

Fleet Management Sales Tip: Vertical Focus



Greetings!

We wanted to share with you a successful sales strategy that we are seeing in the market that may help your fleet management sales efforts:

Focus on a single industry vertical to achieve SALES success.



The large number of different service company types for your salespeople to call on may be impacting sales because the pain point of one industry may not be the same for another industry. By focusing on one vertical with pain that can be solved through GPS-based fleet management, your sales team can refine the value proposition so that it is immediately clear and relevant to the potential customer.

Once one company in a particular vertical becomes a 'reference' fleet management customer, your salespeople should then target all of the other companies in the same vertical. Not only would the sales talking points be refined, but there is the opportunity to demonstrate that the local competition is realizing a competitive advantage by using our solution. "Jim over at AAA is using our system. Perhaps you, too, could reap the same benefits."

Some service company types that are seeing benefits from using GPS-based fleet management include:

- Courier
- Distribution
- Electrical
- Food & beverage
- HVAC
- Landscaping
- Limousine/Taxi
- Mobile medical
- Plumbing
- Roofing
- Trucking

We hope you find this helpful. If you have any questions about this or any other GPS related topic, please do not hesitate to contact your relationship manager.

Sincerely,

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