

# White Paper: Commercial Van Sales

## What businesses buy vans?

- **Limo, airport transportation** Our vans represent a more economical way to transport corporate clients with added value.
  - *Key: Find out when the next vehicle is due to be retired/That's when they buy.*
  - *Side Effect: Limo operators are buyers for used large SUV's*
  
- **Hotels / Motels:** They buy 7/9/12/15 passenger vans with hi tops.
  - *Key: Find out when the next vehicle is due to be retired*
  - **Side effect:** Rentals and service customers with take 1 counter displays
  - Offer discount program, and transportation (For service)to hotel employees
  
- **Handicap up fitters:** Get to know and spiff the sales guys at all the up fitters in your area they can send you a lot of business. Go to [nmeda.org](http://nmeda.org) dealer locator to find good up fitters. Check your local yellow pages under conversion vans, Handicap.
  - The Mini- van trap: first thing these up fitters will do is try to sell a completed mini van. Why? So they don't have to do anything. So know your customers needs and meet the customer at the up fitter to keep control of your sale.
  - **Key:** Explorer pool chassis 1500 series are **GVW 7817** not the **7200** in the G M spec sheet. This label is on the drivers door jam. This is important because most up fitters will tell customers they cannot put a lift on a 1500 ALL WHEEL DRIVE CHASSIS "This is false" An Explorer van at 7817 is well within N M E D A . O R G range.
  
- **Rental car companies:** Check out: Go to Superpages.com to find Auto rental/van rental/limo/ airport transportation operators. Use your local yellow pages to find companies in your area [http://pamrentacar.com/Conversion\\_Van\\_Rental.html](http://pamrentacar.com/Conversion_Van_Rental.html) check out this company

- **Corporate transportation needs:** The farther they are from a major airport the more likely they have a transportation program. State/county chamber of commerce usually has corporate listings so you can find companies with more than 25 employees.
- **Schools, Churches, Golf courses:** Make community connections, Send post cards

## Commercial Marketing Plan:

### 3 Step program:

1. **Call**
2. **Mail (e-mail)**
3. **Visit**

- **Sales help:** We provide the materials and expertise to call on outside businesses: use Google maps, Phone book, Superpages.com etc. to be productive.
- **We make it easy** for you to be the pro in specialty vehicle sales because our reps will put together the whole presentation for you including presenting the numbers and getting a check.
- **Explorer rewards “Bird dog” program**
  - \$200 for any referrals that buy an Explorer van

# How can Explorer help your Dealership:

- Explorervan.com vehicle configurator: build virtual vehicle on line with customer and submit for quick quote.
- Explorer can build and deliver in 2-3 weeks. We have 500 vans on the ground ready to build.
- The average van customer has a credit score over 700
- Invest only time to help generate extra sales during these tough times for your dealership
- Specialty vehicle sales generate average grosses 3-5k.
- Specialty vehicle buyers have more money and higher credit scores than the average GM buyer.
- 40% of specialty vehicle buyers pay CASH
- "Spin to win" program. Sales spin from Explorer on every vehicle
- Sales person will come to your business, or home to meet your transportation needs.