

# FORD COMMERCIAL BUSINESS SOLUTIONS: TOOLS YOU CAN USE

Ford Commercial Business Solutions allow you to retain and build your Commercial business with a comprehensive, life-cycle solution that no other competitor offers. This job aid contains tools you will use while taking this course and once you've completed it. Specifically:

- ❖ Ford Commercial Business Solutions ESP/QFC Feature Comparison Chart
- ❖ Ford Commercial Business Solutions Company Profile populated with customer scenario information used in this course. You'll refer to this form when completing interactive exercises
- ❖ Solution-based Selling Checklist
- ❖ Important Websites

You'll want to print this job aid before starting the course. Simply click on it, save it for reference after you've finished the course, and print it.



## Ford Commercial Business Solution

# FORD COMMERCIAL BUSINESS SOLUTIONS ESP/QFC FEATURE COMPARISON

Find this at: **FMCDealer.com** > ESP Homepage > Fleet > Ford Commercial Business Solution Feature Comparison



## Ford Commercial Business Solution ESP/QFC Feature Comparison

Program Feature	Ford Commercial Business Solution Benefits	Fleet Management Companies
Extended Comprehensive Component Protection	Yes	Maybe
Scheduled Maintenance Coverage	Yes	With Limitations <sup>†</sup>
Cost Containment	\$ Pennies per Mile \$	Maybe
Amortized in the Lease Payment	Yes	Maybe
Covers Failure Due to Wear and Tear of Covered Components	Yes	Maybe
Repairs Performed Using Authorized Ford Parts	Yes	Maybe
Repairs Performed Using Factory-trained Technicians	Yes	Maybe
Tire Replacements	Yes	Maybe
Limited Wear Item Protection (Brake Pads and Linings; Shock Absorber Replacements; Spark Plugs [except CA]; Clutch Discs; Engine Belts, Hoses and Hose Clamps; Wiper Blades)	Yes	Maybe
Road Hazard Tire Protection	Yes**	Maybe
Rental Benefits for up to 10 Days	Yes	Maybe
Enhanced Rental Benefit (Receive a Comparable Replacement)	Yes	Maybe
First Day Rental Benefit (No Need to Wait)	Yes	Maybe
National Glass Program	Yes	Maybe
Available for Mixed Fleets – Ford and Competitive-make	Yes*	Maybe
Honored at Ford or Lincoln Dealers, Plus Quick Lane Tire & Auto Centers in the U.S. and Canada	Yes	Maybe
Roadside Assistance	Yes	Maybe
Towing up to \$100	Yes	Maybe
Fuel Delivery up to 2 Gallons Gas/5 Gallons Diesel	Yes	Maybe
Jump-start and Tire Change	Yes	Maybe
Lock-out Service	Yes	Maybe
Emergency Travel Assistance	Yes	Maybe
Destination Assistance	Yes	Maybe
Centralized Billing	Yes	Maybe
Spending Controls	Yes	Maybe
Management Reports	Yes	Maybe
Website Access/Online Reports	Yes	Maybe
E-mail Reminders	Yes	Maybe
Dealer Menu Pricing	Yes	Maybe
Pay As You Go	Yes	Maybe
Subject to Credit Approval	Yes	Maybe
Exception Reports	No	Maybe
Fuel Services	No	Maybe
License Renewal	No	Maybe
Accident Management and Subrogation	No	Maybe
Driver Profile Reporting and Driver Training	No	Maybe
Personal Mileage Reporting	No	Maybe



Extended Service Plan

\*See program eligibility and exclusions.  
\*\*Sedans and complete pick-up trucks only.  
†Review quote for exclusions.

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# FORD COMMERCIAL BUSINESS SOLUTION PROFILE

for reference in Steps 2 and 3 of "Solution-based Selling"

Find this at: **FMCDealer.com** > ESP Homepage > Fleet > Customer Interview Form - fillable PDF



## Ford Commercial Business Solution Company Profile

Business Name ABC Plumbing & Heating Date 6-4-2014  
Address 123 Main St. Anytown, ST 00203  
Telephone Number (208) 123-4567 Email Address joe@abcplumbing.com  
Your Position Owner  
Total Fleet Size/Number of Vehicles 29 Current Annual Vehicle Need 3

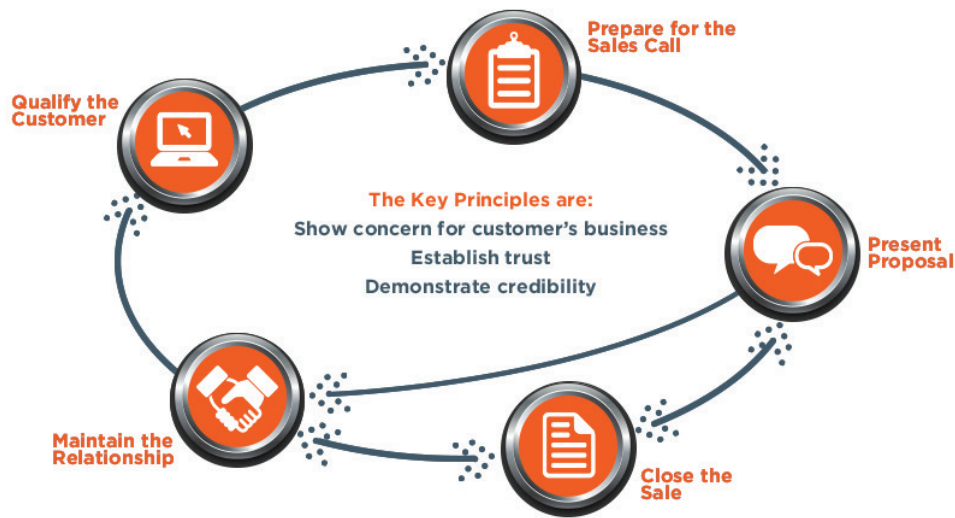
### Fleet Make-up

	Ford	Competitive-Make
• Car		
– LPG/CNG/Hybrid	<u>3</u>	<u>3</u>
• Lt/Med Truck		
– Gas	<u>16</u>	<u>7</u>
– Diesel	<u>          </u>	<u>          </u>
– LPG/CNG/Hybrid	<u>          </u>	<u>          </u>
• Heavy Truck	<u>          </u>	<u>          </u>

Where are your vehicles located? Are you in multiple states? (local, state or interstate) Multiple  
How long do you keep your vehicles in service (time, mileage)? 5 years, 22,000/year  
Do you have a Fleet Identification Number? (Y/N) Provide #            Request FIN Code No Yes/No  
Do you finance or lease your vehicles? Lease Do you have a Commercial Line of Credit No Yes/No  
Do you have a single bill for all your financed/leased vehicles? No  
Who provides financing/leasing?            Do you use a fleet management company? Yes Yes/No  
Are you on a preventative maintenance schedule? Yes Whose schedule do you use? Theirs  
How frequently are the units serviced? (5,000, 7,500 or 10,000) 5,000 By Who? Jiffy Lube  
Who performs mechanical repairs? Aftermarket  
How are the units transported when in need of service? (towed, etc.) We drive them  
What type of warranty/guarantee are you given for service work performed? None  
Is service cost variability a concern for you? Yes  
How do you pay for maintenance/repairs? Credit Card  
Can you accurately forecast your vehicle life cycle expenses? Not really  
How do you dispose of your vehicles? Auction  
How do you handle annual registrations? Individually  
Do you use a fuel card? No  
Is service reporting important? Yes

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# "SOLUTION-BASED SELLING" CHECKLIST



## Step One: Qualify the Customer

- ☐ Ford Commercial Business Solution Company Profile (Customer Interview Form)



## Step Two: Prepare for the Sales Call

- ☐ Cost-per-Mile Value Builder
- ☐ Preventative Maintenance Plan Savings (tab on Value Builder spreadsheet, gas, diesel, etc.)
- ☐ Commercial Lease Quick Quote (tab on Value Builder spreadsheet)



## Step Three: Present the Proposal

- ☐ Ford Commercial Business Solutions Customer Presentation (downloadable powerpoint for customization with PMP Savings, Value Builder and Commercial Lease Quick Quote forms completed and included)
- ☐ Commercial Presentation Folder
- ☐ Commercial Vehicle Brochure
- ☐ Commercial Vehicle Flyer
- ☐ QFC Brochure
- ☐ Ford Commercial Business Solutions Competitive Advantages Chart
- ☐ Ford Credit Application



## Step Four: Close the Sale

- ☐ ESP Application
- ☐ QFC Enrollment Application



## Step Five: Maintain the Relationship

- ☐ Schedule follow-up phone calls and visits
- ☐ Take note of customer service intervals and follow-up afterwards
- ☐ Take note of relevant deadlines and renewals dates as opportunities for customer contact



## Extended Service Plan (ESP) Homepage FMCDDealer.com > ESP link in left margin > Fleet link in right margin

FMCDDealer

Welcome Scott Eldridge | My Site Preferences | User Guide | ID & Password | Help/Contact Us | Log Out

Search:

Sales Finance **Parts & Service** Fleet

Parts & Service >> Extended Service Plan (ESP) >> ESP Fleet (Add to My Links)

Ford Stock | 15.73 +0.10 [disclosure](#)

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E&G  
MCDistributor  
OAR

**Navigate**

- Awards & Recognition
- Body Shop
- Communications
- Contests & Incentives FCSD
- Customer Satisfaction
  - Extended Service Plan (ESP)**
  - FSAs (Recalls) and Service Bulletins
  - Management Reports
- Marketing & Advertising
- MyFord Touch/My Lincoln Touch Resource Center
- Owner Advantage Rewards (OAR)
- Parts Department Tools
- Parts Ordering & Receiving
- Parts Product Line Information
- Parts Wholesaling
- Quick Lane
- Region Pages - FCSD
- Service Department Tools
- Technical Tools
- Training & Certification
- Warranty Administration & Warranty Parts Return

**ESP Fleet**

- Commercial ESP Sales Best Practice - Gaudin Ford
- Fleet Bid Form
- Ford ESP Price Protection Policy for Fleet Bids This communication outlines the procedure Dealers should follow if they require ESP price protection to support their fleet business.
- Police Interceptor Service Coverage
- PremiumCARE Poster for Fleet
- Ford Commercial Business Solutions
  - Commercial Business Solution Overview
  - Commercial Cost Per Mile Value Builder-Quick Quote Tool
  - Commercial Cost Per Mile Value Builder-Quick Quote Tool-FL MSRP
  - Commercial Cost Per Mile Value Builder-Quick Quote Tool-MSRP
  - Commercial Cost Per Mile Value Builder-Quick Quote Tool-Multi-State-CA,CO,CT,FL,HI,IL,MEN,NY,NJ,NY
- Commercial Presentation Folder
- Commercial Vehicle Brochure
- Commercial Vehicle Flyer
- Commercial Vehicle Poster
- Customer Interview Form
- Customer Interview Form - fillable PDF
- Ford Commercial Business Solution Comparison
- Ford Commercial Business Solution Competitive Advantages
- Ford Commercial Business Solution Customer Presentation To use this file, Open and Save to your computer, or right-click on the link and choose 'Save Target As', save the file to your computer and open from there.
- Ford ESP Service Solution
- Lincoln Limousine/Livery Hero Card
- PremiumCARE Parts Coverage
- QFC Brochure
- Questions
  - Send a Comment/Question to the ESP Fleet Program Manager

**ESP Links**

- Bonus Program (Dealer Principal access only)
- Brochures
- Contests & Incentives
- Contract Registration
- Contracts
- Direct Mail Programs
- Downloadable Forms
- ESP Related Communications
- Fleet**
- IPP (Installment Payment Plan)
- Manuals
- Pricing
- Prior Approval & Claims
- Product Information
- Sales Tools
- New! Service Drive Strategy

**In Touch With ESP**

- ESP Help/Contact Us

Sales Site Map | Finance Site Map | Parts & Service Site Map | My Training Site Map | Site Feedback | Dealers Ask Ford/Help

## Quality Fleet Care (QFC) www.qfc.ford.com

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Home MyQFC ID Enrollment Online Reports Forms Information NFPP/QFC Program Contact Us Related Sites Site Map [fleet.ford.com](#)

**Quality Fleet Care (QFC) Program** is a centralized billing service. It enables you to make a single monthly payment on behalf of your entire fleet for maintenance and repair services or over the counter part purchases. The QFC Program is available through participating Ford and Lincoln Dealers, as well as Quick Lane Tire and Auto Centers in the United States and Canada.

**United States**

- [FordParts.com](#)
- [Fleet Customer Support Brochure](#)
- [QFC Credit Application](#)
- [Program Manuals](#)
- [QFC Parts Only Trifold](#)
- [ESP Brochures](#)
- [QFC Parts and Service Trifold](#)

**Canada**

- [Ford of Canada QFC Pamphlet](#)
- [Ford of Canada QFC Credit Application](#)
- [QFC Overview Guide - Canada](#)
- [Ford of Canada Dealer Program Manual](#)





# IMPORTANT WEBSITES

## Ford Credit Commercial Lending www.fordcredit.com

The screenshot shows the Ford Credit Commercial Lending website. The top navigation bar includes the Ford logo, 'FORD CREDIT', and links for 'My Account', 'Customer Support', 'Investor Center', 'En Español', 'Shop Vehicles', and a search bar. Below this is a secondary navigation bar with categories: 'BUY OR LEASE', 'FINANCE TOOLS', 'VEHICLE PROTECTION', 'COMMERCIAL FINANCING', and 'APPLY FOR CREDIT'. The main content area features a 'My Account Login' section on the left with fields for 'Username' and 'Password', a 'Remember Username' checkbox, and a 'Login' button. To the right of the login section is a large banner for 'Account Manager' with the headline 'Manage your account. Anytime. Anywhere.' and a 'Watch video' button. Below the banner are five service tiles: 'Financing Basics', 'Budget Calculator', 'Payment Estimator', 'Payment Methods', and 'Locate a Dealer'. At the bottom of the page are three promotional banners: 'The all-new Mustang Prepare for takeoff.', 'Buy or lease? Answer a few quick questions and find out which', and 'Find your next Ford Shop ford.com now.'

## Business Preferred Network (BPN) bpn.dealerconnection.com/

The screenshot shows the Business Preferred Network (BPN) website. The header includes the Ford BPN logo, contact information (1-866-276-4068, bpnhq@fordprogramhq.com), and a search bar. Below the header is a navigation bar with links: 'FORD ADMIN', 'FORD CREDIT', 'PROSPECT', 'MARKETING', 'PARTS/SERVICE', 'TRAIN/CERT', 'FORMS/REPORTS', 'RESOURCES', 'CONTACTS', and 'NEWS/FAQ'. The main content area features a large black banner with the text 'Welcome to Business Preferred Network'. At the bottom, there is a copyright notice: '© 2014 Ford Motor Company Business Preferred Network'.