

M & T TRUCK SALES

When the right philosophy, staff, and investments intersect, a dealership can stay lean while providing service that goes above and beyond customer expectations. M & T Truck Sales, just outside of Chicago in Burr Ridge, Illinois, prioritizes this balance to keep customer service at its peak and maintain the best prices in the Chicago area and

beyond. With Truck Paper serving all its advertising needs, M & T Truck Sales continues down the road of success.

GROWING WITH CUSTOMERS

M & T Truck Sales got its start in 2015. Though young, the company has laid the foundation for strong, steady growth. In

fact, M & T recently constructed a new 7,200-square-foot service center. “With good principles, great service, and a commitment to always put the customer first, we keep growing,” says President Mike Criscione. “There’s really nothing we can’t do here at M & T.”

It’s all part of M & T Truck Sales’ larger mission: “We do our absolute best to help every person who walks in our door,” Mike says. “We want to grow with our customers. We’re in business to help other businesses.” At M & T, ensuring customer satisfaction goes beyond exceptional service. “Pricing is so important to customers right now,” Mike notes. “We’re an incredibly lean company, and everyone is involved 100%, so we can operate on a smaller staff, keep overhead low, and give our customers much better pricing.”

THE INDUSTRY’S BEST

Getting the best possible exposure at the best possible value is essential to any successful business. That’s why M & T chooses Truck Paper for its advertising



**"IN THE TRUCK INDUSTRY,
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**—MIKE CRISCIONE,
PRESIDENT OF M & T TRUCK SALES**



needs. "Truck Paper has really put us on the map," says Mike. "Everyone who's looking for trucks is looking in Truck Paper. We know people will see our ads with Truck Paper; that's why we're confident in our investment and the business it generates."

"Our business is selling trucks and making sure customers are happy with them," says Mike. "I leave the advertising strategy to the experts at Truck Paper, and as long as the phone is ringing, you won't hear me complaining!"

IN PRINT & ONLINE

M & T consistently runs a print ad in the Great Lakes edition of *Truck Paper*; the company recently supplemented that exposure with priority advertising on the front cover of the publication. "I would take five front covers a year if possible," Mike says. "We're getting great traffic from our ad, and we're talking with our Truck Paper rep, Ethan Lawson, about expanding our footprint to other areas in

the country." With nine regional editions in the U.S. and regular regional editions throughout Europe and Australia, Truck Paper is more than able to accommodate.

To ensure an effective online presence, M & T Truck Sales leverages a premium website hosted by Sandhills (www.MT-Trucks.com). The sleek, professionally designed site showcases the company's inventory, service offerings, background, and much more. It also streamlines credit applications by making fillable forms easily accessible from the homepage. "Along with available inventory, our website shows the entire operation," says Mike. "Of course browsers see trucks for sale, but they also see our team, our other services, and our background in the industry. People who visit us rave about our website, and traffic has definitely increased since we got it up and running."

UPDATE INVENTORY QUICKLY & EASILY

Managing the site is a breeze for Mike,

especially when it comes to keeping inventory up to date. Through the Inventory Management app in the Sandhills Cloud, he's able to make changes to any equipment listings posted on TruckPaper.com and on MT-Trucks.com. "I use Inventory Management every day," Mike says, noting its importance when it comes to keeping sales staff up to date on what's available. Ethan is a big help too, ensuring that Mike has all the tools he needs and that he's always available if the team at M & T ever needs anything. "Ethan is always giving us advice," says Mike, "and he shows us how to make sure our equipment is exposed to as many people as possible."

Also available through the Sandhills Cloud is Edit Via Web, a user-friendly app that Mike uses to make changes to his print ad in the *Truck Paper* magazine. This access is crucial, since Mike keeps listings rotating on a weekly basis so his ad stays fresh, and to ensure he's getting the most out of his *Truck Paper* print exposure. (For

more on how to get the most out of Truck Paper, see page 4.)

PROACTIVE GROWTH

In all, Sandhills' tools help M & T Truck Sales stick to its philosophy: providing customers the equipment and service they need to keep growing. "Right now we have our shop, detail service, trailer repair, and pre-owned equipment, and I'm working diligently on putting together a truck and trailer leasing division that we'll roll out in 2018," says Mike. "It's another arm to help our customers and give them more options." And to get the word out, M & T will continue to leverage Truck Paper, both in print and online. "In the truck industry," says Mike, "Truck Paper is the absolute number one way to advertise."

M & T TRUCK SALES ATTENDS SANDHILLS GLOBAL FORUM

In August of 2017, Mike Criscione, president of M & T Truck Sales, traveled to Lincoln, Nebraska for Sandhills' annual Global Forum, where hundreds of equipment and parts dealers, manufacturers, fleet owners and operators, and other professionals from the trucking industry and beyond gathered to network and learn ways to improve their operations. "I met a ton of contacts," says Mike "and I've actually communicated with a few of them already." After consulting with Sandhills' web marketing experts, Mike is eager to implement strategies that will increase web traffic and ultimately boost sales. "I've already sent Ethan, our Truck Paper rep, a list of at least five strategies I want to leverage in our online marketing plan," Mike says. "It's a great way to network and say: *This is what I'm looking for, and this is what I can help you with.* You just don't get that sitting in an office. Having the opportunity to sit down and really consider these things is so valuable, and that's exactly what the Global Forum provides."

