Vertical Playbook

Transportation and Logistics

GEOTAB

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CHAPTER 01

Welcome

Let's work together to help transportation and logistics customers navigate the road ahead

Most transportation and logistics businesses have a telematics solution of some kind, but many are relying on older or one-size-fits-all solutions that do not provide the flexibility or level of integration they need to achieve their business goals and meet regulatory imperatives. Together, we can offer these customers a powerful blend of innovation, expertise, knowledge and support to help them succeed in a challenging and ever-changing operating environment.

We're in this with you for the long haul

Geotab is proud to work with partners, like you, to provide end-to-end service and support to a wide range of customers. Our collaboration makes each of us stronger and produces better outcomes for the customers we serve.

With that in mind, we've developed this playbook to help you succeed in reaching new customers in the transportation and logistics market. With concerted effort, we believe we can make considerable gains in establishing your company and Geotab as the leaders in this vertical.

In this playbook, you will find tips, tools and insights to help you understand the unique characteristics of the transportation and logistics market, the competitive landscape, and the many opportunities that exist to deepen our relationships with this valuable customer base.

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Getting started

Geotab has many resources to support you in reaching these customers. The goal of this playbook is not to repeat what has been prepared before, but to provide you with fresh expert tips, proven techniques and market insights, written in an easy-to-scan manner, that you can use immediately to increase success.

You can read the entire playbook or go to sections of interest. To make it easy to scan, we've pulled out nuggets of information. You can spot them by looking for the corresponding icon:

Questions and conversation starters that can help open doors and expand key contacts.

Best practices you can apply in your sales process to increase success.

Links to additional information about Geotab products and services, market insights, sales tools and resources.

Geotab Team

If you have questions, or you are looking for some additional insight, please feel free to reach out to one of these Geotab experts.

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CHAPTER 02

Why Geotab?

Partnering with Geotab makes sense for your business

Partnering with Geotab is a win-win-win for you, your transportation and logistics customers and us. We rely on your sales and support expertise to deliver an exceptional experience to our mutual customers. In turn, you can leverage Geotab's credibility and strong brand position to extend your reach into this market.

We are committed to innovation and continuous improvement. We are always advancing technology that empowers businesses, protects the environment and makes the roads safer for everyone.

Our data insights equip transportation and logistics businesses to take advantage of live traffic prediction, benchmarking, identifying dangerous intersections, insurance discounts, as well as:

• Complete visibility into their workforce, vehicles and fleet operations costs

• Fuel usage and idling trend insights

• Simplified compliance and management of driver's vehicle inspection report (DVIR), International Fuel Tax Agreement (IFTA) and Hours of Service (HOS)/electronic logging device (ELD)

• Performance tools, such as the Driver Safety Scorecard

• A completely open platform for easy data integration

• IP68 and IP69K rated telematics device for fleet equipment

To learn more about Geotab and this market, be sure to review the following documents. They are updated regularly, so check back often.

Geotab company overview

Transportation and Logistics Reseller Toolkit

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Differentiators that make it easy for you to sell and customers to buy Geotab solutions

Geotab has focused a lot of effort on the transportation and logistics market over the last several years. Many of the largest truck fleets are choosing Geotab over other solutions because of our:

Open Platform

Unlike out-of-the box, one-size-fits-all solutions, Geotab offers customizable and scalable solutions to meet the needs of businesses of all types and sizes. Our open platform, software development kit, APIs, IOX expandability, and rich ecosystem of partner solutions ensure that customers can find and/or customize solutions to suit their specific business needs.

See: geotab.com/fleet-management-solutions/software-integration

Position as a recognized world leader in telematics

- ABI Research Rated #1 telematics provider 4 years in a row
- More than 900K active heavy truck subscriptions
- Largest penetration into Fortune 500 companies - 1 to 200K vehicle fleets
- 55K customers, and over 3.7 Million connected vehicles
- 80B Data points processed daily

Superior product quality

- With a hardware failure rate of less than 1%, we're well below the industry average of 7-10%.
- We design, build and manufacture entire end-to-end process, including hardware, firmware and software

Superior data accuracy

Geotab's patented curve logging algorithm moves data efficiently from the vehicle to the server. It is designed to capture rich data and discard useless data points. It is much more accurate than alternative methods of GPS logging and eliminates redundant information to avoid higher data costs. (Curve Logging Explained)

Elevator pitch

If you had just 30 seconds with a prospect, here's the pitch we recommend you use to explain why they should choose Geotab.

Geotab is the world's #1 commercial telematics provider, serving over 900K subscribers in the heavy truck market.

Their expansive ecosystem of partners and providers, open platform and unrivaled integration capabilities enable Geotab to meet the needs of transportation and logistics businesses of all types and sizes.

They understand the unique challenges businesses in this market face and are constantly innovating and expanding offerings to meet those needs. Geotab solutions enable transportation and logistics businesses to achieve business goals related to workforce, assets and cost management, vehicle uptime, compliance, sustainability, driver performance and safety.

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CHAPTER 03

Understanding the transportation and logistics market

Overview

Transportation & Logistics companies plan and facilitate the processing, storage and movement of goods. They must ensure the safe and efficient transportation of goods to a destination, which may range from regional deliveries to cross-country deliveries.

A heavy truck fleet is a group of vehicles made up of large vehicles primarily used for long-haul transportation. These include, but are not limited to:

For hire truckload carriers: These trucking companies earn their revenue by hauling freight for other companies.

Less than truckload carriers: These carriers move products that are too big to be sent through the general postal service.

Fleet Leasing: These companies provide vehicles for lease or rent to fleet managers who want to avoid the upfront cost of purchasing.

Private/Dedicated Fleets: Geotab can provide complete visibility and tracking of the mobile workforce and offers a rugged telematics device for reliability in challenging environments.

Inter-modal: These fleets are usually local companies that haul containers to and from the rail yard or a shipping port.

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Top priorities

Compliance

There are complex regulatory mandates that fleets must adhere to including electronic logging mandates. Geotab can help simplify and strengthen compliance.

Success story:
D&H Transportation: Cutting costs with ELD and weigh station bypasses

Fleet optimization

Fleet managers must balance the need to invest in vehicles to maximize utilization and productivity with the ever-present imperative to reduce overall fleet operating costs. With Geotab tools, trackers, reports and insights, they can maximize vehicle utilization, reduce fuel and maintenance costs, increase uptime, extend vehicle life and minimize time spent on administration.

Read: How to improve and track your Class 8 fleet's aerodynamic performance

Safety

Transportation and logistics businesses take safety very seriously. They need solutions that will help them promote safe driving behaviors to keep employees, customers and communities safe, lower penalties and fines, reduce vehicle wear and tear and reduce insurance and claim costs.

Success story:
The Musket Transport Ltd: Advancing fleet compliance for electronic logging in Canada

Expandability

Most businesses in this market have solutions in place; however, they often have too many apps and want to consolidate the data they are collecting. They need easy access to data insights. Geotab can help them integrate and centralize apps and system software so they can access what they need quickly and easily and reduce the time they spend on administration.

Success story:
Cardinal Couriers: Using telematics to increase operational visibility

Productivity

Attracting and retaining drivers is a significant issue in this industry and it is expected to get worse. American Trucking Associations (ATA) projects that the shortage could reach 160,000 by 2030. Trucking companies are looking for solutions to help them improve performance and training, maximize driving time, protect the company and drivers from false claims, and reduce the administrative burden on drivers.

Read: 3 ways to improve driver recruitment and retention

Sustainability

Businesses in this market are working hard to establish themselves as responsible stewards of the environment. To do so, they are focused on reducing greenhouse gas emissions and fuel consumption without compromising efficiency, performance or cost-effectiveness. Geotab offers a wide variety of tools and reports to monitor and manage sustainability metrics and overall performance.

Read: Fleet sustainability software and solutions

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CHAPTER 04

Gathering market insights

The transportation and logistics industry is evolving due to economic, political, and technological change, and, of course, the global pandemic. However, despite the many shifts that have occurred, the market continues to grow. According to Businesswire, "The global logistics market reached a value of $4.92 Trillion in 2021. Looking forward, the publisher expects the market to reach $6.55 Trillion by 2027, exhibiting at a CAGR of 4.7% during 2022-2027."

On top of growing pressure and increasing regulations aimed at reducing environmental impact, businesses in this market are navigating challenges such as inflation, supply chain shortages of vehicles, parts and materials, and the growing threat of cyber attacks.

Cybersecurity is a serious risk. In 2018, American Trucking Associations joined the Automotive Information Sharing and Analysis Center in an effort to enhance cybersecurity efforts started with its Fleet CyWatch program. Fleet CyWatch is a program which "coordinates with private and federal efforts to provide motor carriers with information and recommendations in the areas of cybersecurity, awareness, prevention and mitigation methods.

Fleets are changing too. With innovations in heavy truck efficiency, sustainability and safety, truck fleets are much different than they once were and technology is providing transportation and logistics businesses with rich data to achieve these goals.

To manage fleets effectively, prospects in this market must stay on top of trends, monitor and implement best practices, and stay abreast of changing laws and regulations.

To build trust and credibility, it is important that you do the same so that when you're in front of a prospect you can demonstrate that you understand the market and the challenges they face.

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There are a lot of resources available to help you stay up to date on the transportation and logistics market, including:

- Google Alerts to set up news and alerts based on search terms. Consider using "heavy truck fleet" as a key term.

- Many government websites allow you to follow a bill or an issue and receive email alerts to let you know about the latest developments.

- News sites and industry publications can be used to track the introduction of new laws, rules and regulations, and compliance best practices.

- Industry conferences geared toward global fleet management issues, such as Global Fleet Conference and of course Geotab's annual Geotab CONNECT event.

Events

- TCA's Truckload Annual Conference
- NPTC Annual Conference
- ATA MCE

Reports

National Private Truck Council offers a Benchmarking Survey Report for purchase which provides insight into private fleet trends, protocols and best practices.

Businesswire's North American Class 6 - 8 Truck Market – 2022-2026 Report, also available for purchase, provides information regarding:

- Market size and outlook
- Drivers
- Competitive landscape
- Information about OEMs

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CHAPTER 05

Buyer and user personas

There are many entry points into this market. Personas for roles we engage with most often are shown on the following pages. For a full list of buyer and user personas, please contact your Geotab Partner Account Manager.

Get to know the people you'll be talking to

In a large company, there will likely be layers of people you need to speak to. In a smaller company, one person can wear many different hats. If you aren't sure, find out what their scope of influence is by asking questions, such as:

- What are your objectives and priorities?
- What do you hope to achieve?
- Is there data that you need that you can't currently access to measure and achieve these results?
- Do you make technology decisions?
- Do you make purchase decisions?
- If not, who typically makes these decisions?
- How are you involved?

"Back in the day, I would have just been talking to the fleet manager. Now, there are typically more people involved – some more heavily than others. I could be talking to the CEO, CIO, CFO, fleet manager, maintenance manager, or all of them."

- Robin Kinsey

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Commercial trucking

Small Size Fleets (6-49 trucks)

Fleet Operation/ Fleet Manager/GM	IT/ Security Director	Maintenance/ Service Technicians	Safety & Compliance Director	Dispatcher/ Route Planner
Main concerns • Customer experience • Efficiency • Productivity • Sustainability	**Main concerns** • Efficiency • Security • Customer experience	**Main concerns** • Fleet optimization • Safety • Cost management • Compliance	**Main concerns** • Safety • Compliance • Performance	**Main concerns** • Optimization • Productivity • Expandability
Job description Organizes the daily operations of the company fleet to ensure timely, damage-free deliveries and overall customer success.	**Job description** Responsible for the technology strategy, sourcing resources and tools to streamline processes and meet organizational goals.	**Job description** Responsible for the upkeep and availability of vehicles, keeping people and assets safe, and meeting regulations.	**Job description** Ensures drivers and vehicles operate safely and in accordance with regulations mandated by local, State and Federal law.	**Job description** Matches available drivers with loads in the fleet management system to ensure deliveries are made on time and on budget. Organizes and assigns workload and manages routes to optimize productivity and efficiency.
Responsibilities • Brand reputation • Market leadership • Productivity • Cost management	**Responsibilities** • Data security • Government regulations • Digital transformation	**Responsibilities** • Vehicle uptime • Maintenance cost management • Extending vehicle life	**Responsibilities** • Driver, customer, community safety • Risk management • Vehicle maintenance • Compliance • Driver performance	**Responsibilities** • Visibility of workforce, assets and costs • Productivity • Efficiency • Customer experience

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Medium Size Fleets (50-499 vehicles)

In medium-sized operations, senior executives are often involved in the procurement process. We've included their personas for your reference.

Chief Executive Officer	Chief Information Officer	Chief Technology Officer	Chief Financial Officer	Operations Director	Fleet Supervisor/Director
Main concerns • Profitability • Growth • Brand reputation	**Main concerns** • Process management • Data efficacy • Security	**Main concerns** • Security • Compliance • Innovation	**Main concerns** • ROI • Profitability • Meeting financial targets	**Main concerns** • Customer experience • Efficiency • Productivity • Sustainability	**Main concerns** • Optimization • Productivity • Safety • Compliance • Expandability
Job description Accountable for driving growth and profitability of the business. Manages executives, oversees and monitors achievement of strategic goals.	**Job description** Manages the day-to-day internal IT operations as it relates to security, resources, technology assets, and budget.	**Job description** Manages the development and implementation of technological resources and tools for external customers, contractors/partners, and vendors to achieve greater efficiencies and increase profits.	**Job description** Responsible for the financial management, including tracking cash flow, analyzing financial strength and weaknesses, assessing acquisitions, and developing strategies to improve revenue.	**Job description** Organizes the daily operations of the company to ensure timely, damage-free deliveries and overall customer success.	**Job description** Responsible for the purchase, operation and maintenance of vehicles, adherence to local, State and Federal regulations, policy development, working with insurers and other providers.
Responsibilities • Innovation • Efficiency • Safety • Sustainability • ROI	**Responsibilities** • Productivity • Compliance • Efficiency • Cost management	**Responsibilities** • Security • Efficiency • Sustainability • Productivity	**Responsibilities** • ROI/Cost reduction • Efficiency • Profitability • Compliance	**Responsibilities** • Availability of drivers and vehicles • Scalability • Risk management • Cost reduction/ROI • Brand reputation	**Responsibilities** • Recruitment and retention • Driver performance • Efficiency • Adherence to regulations • Vehicle maintenance • Risk management

We're in this together

If you're negotiating a complex deal or working with a company that owns a fleet of 500+ vehicles, feel free to reach out to a Geotab team member for help. When you succeed, we succeed!

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What keeps your customers awake at night?

There are some universal challenges that customers in transportation and logistics face and you have an opportunity to show them how you can help. We find it best when we avoid the hard sell, and, instead, educate prospects on how these solutions can solve their problems and bring value to their business.

Customer challenge	Your opportunity
Recruitment and retention	Recruiting and retaining drivers is one of the biggest challenges that transportation and logistics businesses are facing. A lot of businesses would grow if they could recruit more drivers. Talk to your customers about how Geotab solutions can help keep drivers safe, protect them from false claims and enhance overall performance. • Driver scorecard • Geotab Drive
Operating costs	Inflation being at an all time high, rising fuel and maintenance costs and supply chain issues are all taking their toll on these businesses. They can't get new trucks easily so they need to keep aging vehicles on the road longer. Explain how these solutions from Geotab can help them manage costs and extend the life of their vehicles. • Asset utilization report • Remote diagnostics and service reminders
Productivity	Growing customer demand, driver shortages, supply chain issues and ever-changing regulations place a heavy administrative burden on trucking companies. Highlight solutions that help them optimize driver time and vehicle uptime, while reducing manual processes and administrative tasks. • Active Insights • MyGeotab groups and sub-groups

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Customer challenge	Your opportunity
Safety	On top of the more typical vehicle and driver safety issues, such as driver behavior and vehicle health and maintenance, transportation and logistics companies also have to manage the risk of drivers being unable to find rest stops. Show them how our solutions can help them improve training and performance, promote safe driving practices, and plan routes and rest stops to avoid HOS violations and unnecessary safety risks. • Safety dashboard • Automated coaching • Integrated dashcams
Compliance	Compliance regulations are constantly changing. Transportation and Logistics businesses need agile systems that will allow them to meet new requirements, improve vehicle maintenance and driver reporting and reduce overall risk. Talk to your customers about how Geotab is helping companies like theirs strengthen compliance and reduce violations. • Advanced HOS logs report • Electronic DVIR
Insurance and liability	Trucking companies have become a target for opportunistic lawyers and clients. Many have had large 10-digit verdicts rendered against them, even when the accident wasn't their fault. They need telematics to protect them from this risk and to manage the overall cost of insurance. • Collision reconstruction • In-vehicle driver feedback

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Customer challenge	Your opportunity
Fuel economy	Managing fuel usage and costs has become more important than ever. Show your customers how Geotab's customized reports and tools can help them pinpoint the vehicles costing them the most in gas and plan routes to optimize fuel efficiency. • Fuel card integration • Fuel and idling reports
Supply chain issues	It has been very difficult for trucking companies to manage supply chain issues. Companies needing to grow or replace aging equipment aren't able to do so. There is a shortage of all parts. This means customers in this market must be hyper-vigilant about creating and adhering to regular maintenance schedules. Talk to them about Geotab products that can help. • Dynamic vehicle maintenance report • Predictive maintenance solutions
Sustainability	The pressure from regulators, customers and investors to set specific and measurable sustainability goals is growing. Many businesses in this market are rethinking old models and investing in technology to reduce their environmental footprint. Show them how these Geotab products can help. • CO_2 emissions report • Last three months idling trends • Green fleet dashboard

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CHAPTER 06

Strategies for securing and keeping accounts

Proven steps to success

Geotab has more than 900 K active heavy truck subscriptions and we are the provider of choice for some of the largest fleets in North America. We collaborate with partners, like you, every day. We see and hear first-hand what actions have proven fruitful for selling to this market and we can help you succeed, too.

The seven habits of highly effective Geotab resellers

1 Ask questions

Focus on learning about the person in front of you.

4 Play nice in the sand

Look for opportunities to demonstrate Geotab's integration capabilities instead of pointing out flaws in the systems that customers already own.

5 Use the resources available

Take advantage of Geotab case studies so customers can learn about the value of our solutions directly from other customers.

7 Leverage the support available to you through Geotab

Not sure if you should or can take on a complex contract? Reach out to a member of the Geotab business development team.

2 Listen carefully

The customer will usually reveal what they need.

3 Do your homework

Spend time on the agency's website and study key resources.

6 Bring people together

When you're setting up a sales meeting, invite all stakeholders, including purchasing, so everyone can hear how you address questions/concerns.

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Do your homework

Every transportation and logistics company is unique. However, they share a common frustration in that they are bombarded all day long by people wanting to sell to them. To stand out in this market, it is important to do your homework. It will be easier to get a prospect's attention if you are proactive and you know what they do and who their customers are.

A lot of trucking companies are public, so it is easy to find information on them. You can also learn a lot about a prospect by spending some time on their website and being observant when you are on site.

- Look at the news section of your prospect's website to find out what awards they've won and business deals they've secured recently.

- Check to see if they have a list of customers on their website.

- When you're on site, go to the yard and spend five minutes looking at the fleet to see if the trucks are in good condition. If trucks are beaten up, there's a good chance the prospect won't be looking for the most expensive option or what is best for them. If instead, the trucks are in great condition and the drivers look professional, the company will likely be looking for the best solution to help them achieve their business goals and manage their brand.

- Pay attention to their lobby. Trucking companies are proud. They will display awards, news stories, and pictures that will tell you a lot about them.

Build relationships

Transportation and Logistics companies don't typically make decisions quickly. Don't expect to make a sale the first time you connect. In fact, it is common for the sales process to take as long as 18 - 24 months. Sometimes it takes this long because the company is already locked into a contract. It may also be that the company just takes a long time to make a purchase decision. Whatever the case may be, use this time to build a strong relationship so that when the time is right, you are the person that they think to call about upgrading their system.
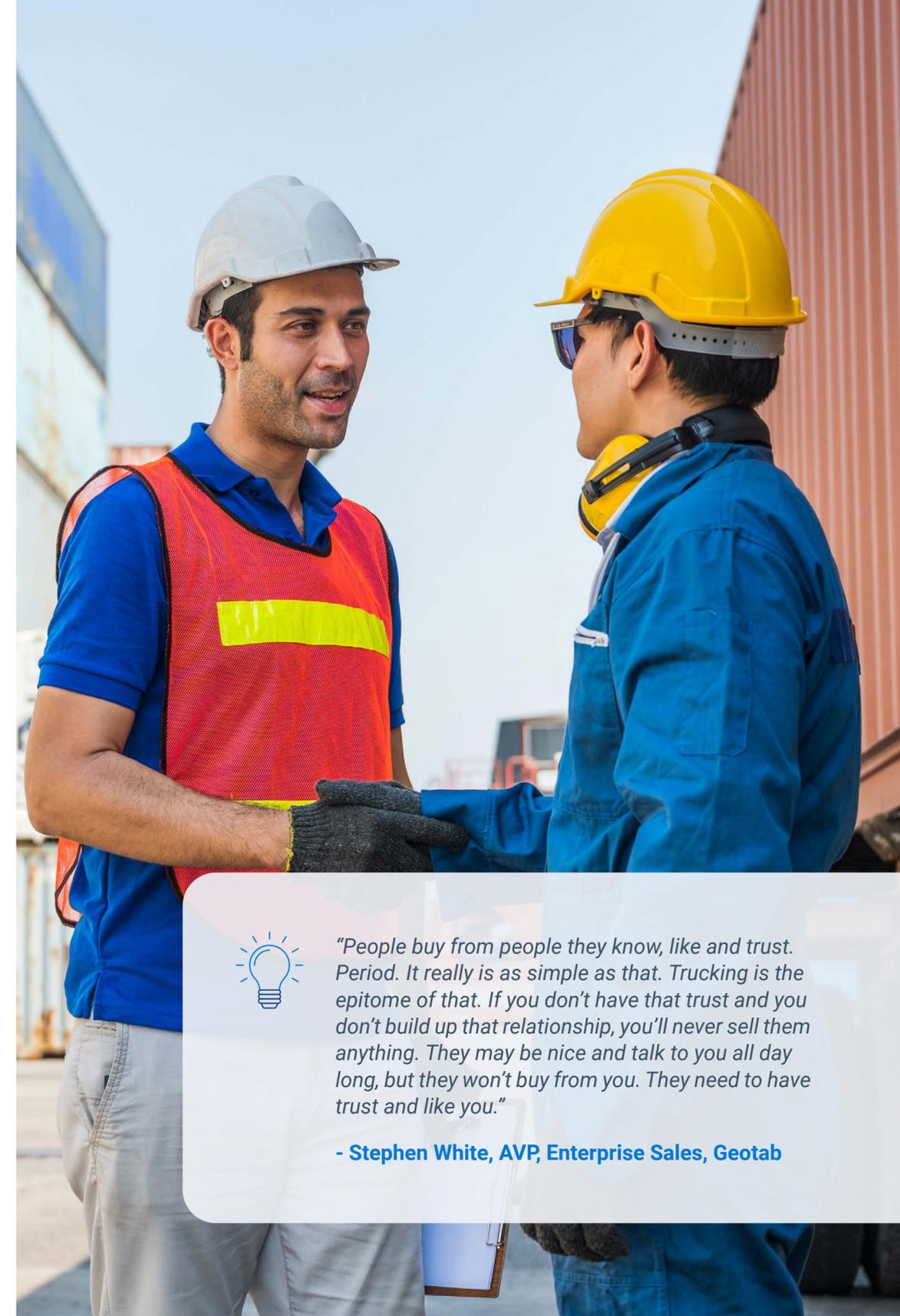
"People buy from people they know, like and trust. Period. It really is as simple as that. Trucking is the epitome of that. If you don't have that trust and you don't build up that relationship, you'll never sell them anything. They may be nice and talk to you all day long, but they won't buy from you. They need to have trust and like you."

- Stephen White, AVP, Enterprise Sales, Geotab

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Be prepared to respond to objections

Most businesses in this market have a telematics solution of one kind or another. Switching equipment in a fleet with thousands of vehicles is not an easy undertaking. These customers have a high degree of familiarity with this technology, so they may counter your selling points with objections. However, they may not always know what the newest solutions are and how they can help improve business outcomes.

Don't shy away from this opportunity. When a prospect offers up an objection, they're actually opening a door for you to inform and educate them. Dig into objections to understand what they mean.

- Acknowledge the objection
- Validate it
- Resolve the objection with a reference
- Move to the next step

For more tips, see:
Handling customer objections

Don't be discouraged by the length of the process

Changing a fleet, whether you're talking about 10 trucks or 10,000 trucks is a very big deal. To change technology, transportation businesses have to take trucks out of service. When the wheels aren't turning, they aren't making money, so they need to consider these decisions carefully.

They have to consider ELD and government regulations and integration into their transportation management system. And, when you factor in additions such as cameras or asset trackers, decisions become even more complex.

On top of that, there are a lot of stakeholders in the decision and each one has their own objectives and priorities that must be factored into the purchase decision.

Use the time wisely to help your primary contacts make the case for the change. Dig in to understand their needs and show them how the solutions will not only help them achieve their objectives, but also simplify processes and procedures.

Stay in touch with customers…always

You don't want to fritter away a relationship, let alone one that takes two years to build. When you succeed in making a sale, stay in touch and continue to deliver top-tier service.

Listen to customers and take their issues seriously. Ask them how they want to stay connected and check in at those times. Ask questions, such as:

- How are things going?
- What's working well and what isn't?
- Is there anything you're not getting that you need?
- How can we improve your experience?

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Common objections and responses

We asked our Business Development Managers what questions and objections they encounter in their conversations and how they respond. Here are a few that might be helpful when you're getting started.

Already in a contract

"When you hear that the customer is in a contract for the next year or two, don't think you need to leave them alone for a couple of years. The opposite is true. If I hear that someone only has a year left in their contract, that means I have to speed up my sales process. A year goes by pretty fast. If someone has two years, that's perfect. I'm going to build a relationship with them and make sure that I'm the guy they turn to when that contract is up. You need to train yourself to see this objection as an opportunity."

- Stephen White

"Sometimes people say to me that they are working with XYZ company and they don't like them. I ask what they don't like, and what it is they need that they're not getting from them. I also ask what they like about their current provider that they want to see in their next solution."

- Robin Kinsey

We've seen Geotab before and it wasn't the right solution

"Ask follow up questions like when did you look into Geotab? What was it you didn't like? Then tell them how we've changed and evolved our solutions for this market over the last three or four years."

"We've taken objections to our management and development teams and we've made huge improvements. We're over 99% stable and getting close to 99.9%. We did this by taking the opportunity to communicate with customers and really listen to them."

- Stephen White

"If we do our job, build a relationship, do the discovery piece, articulate our value and truly become consultants, we will beat the competition every time."

- Robin Kinsey

I am getting everything I need from another all-in-one provider

"Point out that this is actually a disadvantage. It means they have to make that particular solution fit their business and they don't have another option. With Geotab, you can ask, 'What camera do you need? I have X number of those, or what asset tracker are you looking for? I have X options to choose from. What is the problem you're trying to solve? I have a toolbox full of options, I'll find the one that is the best fit for you.'"

- Robin Kinsey

"With a modular system like ours you can put the best components together. It's hard to be a jack-of-all-trades."

- Stephen White

You're all the same

"I ask what do you know about Geotab? Did you know that we've just surpassed 3 million subscribers? I tell them we're not the same and show them how we're different. Like, rules and reporting. Show how easy it is to do it. You can put a rule in today and run it against historical data. Other providers can't do that."

- Robin Kinsey

"No one has better data or richer data sets than Geotab. Show the customer the reports that can be generated…how accessible, beneficial and customizable they are. Find out what's important to them and what they're not getting today. They can customize to get granular data, urgent alerts, or trend reports every six months."

"Stress that the product they buy today is not the same one they'll get two or three years down the road. We're always adding and improving. Cyber security is an excellent example of that. We are continually updating and improving security features."

"Geotab is the only company that will publicly publish and give SDK, code examples and APIs to anybody. That's pretty powerful. That's where we really stand out."

- Stephen White

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CHAPTER 07

Ready-to-use sales and marketing tools

Create campaigns that convert with these resources

Geotab has all the content you need to build your own next big campaign or go-to-market materials for Transportation and Logistics. We have curated links to resources here for you to bookmark and reference at any time in your journey.

Reseller toolkit

Case studies

Whitepapers/ ebooks

Blog posts

Videos

Brochures

News releases

Sales tools

Webpage

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CHAPTER 08

Time to start selling

We hope this playbook inspires you to tap into this vast and lucrative market and that you find the tips, tools and resources that we've shared to be helpful. They're gleaned from many years of selling successfully to government agencies.

This is a 'living' document, which means we will update the content as resources, insights and approaches change. In the meantime, we will leave you with some parting tips from our Business Development Managers.

Question:

What do you think are the most important things a sales rep should do or understand about this market to be successful?

- **Don't cut corners when it comes to learning about the customer:** Take the time to do your homework. It will go a long way toward helping you forge a strong and lasting relationship.

- **Remember that sales don't happen overnight:** Be prepared to nurture the relationship for 18 to 24 months.

- **Encourage feedback:** It's nice to hear what's working, but it is critical to hear about problems. That's how we improve.

- **Be ready to support at all times:** Remember that this industry is 24/7/365. Drivers are on the road all the time and will need support at odd hours.

- **Don't hype. Solve problems:** Don't just talk about features and specs in general; explain how they will solve customers' problems.

- **Focus on streamlining:** A lot of these customers have too many apps and they need to consolidate. Show how you can make it easier for them to do their job.

- **Don't shy away from objections:** Embrace objections. Make an effort to understand what they mean and seize the opportunity to inform and educate the prospect.

We wish you great success!

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