000 Hours | 60,000 Miles | 90 Days

- Change engine oil and replace oil filter.
- Replace air cleaner filter.
- Change engine coolant.
- Inspect engine cooling system, hoses and clamps.
- Replace spark plugs.
- Replace crankcase emission air filter.
- Inspect and lubricate transmission shift linkage.
- Inspect exhaust system for leaks, damage or loose parts.
- Lubricate steering linkage suspension, driveshaft U-joint if equipped with grease fittings.
- Inspect disc brake system and lubricate caliper slide rails.
- Inspect drum brake linings, lines and hoses.
- Change fuel filter.
- Inspect and lubricate front wheel bearings.
- Inspect parting brake system for damage and operation.
- Replace PVC valve.
- Check thermactor hoses and clamps.
- Inspect accessory drive belts.
- Clean fuel injectors.
- Rotate tires.

2,100 Hours | 63,000 Miles | 90 Days

- Change engine oil and replace oil filter.

2,200 Hours | 66,000 Miles | 90 Days

- Change engine oil and replace oil filter.
- Inspect and lubricate transmission shift linkage.
- Inspect exhaust system for leaks, damage or loose parts.
- Lubricate steering linkage suspension, driveshaft U-joint if equipped with grease fittings.

2,300 Hours | 69,000 Miles | 90 Days

- Change engine oil and replace oil filter.
- Rotate tires.

2,400 Hours | 72,000 Miles | 90 Days

- Change engine oil and replace oil filter.
- Inspect and lubricate transmission shift linkage.
- Inspect exhaust system for leaks, damage or loose parts.
- Lubricate steering linkage suspension, driveshaft U-joint if equipped with grease fittings.
- Replace automatic transmission fluid
- Lubricate throttle kick down or TV lever ball stud.

2,500 Hours | 75,000 Miles | 90 Days

- Change engine oil and replace oil filter.
- Inspect engine cooling system, hoses and clamps.
- Inspect disc brake system and lubricate caliper slide rails.
- Inspect drum brake linings, lines and hoses.
- Change fuel filter.

2,600 Hours | 78,000 Miles | 90 Days

- Change engine oil and replace oil filter.
- Rotate tires.
- Inspect and lubricate transmission shift linkage.
- Inspect exhaust system for leaks, damage or loose parts.
- Lubricate steering linkage suspension, driveshaft U-joint if equipped with grease fittings.

2,700 Hours | 81,000 Miles | 90 Days

- Change engine oil and replace oil filter.

2,800 Hours | 84,000 Miles | 90 Days

- Change engine oil and replace oil filter.
- Inspect and lubricate transmission shift linkage.
- Inspect exhaust system for leaks, damage or loose parts.
- Lubricate steering linkage suspension, driveshaft U-joint if equipped with grease fittings.

2,900 Hours | 87,000 Miles | 90 Days

- Change engine oil and replace oil filter.
- Rotate tires.

3,000 Hours | 90,000 Miles | 90 Days

- Change engine oil and replace oil filter.
- Replace air cleaner filter.
- Change engine coolant.
- Inspect engine cooling system, hoses and clamps.
- Replace spark plugs.
- Replace crankcase emission air filter.
- Inspect and lubricate transmission shift linkage.
- Inspect exhaust system for leaks, damage or loose parts.
- Lubricate steering linkage suspension, driveshaft U-joint if equipped with grease fittings.
- Inspect disc brake system and lubricate caliper slide rails.
- Inspect drum brake linings, lines and hoses.
- Change fuel filter.
- Inspect and lubricate front wheel bearings.
- Inspect parting brake system for damage and operation.
- Inspect accessory drive belts.
- Clean fuel injectors.

Business Improvement Assignment

1. Develop and implement the Small Fleet Program for your shop. Build a list of businesses within 3 – 5 miles of your shop (or a radius more appropriate).

Develop a marketing brochure like the sample on the next page or one more appropriate for the specific small fleet service program you want.

2. Develop a scheduled service plan for up to 120,000 miles or whatever is appropriate for the fleet you are servicing. Modify the service items as appropriate for the type and age of vehicles being serviced.

Marketing Programs Summary


Marketing your business is a requirement to stay competitive in today's marketplace. Someone is constantly offering your loyal customers reasons to leave you. You must constantly remind them of the reason it is to their benefit to stay with you. And, you must constantly replace those who do leave you for one reason or another. If you wait, you lose. So WIN!

SAMPLE SMALL FLEET SERVICE BROCHURE



**Total Care
Automotive Service Center**
"Where customers are heard, not herded."

**FLEET
CARE
PROGRAM**



A Preventive Maintenance Program to Keep Your Vehicles Productive

Running a successful fleet takes a lot of planning, time and effort. The need for maintenance services and fuel is never-ending.

Preventive maintenance is critical in maintaining fleet efficiency and in reducing cost per mile. Costs must be monitored and controlled to make your fleet cost-effective.

We understand the responsibilities you have in managing your fleet. We also understand the hassles. That's why our Fleet Care Program has been designed to:

- Take the concern out of preventive maintenance.
- Reduce your fleet downtime.
- Lower your cost per mile.
- Increase your fleet's value – a well-maintained fleet pays off in the long run.

Our Fleet Care Program uses quality people and systems to assist you in meeting your fleet needs. The key elements of our program are:

- Your fleet vehicles are maintained on a customized preventive maintenance schedule.
- Your vehicles are monitored on a mileage and time basis.
- You receive notification of scheduled maintenance to help lower your operating costs per

mile and to help maximize vehicle reliability.

- Your fleet vehicles are picked up and delivered.
- You never need an appointment for fleet service.
- You pay nothing for towing when your fleet is maintained in the Fleet Care Program.
- You receive a 5¢ per gallon fuel rebate when your fleet is maintained in the Fleet Care Program.
- You get an initial oil change and vehicle inspection on each fleet vehicle for \$11.95.
- Each vehicle receives a 19-point service check.
- We use modern diagnostic equipment.
- Only ASE Certified technicians service your fleet.

These valuable components combine with our commitment to customer satisfaction and service to **reduce your cost per mile.**

Our 19-point Inspection Keeps Your Fleet Fit, Safe and Clean

- | | |
|--|--|
| 1. We visually inspect your headlights. | 11. We visually inspect and top off your transmission fluid. |
| 2. We visually inspect your tail lights. | 12. We visually inspect and top off your windshield wiper fluid. |
| 3. We visually inspect your turn signals. | 13. We visually inspect your air filter. |
| 4. We visually inspect your battery terminals. | 14. We visually inspect your breather element. |
| 5. We visually inspect your radiator coolant and level. | 15. We visually inspect your PVC valve. |
| 6. We visually inspect your wiper blades. | 16. We inflate your tires. |
| 7. We visually inspect and top off your brake fluid. | 17. We clean your exterior windows. |
| 8. We visually inspect and top off your battery fluid. | 18. We empty your ashtrays. |
| 9. We visually inspect and top off your differential fluid. | 19. We vacuum your interior. |
| 10. We visually inspect and top off your power steering fluid. | |

We always attach a sticker to each vehicle indicating its next required service (based on mileage and date).

Additional Services Available to Fleet Participants at Special Prices

- Coolant Flush and Fill
- Transmission Service
- Differential Service
- Air Filter Replacement
- Breather Filter Replacement
- PVC Valve Replacement
- Clean Battery Terminals
- Headlight Replacement
- Tail Light Replacement
- Wiper Blade Service

Professional Technicians and Guaranteed Customer Satisfaction

We are able to offer you the services outlined in this program because we have the people, training and products necessary to provide you with quality, professional, consistent service.

We take pride in having employees who are eager to learn, listen and assist customers at all times.

Our technicians are ASE Certified to ensure that they are trained and competent to professionally perform

every service offered in our Fleet Care Program.

They have been taught the hands-on knowledge and skills needed to service vehicles and fill out the paperwork necessary to process customers properly.

Everyone on our staff has been trained to courteously and efficiently communicate with customers. We are all dedicated to your satisfaction.

Now is the time to take advantage of the preventive maintenance program that will keep your fleet productive and reduce your cost per mile.

Sign up for the Fleet Care Program today!

**Total Care
Automotive Service Center**

"Where customers are heard, not herded."

2600 West Main Street / Hillside, NE70242
(806) 621-5000

Our Customer Satisfaction Guarantee

"If it's not done to your satisfaction, we'll fix it...no ifs, ands or buts."

Review Quiz

Answers to quiz at the bottom of this page.

Volume 5, Segment 3

Circle Your Answers

1. The purpose of the Small Fleet Service Program is to generate additional engine repair and brake business from local fleets.
A) True
B) False
2. Target small fleets have:
A) 1 – 5 vehicles.
B) 5 – 15 vehicles.
C) 15 – 30 vehicles.
3. A letter and copy of your company brochure is sent to the Fleet Managers of businesses within.
A) 1 – 3 miles of your shop
B) 3 – 5 miles of your shop
C) 5 – 10 miles of your shop
4. The letter you send includes expressing interest in meeting with them personally and telling them you will call within a week to set an appointment.
A) True
B) False
5. The letter you send includes an invitation to stop by your shop to meet with you to discuss the program.
A) True
B) False

In the next issue of Learn To Earn we will begin discussing service center employment practices and how to build a high performance team.

Don't miss out on 25 TSP bonus points! Here is how to add 25 TSP bonus points to your account!

- Complete the above quiz by circling your answers.
- Completely fill out the information below: (Please print. Information must be legible to receive credit)

Account Name: _____ Date: _____

TSP Account #: _____ Phone Number: _____

- Fax this page to the following number 1-800-550-2654.
- Keep for your records.

Review Quiz Answers: 1B / 2B / 3B / 4A / 5A