

TOP 3 WAYS

Equipment Dealers Grow Share Of Wallet

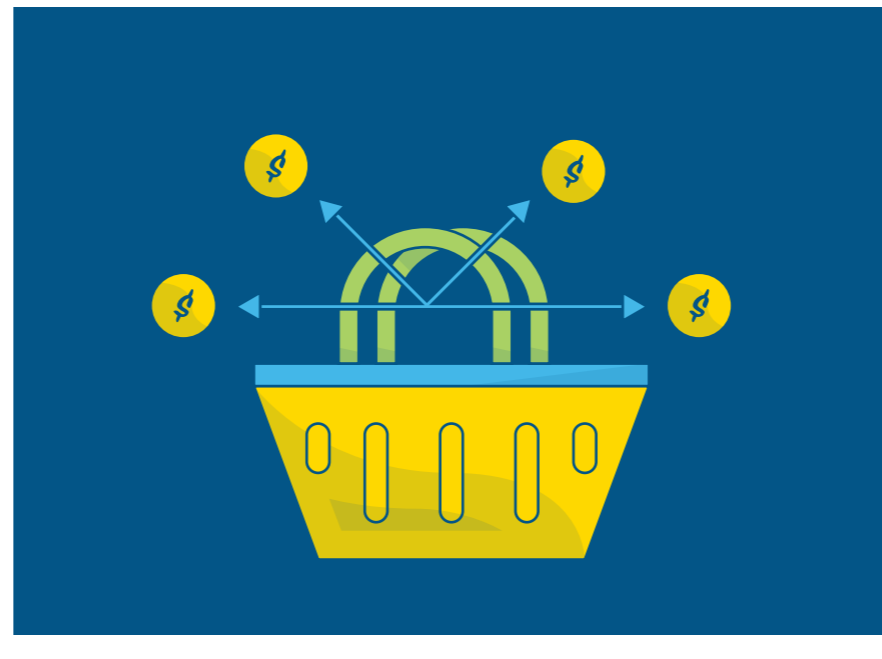
As an equipment dealer, your goal is to get as many deals as possible, so you can grow your share of wallet. When you can get more business from each customer, (and new customers!) your bottom line benefits.

HOW CAN YOU ACHIEVE THIS?

WIN NEW BUSINESS OPPORTUNITIES



CREATE ADDITIONAL REVENUE THROUGH EXISTING SALES



PROTECT YOUR CURRENT SHARE OF WALLET



You can bet that your competitors are looking to grow their share of wallet too. The key to increasing your share of wallet is having access to the right information at the right time.

1.

WIN NEW BUSINESS OPPORTUNITIES

Here are two strategic ways to think about new opportunities for your dealership.

BRAND NEW PROJECTS

Third-party sources can provide information on major construction projects in your market

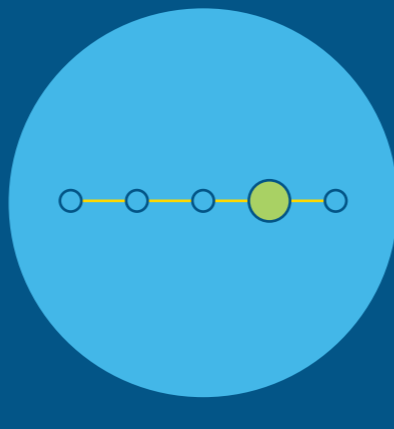
WHERE THEY ARE LOCATED



HOW MUCH THEY'RE WORTH



WHAT PHASE THEY ARE IN

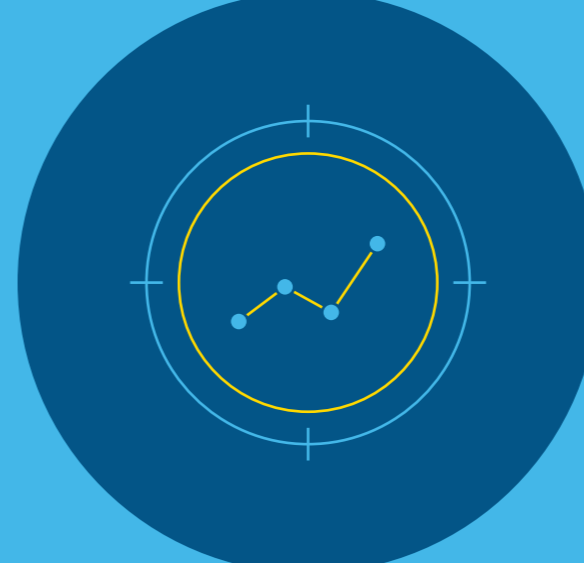


This information can reveal potential opportunities for your business, and can be brought into your sales workflow via your CRM.

One project can include several opportunities. Tracking and reporting needs to reflect this.

NEW-TO-YOU BUSINESS

Industry data can alert equipment dealers when a local company buys or leases machinery:



COMPETITOR ANALYSIS

Letting them know if they missed out on any opportunities



CUSTOMER RESEARCH

Detailing the timing of opportunities for future leasing deals

2.

CREATE ADDITIONAL REVENUE OPPORTUNITIES

Existing customers can provide additional revenue opportunities after their initial purchase:

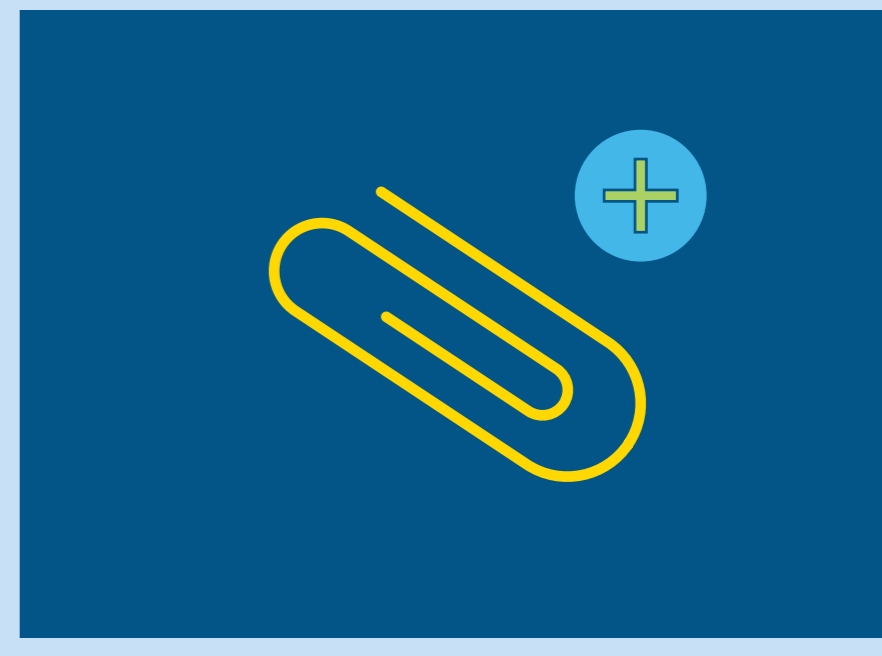
PREVENTATIVE MAINTENANCE



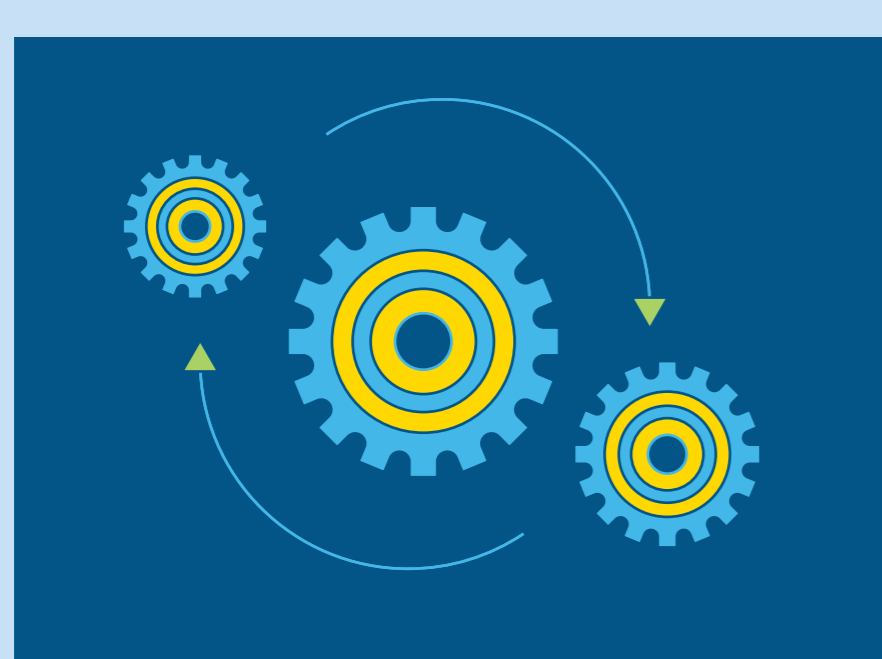
EXTENDED WARRANTY



ADDITIONAL ATTACHMENTS



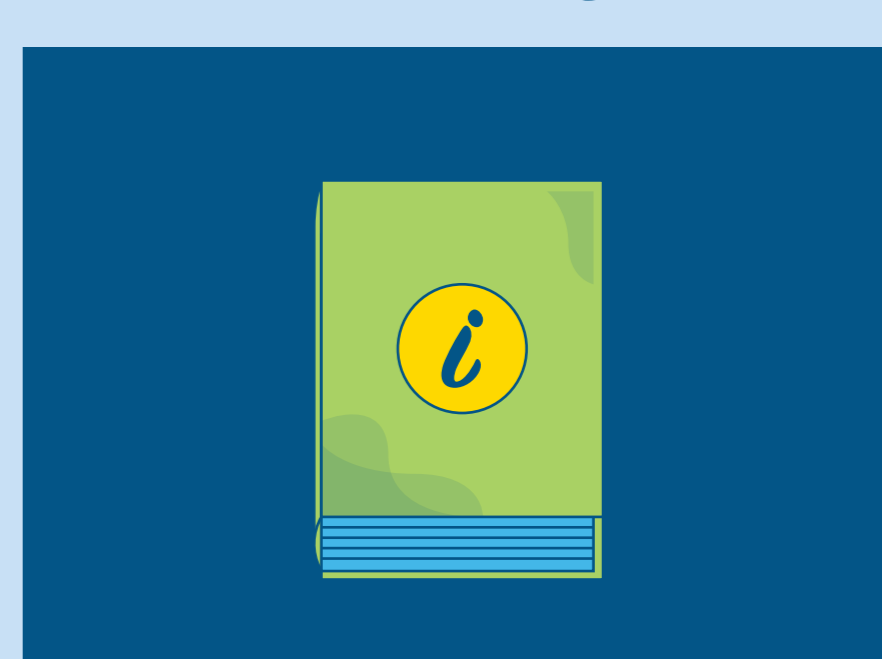
MACHINE CONTROL GUIDANCE



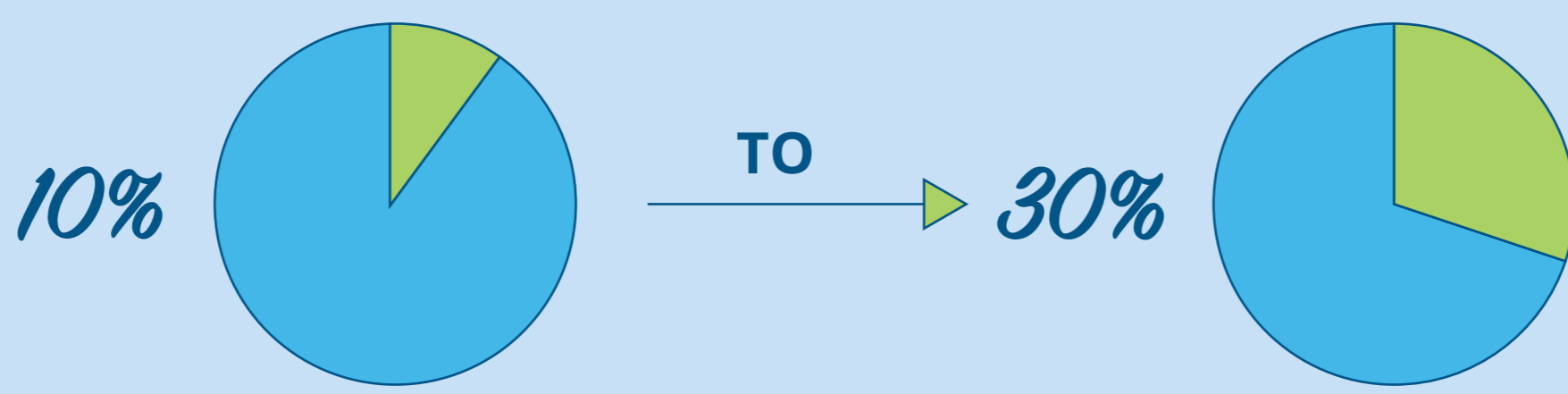
TECHNICAL SUPPORT



TRAINING



COMBINED, THESE CAN RESULT IN INCREASES IN REVENUE OF



You need to be able to identify the right time to pursue the right accounts. For instance, if customers were most likely to buy extended warranties 90 days after purchase, you could track purchase dates and schedule three-month follow-up calls.

HOWEVER, EXECUTION AT SCALE GETS VERY COMPLEX AND IT BECOMES EASY TO MISS OPPORTUNITIES

YOUR SALES TEAM HAS

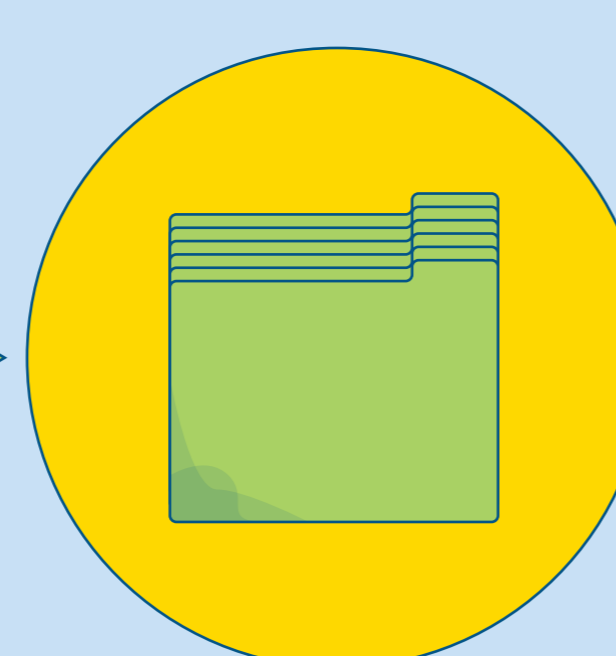
150



SALES REPS

EACH REP HAS

50



ACCOUNTS

EACH ACCOUNT AVERAGES

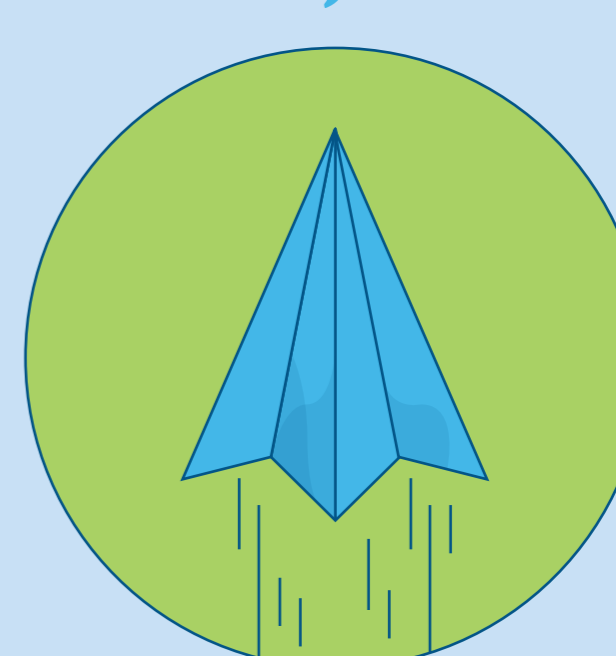
20



PIECES OF EQUIPMENT

THAT'S AROUND

150,000



OPPORTUNITIES!

3.

PROTECT YOUR CURRENT SHARE OF WALLET

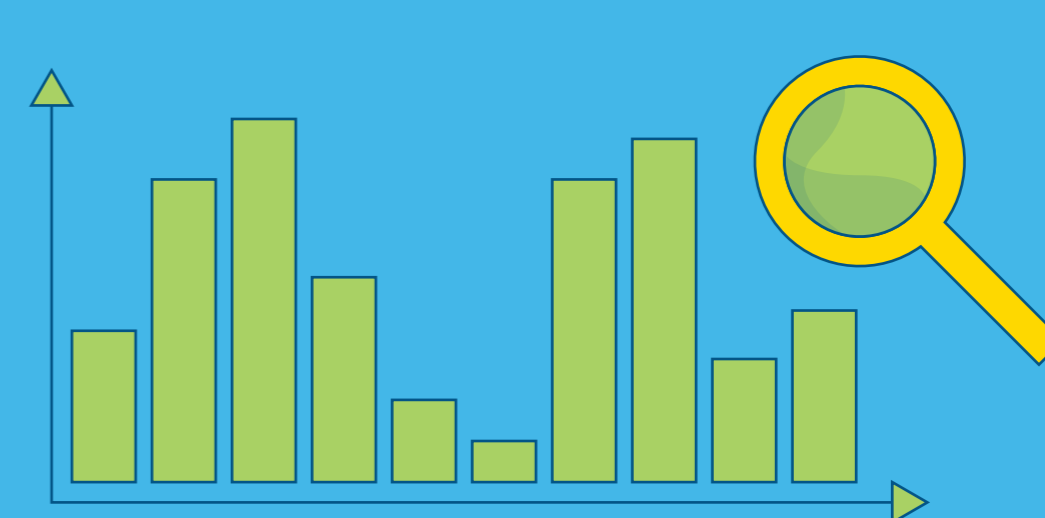
Every day, multiple employees are interacting with customers and learning new data which could potentially transform how you approach sales conversations and customer follow-ups. However, you need to share the right information with your sales team at the right time.

Optimize the lifecycle with visibility into equipment purchased or rented by customers. Information around technical details, service calls, warranties and more could make your sales team much more productive and informed.



E.g. The ideal timing to renew an equipment lease can boost renewal rates by up to 50%.

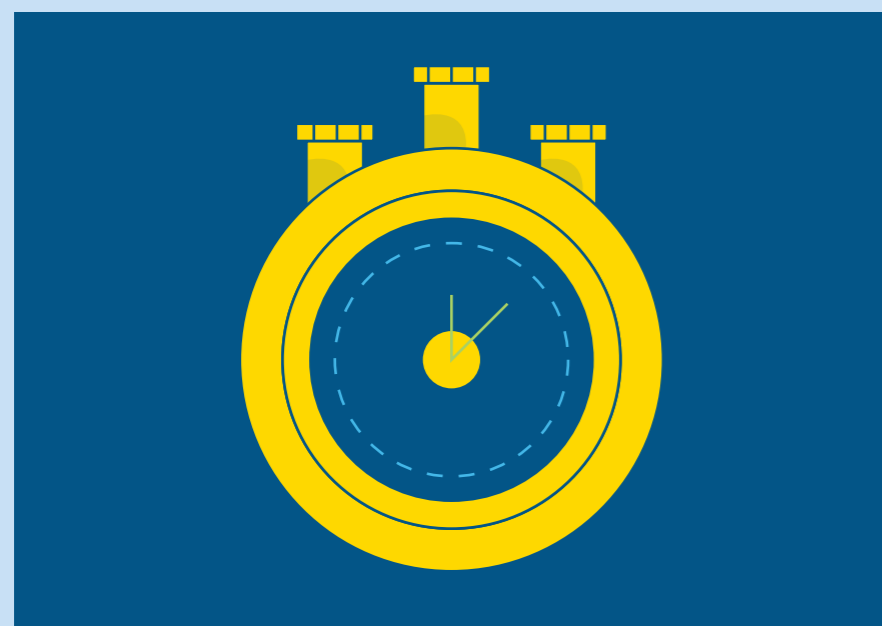
Improve the effectiveness of sales team by making equipment usage data readily accessible.



E.g. Customer services may learn that some equipment is being heavily utilized. This may impact maintenance requirements and warranty limits.

ALL THIS DATA MAY ALREADY BE TRACKED IN YOUR ERP SYSTEM AND ACCESSED MANUALLY, BUT IT'S:

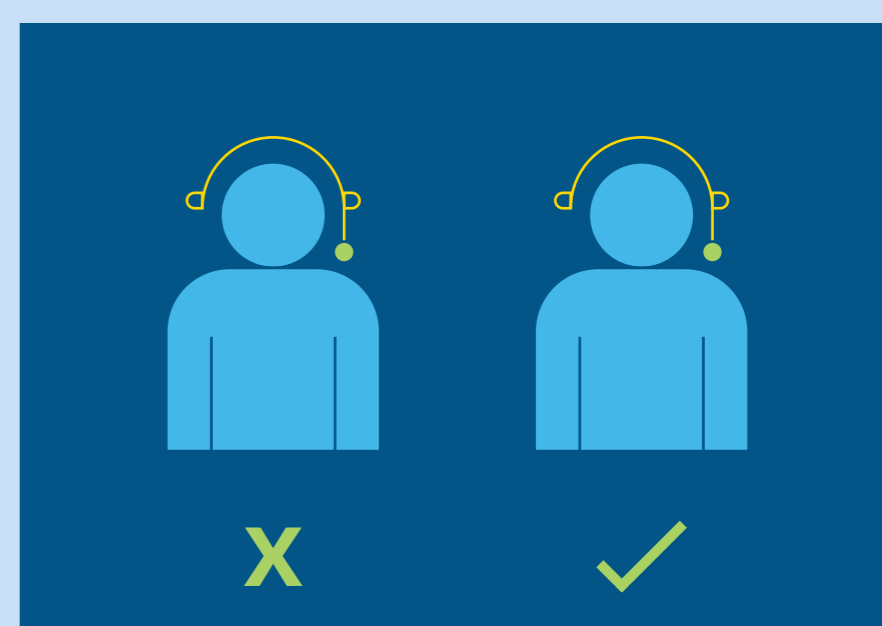
A TIME INTENSIVE PROCESS



DIFFICULT TO FIND THE CORRECT DATA



INCONSISTENT EXECUTION BY INDIVIDUAL SALESPEOPLE

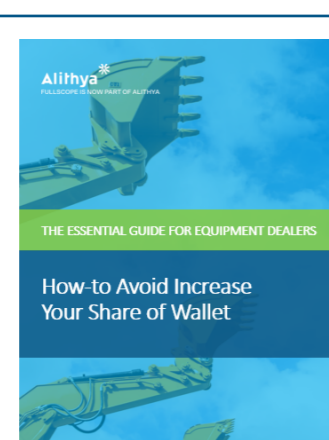


WHAT IF YOU COULD UTILIZE YOUR ERP INFORMATION TO GROW YOUR SHARE OF WALLET?

The Fullscope Equipment Dealer Solution is a holistic CRM solution that tracks, integrates and uncovers valuable data and surfaces actionable opportunities for your organization.

- Simple to implement and adopt
- Easy-to-digest screens provide valuable insight
- ERP data pulled into a 360 view of each account and piece of equipment
- Designed around your most important metrics and desired business outcomes
 - Adaptations can be made according to your evolving business needs
 - Proven to have a material impact for equipment dealer nationwide
 - Capable of all types of ERP integration including:
 - Equipment inventory (sales/rental, past sales, customer-owned equipment)
 - Service calls and equipment service history
 - Warranties and customer service agreements
 - Complete equipment history in one place (sales, trade-ins, service, rental)

YOU KNOW THE METRICS THAT DRIVE YOUR BUSINESS, SO WE WORK WITH YOU TO DEFINE THE DESIRED BUSINESS OUTCOMES AND DESIGN YOUR UNIQUE CRM SYSTEM.



LEARN MORE ABOUT INCREASING YOUR SHARE OF THE WALLET