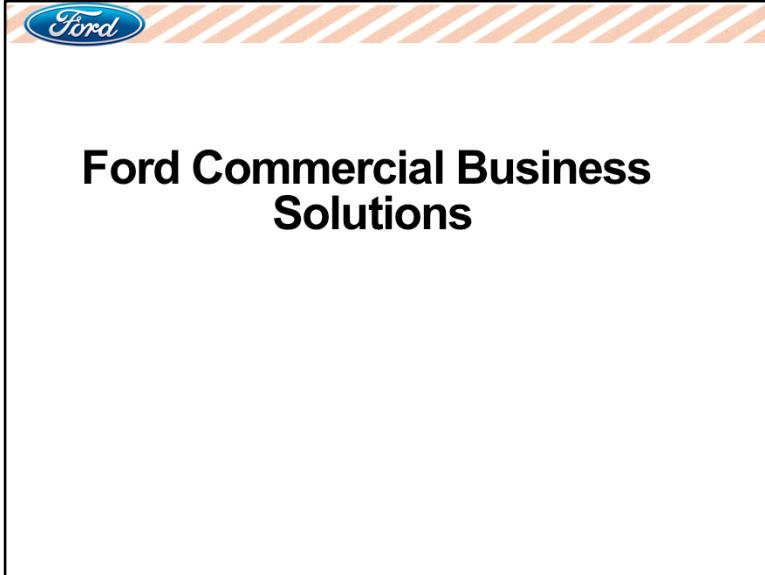


## Growing Your Commercial Business with Ford Commercial Business Solutions



|                          |  |
|--------------------------|--|
| <b>Slide Number</b>      | 001  |
| <b>Slide Type</b>        | Title  |
| <b>Programming Notes</b> | Turn off Main BG layer-BG of Title slide should be the dark background<br>When user selects HELP button, advance to next slide   |
| <b>Buttons</b>           |  |
| <b>Graphics</b>          |  |
| <b>Audio Script</b>      | <p><u>Narrator:</u></p> <p>Welcome to Ford Commercial Business Solutions. In this course you'll understand the opportunities and the tools you have to grow your business using Ford Commercial Business Solutions. But first, click on the HELP button to learn how to navigate through this course using the various icons on each page.</p> |

# Growing Your Commercial Business with Ford Commercial Business Solutions

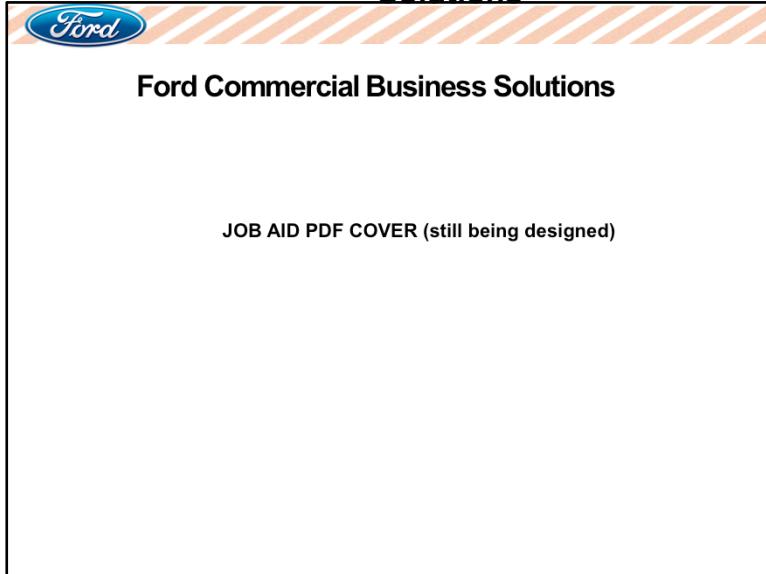


The screenshot shows a user interface for 'Ford Commercial Business Solutions'. At the top left is the Ford logo. The title 'Ford Commercial Business Solutions' is centered at the top. Below the title are several informational boxes:

- Navigation** – Click on this tab to go to any module within the course.
- Module Title** – The top of the screen displays the name of the module.
- Resource** – Click this icon to view and print the Job Aid for this Course.
- Help** – Brings up these navigation Tips.
- Leave Anytime** – Clicking the "Exit" button closes the module. Your progress is automatically saved so that the next time you log in, you can begin from where you left off.
- Back/Next** – Click to move backward or forward one page.
- Progress Indicator** – Displays your progress through the current module.

|                          |   |
|--------------------------|---|
| <b>Slide Number</b>      | 002A  |
| <b>Slide Type</b>        | Help  |
| <b>Programming Notes</b> | Works as overlay anytime user selects help button   |
| <b>Buttons</b>           |   |
| <b>Graphics</b>          |   |
| <b>Audio Script</b>      | <p><u>Narrator:</u></p> <p>Navigating this course is easy, using familiar controls. Take a moment to review the function of each icon.</p> <p>Be sure to click on the “Resources” icon to view and print the Job Aid. You’ll need to reference it during and after this course.</p> |

## Growing Your Commercial Business with Ford Commercial Business Solutions



|                          |  |
|--------------------------|--|
| <b>Slide Number</b>      | 002B   |
| <b>Slide Type</b>        | Resources Overlay  |
| <b>Programming Notes</b> | Overlay appears when user clicks on resources icon at bottom. User clicks on the pdf for download. |
| <b>Buttons</b>           |  |
| <b>Graphics</b>          | Job Aid PDF  |
| <b>Audio Script</b>      | After you've downloaded the job aid, click "next" to get started...                                |

## Growing Your Commercial Business with Ford Commercial Business Solutions

**Ford**

Ford Commercial Business Solutions

**Are You Losing Commercial Business to Competitors Like This?**

Before we finalize the vehicle order for your business, Ted, I'd like to tell you how we can help you manage your expenses throughout your ownership cycle.

Well, I do manage my own vehicle expenses. I'm not sure what you can do for me.

Fleet Management Company Representative      Commercial Customer

|                          |  |
|--------------------------|--|
| <b>Slide Number</b>      | 003A   |
| <b>Slide Type</b>        | SyncedAnimation  |
| <b>Programming Notes</b> | Image fades on screen. Left talk “bubble” slides on from left to align with VO. Right talk “bubble” slides in from right to align with VO. All three items fade off screen as next image fades on screen.  |
| <b>Buttons</b>           |  |
| <b>Graphics</b>          | 003A   |
| <b>Audio Script</b>      | <p><u>Narrator:</u><br/>Are you losing commercial business to competitors like this?</p> <p><u>Fleet Management Company representative:</u><br/>Before we <b>finalize</b> the vehicle order for your business, Ted, I'd like to tell you how we can help you manage your expenses throughout your ownership cycle.</p> <p><u>Customer:</u><br/>Well, I do manage my own vehicle expenses. I'm not sure what you can do for me.</p> |

## Growing Your Commercial Business with Ford Commercial Business Solutions

**Ford Commercial Business Solutions**

**Are You Losing Commercial Business to Competitors Like This?**

Fleet Management Company Representative

Commercial Customer

What we offer is a way you can do that more efficiently and conveniently ... and save money. Are you interested in learning more?

Now, you've got my attention.  
Go on.

|                          |   |
|--------------------------|---|
| <b>Slide Number</b>      | 003B  |
| <b>Slide Type</b>        | SyncedAnimation   |
| <b>Programming Notes</b> | Image fades on screen. Left talk “bubble” slides on from left to align with VO. Right talk “bubble” slides in from right to align with VO. All three items fade off screen as next image fades on screen.   |
| <b>Buttons</b>           |   |
| <b>Graphics</b>          | 003B  |
| <b>Audio Script</b>      | <p><u>Fleet Mgmt Co Representative</u><br/>         What we offer is a way you can do that more efficiently and conveniently ... and save money. Are you interested in learning more?</p> <p><u>Customer:</u><br/>         Now, you've got my attention. Go on.</p> |

## Growing Your Commercial Business with Ford Commercial Business Solutions

**Ford**

Ford Commercial Business Solutions

**Are You Losing Commercial Business to Competitors Like This?**

Our fleet service management plan offers you a full maintenance program with a fixed cost for all routine maintenance and repairs, hundreds of service locations across the country, monthly reporting and billing, and more.

That sounds like something I would be interested in – especially if it saves me time and money. Tell me more.

Fleet Management Company Representative

Commercial Customer

|                          |  |
|--------------------------|--|
| <b>Slide Number</b>      | 003C   |
| <b>Slide Type</b>        | SyncedAnimation  |
| <b>Programming Notes</b> | Image fades on screen. Left talk “bubble” slides on from left to align with VO. Right talk “bubble” slides in from right to align with VO.   |
| <b>Buttons</b>           |  |
| <b>Graphics</b>          | 003C   |
| <b>Audio Script</b>      | <p><b>Fleet Mgmt Co Representative:</b><br/>Our fleet management plan offers you a full maintenance program with a fixed cost for all routine maintenance and repairs, hundreds of service locations across the country, monthly reporting and billing ... and more.</p> <p><b>Customer:</b><br/>That sounds like something I would be interested in – especially if it saves me time and money. Tell me more.</p> |

## Growing Your Commercial Business with Ford Commercial Business Solutions



**Are You Losing Commercial Business to Competitors Like This?**

- They go beyond selling or leasing
- They provide products and services to help customers manage their vehicles more efficiently and cost effectively

|                          |  |
|--------------------------|--|
| <b>Slide Number</b>      | 004  |
| <b>Slide Type</b>        | Text_Image_Right   |
| <b>Programming Notes</b> | Bullets appear on screen, image slides in from right   |
| <b>Buttons</b>           |  |
| <b>Graphics</b>          | 004  |
| <b>Audio Script</b>      | <p><u>Narrator:</u></p> <p>Are you losing your commercial customers to competitors like the one you just viewed? These competitors go beyond just selling or leasing cars and trucks. They offer commercial customers a comprehensive array of products and services to help them manage their vehicles more efficiently and cost-effectively.</p> |

## Growing Your Commercial Business with Ford Commercial Business Solutions



**Are You Losing Commercial Business to Competitors Like This?**

- Other OEMs and companies with fleet management services have professional presentations

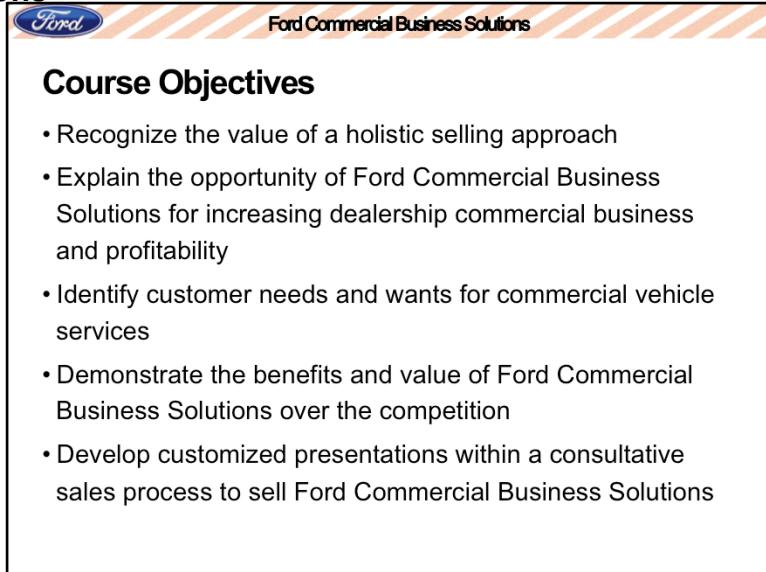
|                          |  |
|--------------------------|--|
| <b>Slide Number</b>      | 005  |
| <b>Slide Type</b>        | Text_Image_Left  |
| <b>Programming Notes</b> | Bullets appear on screen, image slides in from left  |
| <b>Buttons</b>           |  |
| <b>Graphics</b>          | 005  |
| <b>Audio Script</b>      | <p><u>Narrator:</u></p> <p>Other OEMs and companies that offer fleet management services have seen the future of the commercial business and are responding by going after your customers with professional presentations.</p> |

## Growing Your Commercial Business with Ford Commercial Business Solutions



|                          |   |
|--------------------------|---|
| <b>Slide Number</b>      | 006   |
| <b>Slide Type</b>        | Logos_animation   |
| <b>Programming Notes</b> | Competitor logos drop in from top of screen to stack in middle of screen. From right and left the steel compactors “squish” the logos until the two sides of the steel compactor meet in middle and logos are completely gone. Then the two sides of the steel compactor retract off screen and reveal the Ford logo. |
| <b>Buttons</b>           |   |
| <b>Graphics</b>          | Competitive logos<br>Metal stampers<br>Ford oval  |
| <b>Audio Script</b>      | <p><u>Narrator:</u></p> <p>You can STOP losing business to these competitors!</p> <p>In this course, you'll learn how you can successfully compete against fleet service management companies and grow your commercial business with an integrated, comprehensive commercial business solution.</p>                   |

# Growing Your Commercial Business with Ford Commercial Business Solutions



The banner features the Ford logo at the top left, followed by the text "Ford Commercial Business Solutions" in a serif font, all set against a background of orange and white diagonal stripes.

## Course Objectives

- Recognize the value of a holistic selling approach
- Explain the opportunity of Ford Commercial Business Solutions for increasing dealership commercial business and profitability
- Identify customer needs and wants for commercial vehicle services
- Demonstrate the benefits and value of Ford Commercial Business Solutions over the competition
- Develop customized presentations within a consultative sales process to sell Ford Commercial Business Solutions

|                          |   |
|--------------------------|---|
| <b>Slide Number</b>      | 007   |
| <b>Slide Type</b>        | Text_BulletBuild  |
| <b>Programming Notes</b> | Build bullets to sync with vo   |
| <b>Buttons</b>           |   |
| <b>Graphics</b>          |   |
| <b>Audio Script</b>      | <p>When you have completed this course, you should be able to:</p> <ul style="list-style-type: none"><li>• Recognize the value of transitioning to a holistic approach to selling to commercial customers</li><li>• Explain the opportunity of the Ford Commercial Business Solutions for increasing dealership commercial business and profitability</li><li>• Identify commercial customer needs and wants for fleet management services</li><li>• Demonstrate the benefits and value of the Ford Commercial Business Solutions over the competition, and</li><li>• Develop customized presentations within a consultative sales process to sell Ford Commercial Business Solutions</li></ul> |

# Growing Your Commercial Business with Ford Commercial Business Solutions

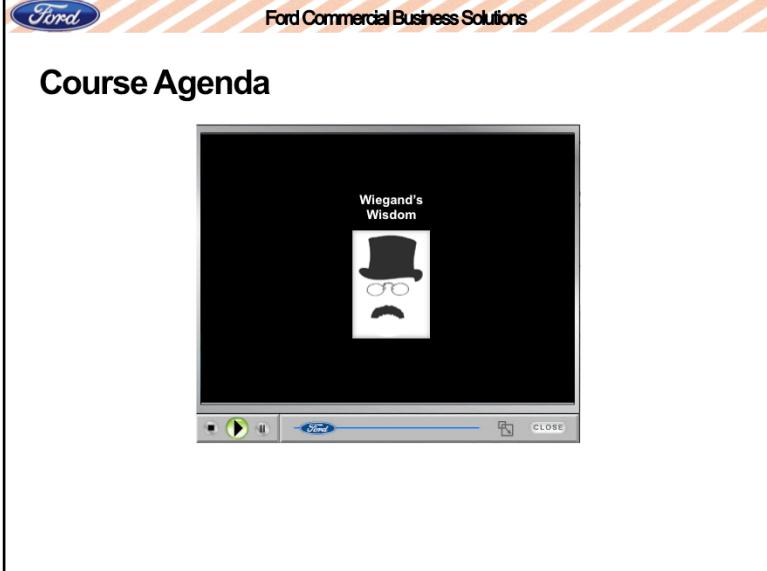
The slide features the Ford logo at the top left and "Ford Commercial Business Solutions" at the top right. Below this is a section titled "Course Agenda" with a sub-section titled "Agenda". The agenda list includes:

- Module 1: The Opportunity
- Module 2: What is Ford Commercial Business Solutions?
- Module 3: Selling Strategies
- Module 4: Resources and Tools

At the bottom right of the slide area is a small square icon containing a caricature of a man wearing a top hat and glasses, labeled "Wiegand's Wisdom".

|                                  |   |
|----------------------------------|---|
| Slide Number                     | 008A  |
| Slide Type                       | Text_BulletAnimate  |
| Programming Notes                | All bullets are on screen, arrow bullet animates – moves slightly back and forth – to coordinate with VO<br>Wiegand's Wisdom caricature icon “pops up” to sync with vo – when learner clicks on it, JW video #1 plays as an overlay. (VIDEO IS REQUIRED TO VIEW)  |
| Buttons                          | Wiegand's Wisdom button   |
| Graphics                         |   |
| Audio Script                     | To accomplish our objectives, here's the agenda: <ul style="list-style-type: none"><li>• Module One address the opportunity. Specifically, how you can grow your commercial business by competing with fleet management companies that offer small- to medium-sized commercial customers an ownership life-cycle solution</li><li>• Module Two looks at the products and services of Ford Commercial Business Solutions</li><li>• In Module Three we'll present selling strategies and you'll put it all together using a real-world scenario</li><li>• And, in Module Four, you'll learn how to access the Resources and Tools available to support you in growing your Commercial Business.</li></ul> |
| Wiegand's Wisdom caricature icon | Along the way, you'll get some tips and best practices from Ford Motor Company's Commercial ESP Program Manager, Joe Wiegand (WEE-gund) and Ford Credit Commercial Brand Director, Lee Gross . Just click on the icon that appears in the lower right corner of your screen. <b>Click now to get started.</b>   |

## Growing Your Commercial Business with Ford Commercial Business Solutions



Ford Commercial Business Solutions

### Course Agenda

Wiegand's Wisdom

CLOSE

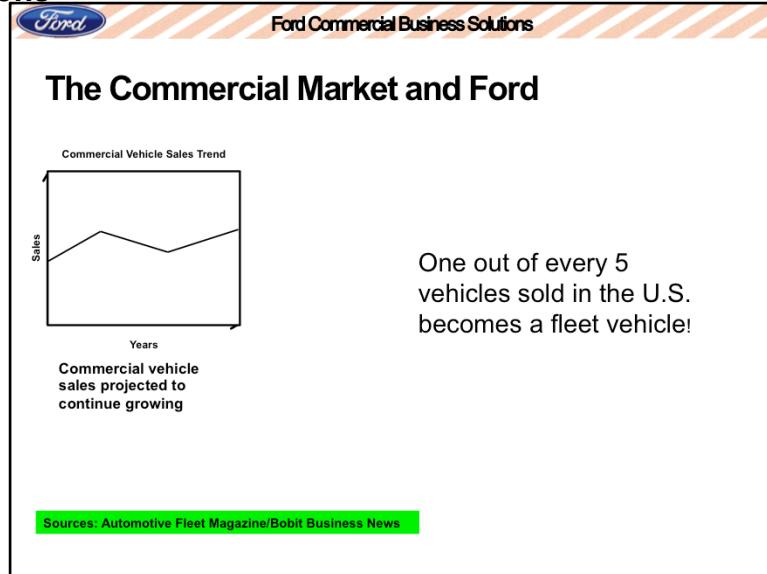
|                                      |  |
|--------------------------------------|--|
| <b>Slide Number</b>                  | 008B   |
| <b>Slide Type</b>                    | Video Player   |
| <b>Programming Notes</b>             | JW video #1 plays as an overlay on the previous page<br>Video player needs to have an "X" in the upper right corner  |
| <b>Buttons</b>                       |  |
| <b>Graphics</b>                      |  |
| <b>Joe's video notes/<br/>script</b> | <ul style="list-style-type: none"><li>Hi. I'm Joe Wiegand, Ford Motor Company's Commercial ESP Program Manager.</li><li>I'm looking forward to joining you throughout this course to offer some insights that I hope will get you excited about the opportunity you have to retain, recapture, and grow your commercial business.</li><li>What you learn here will give you an edge against competitive fleet service management companies</li><li>You can provide a comprehensive ownership life cycle solution that delivers value and strengthens relationships with your commercial customers</li><li>It's an ownership experience that will enable you to become their preferred provider.</li><li>Possible: Include actual results??</li></ul> <p>Click "Next" to get started.</p> |

## Growing Your Commercial Business with Ford Commercial Business Solutions

### Module 1: The Opportunity

|                          |   |
|--------------------------|---|
| <b>Slide Number</b>      | 1000  |
| <b>Slide Type</b>        | Transition  |
| <b>Programming Notes</b> | Turn off Main BG layer-BG of Transition slides should be the dark background  |
| <b>Buttons</b>           |   |
| <b>Graphics</b>          |   |
| <b>Audio Script</b>      | What <i>is</i> the opportunity out in the marketplace to grow your commercial account business? You might be surprised. |

## Growing Your Commercial Business with Ford Commercial Business Solutions



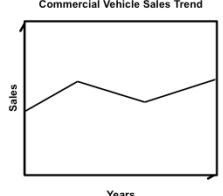
The slide features the Ford logo at the top left and "Ford Commercial Business Solutions" at the top right. The title "The Commercial Market and Ford" is centered above a line graph titled "Commercial Vehicle Sales Trend". The graph shows Sales on the vertical axis and Years on the horizontal axis. The line starts at a baseline, rises to a peak, dips slightly, and then rises again, with the text "Commercial vehicle sales projected to continue growing" written below it. To the right of the graph, the text "One out of every 5 vehicles sold in the U.S. becomes a fleet vehicle!" is displayed. At the bottom of the slide, a green box contains the source information: "Sources: Automotive Fleet Magazine/Bobit Business News".

|                          |   |
|--------------------------|---|
| <b>Slide Number</b>      | 1001A   |
| <b>Slide Type</b>        | Text_ImageBuild   |
| <b>Programming Notes</b> | Orange in graph grows from left to right. Text on right hand side of screen appears to align with VO. Will fade out as animation for next slide begins.   |
| <b>Buttons</b>           |   |
| <b>Graphics</b>          | Graph, gray vehicles  |
| <b>Audio Script</b>      | Let's start with the opportunity presented by commercial vehicle sales. The economy is recovering, and companies are replacing vehicles to take advantage of favorable resale values and better fuel economy. In fact, one out of every five new vehicles sold in this country becomes a fleet vehicle. |

## Growing Your Commercial Business with Ford Commercial Business Solutions

 Ford Commercial Business Solutions

### The Commercial Market and Ford



Sales  
Years  
Commercial vehicle sales projected to continue growing



- 250,000+ in U.S. fleet sales
- Ford vehicles comprise nearly half of all fleets
- 30% Ford U.S. Sales to fleet

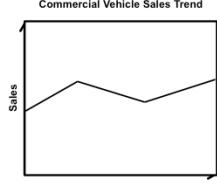
Sources: Automotive Fleet Magazine/Bobit Business News

|                          |   |
|--------------------------|---|
| <b>Slide Number</b>      | 1001B   |
| <b>Slide Type</b>        | Text_ImageBuild   |
| <b>Programming Notes</b> | Top gray vehicle turns orange and drives to right leaving orange trail. Copy points sync with VO-slide in from right  |
| <b>Buttons</b>           |   |
| <b>Graphics</b>          | Graph, vehicles   |
| <b>Audio Script</b>      | We see more than a quarter million commercial-fleet unit sales in the U.S. Of that, Ford is the leader comprising nearly half of those sales. And, almost a third of all Ford U.S. sales are to commercial customers. Clearly, there's a huge opportunity to sell ESP – <i>and</i> a fleet service management solution. |

## Growing Your Commercial Business with Ford Commercial Business Solutions

 Ford Commercial Business Solutions

### The Commercial Market and Ford



Sales  
Years  
Commercial vehicle sales projected to continue growing

- 250,000+ in U.S. fleet sales
- Ford vehicles comprise nearly half of all fleets
- 30% Ford U.S. Sales to fleet

Competitors manage 700,000 Ford VINs

Sources: Automotive Fleet Magazine/Bobit Business News

Wiegand's Wisdom



|                          |   |
|--------------------------|---|
| <b>Slide Number</b>      | 1001C   |
| <b>Slide Type</b>        | Text_ImageBuild   |
| <b>Programming Notes</b> | Bottom gray vehicle turns orange and drives to right leaving orange trail.<br>Copy point slides on screen from right<br>Wiegand's Wisdom icon pops up at end of vo; learner clicks to play video as an overlay (VIDEO IS REQUIRED TO VIEW)  |
| <b>Buttons</b>           | Wiegand's Wisdom icon   |
| <b>Graphics</b>          | Graph, orange vehicles  |
| <b>Audio Script</b>      | How many are <i>you</i> selling? Your competition is noticing the potential offered by the growing commercial market, and you're losing business to them. Already the 8 largest fleet service management companies manage service for about 700-thousand Ford vehicles. That's lost revenue equal to almost three years worth of Ford commercial vehicle sales! |
|                          | Click the Wiegand's Wisdom icon to learn more.  |

## Growing Your Commercial Business with Ford Commercial Business Solutions

|  |  |
|--|--|
| <b>Slide Number</b>  | 1001D  |
| <b>Slide Type</b>  | Video Player   |
| <b>Programming Notes</b>                                     | JW video #2 plays as an overlay with an "x" in the upper right corner  |
| <b>Buttons</b>   |  |
| <b>Graphics</b>  |  |
| <b>Notes re: Joe's video</b><br><br>"Next" button highlights | <ul style="list-style-type: none"> <li>• Changing marketplace</li> <li>• Fleets want longer terms and fleet service management support</li> <li>• They want ease of operation with reduced costs, downtime and maintenance</li> <li>• Fleet service management companies are aggressively going after your business, claiming they offer an all-inclusive fleet service management package</li> <li>• Other OEMs like GM, Dodge and Nissan recognize the importance of offering these services but their proposals don't cover everything these commercial customers need. What they offer is not a true solution!</li> <li>• You have the total package – the Ford Commercial Business Solutions. It's your responsibility to continually introduce added value for your commercial customers to strengthen your relationship with them. This is the way to do that. You just need to sell it – to 100% of your customers.</li> </ul> <p>Next, you'll learn what "it" is.</p> |

## Growing Your Commercial Business with Ford Commercial Business Solutions

### Module 2: What Is Ford Commercial Business Solutions?

|                          |   |
|--------------------------|---|
| <b>Slide Number</b>      | 2000  |
| <b>Slide Type</b>        | Transition  |
| <b>Programming Notes</b> |   |
| <b>Buttons</b>           |   |
| <b>Graphics</b>          |   |
| <b>Audio Script</b>      | <p>In this module, we'll discuss what Ford Commercial Business Solutions is and the added value you can offer your customers over the competition.</p> <p>This is intended to provide an overview of Ford Commercial Business Solutions. For specific details about each of the products mentioned in this course, take the Commercial Service Programs Overview web-based course, number 3474W, in the Business Preferred Network curriculum in STARS.</p> |

## Growing Your Commercial Business with Ford Commercial Business Solutions



The slide features a header with the Ford logo and "Ford Commercial Business Solutions". The main content area contains a section titled "What is Ford Commercial Business Solutions?", followed by a detailed description and a bulleted list of benefits.

**What is Ford Commercial Business Solutions?**

A ONE Ford strategy that provides commercial customers a comprehensive, customized, total transportation solution

- Supports one-stop shopping
- Reduces life cycle costs
- Improves operational efficiencies
- Eliminates service variability

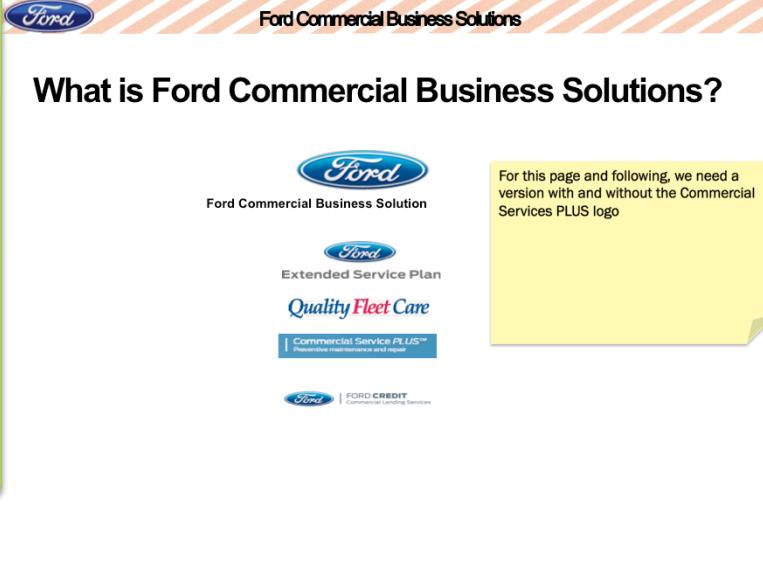
|   |   |
|---|---|
| <b>Slide Number</b>   | 2001  |
| <b>Slide Type</b>   | Text_BulletBuild  |
| <b>Programming Notes</b>  | Bullets build to sync with vo   |
| <b>Buttons</b>  |   |
| <b>Graphics</b>   |   |
| <b>Audio Script</b><br>Main bullet  | Ford Commercial Business Solutions goes beyond what most of your competitors offer. It is a One Ford strategy that provides a total transportation solution for your commercial customers ...<br><br>... a comprehensive approach to servicing your commercial customers throughout the ownership life cycle. |
| 1 <sup>st</sup> sub-bullet<br><br>2 <sup>nd</sup> sub-bullet<br><br>3 <sup>rd</sup> sub-bullet<br><br>4 <sup>th</sup> | A Ford Commercial Business Solution can be incorporated into a purchase or lease for <b>one-stop shopping</b> to give your customers customized vehicle management that <b>reduces life-cycle costs, improves operational efficiencies, and eliminates service variability</b> .                              |

## Growing Your Commercial Business with Ford Commercial Business Solutions

Add the PremiumCare and Premium Maintenance Logos near the ESP logo

**DELETE** the CSP logo

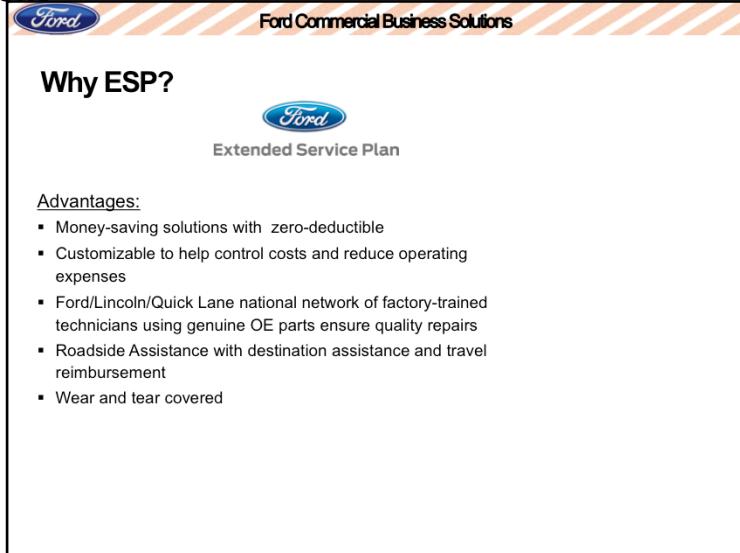
**ISSUE:** CSP logo will need to return if the clients approve the alternate read that includes CSP.



The slide features the Ford logo at the top left and "Ford Commercial Business Solutions" at the top right. Below this, the title "What is Ford Commercial Business Solutions?" is centered. To the right of the title is a yellow sticky note containing the text: "For this page and following, we need a version with and without the Commercial Services PLUS logo". Below the title are four logos arranged vertically: "Ford Commercial Business Solution", "Extended Service Plan", "Quality Fleet Care" (with "Commercial Service PLUS™ Preventive maintenance and repair"), and "FORD CREDIT Commercial Lending Services".

|   |   |
|---|---|
| <b>Slide Number</b>   | 2002  |
| <b>Slide Type</b>   | ImageAnimation  |
| <b>Programming Notes</b>  | Quad of white squares with standard Ford oval in middle of each is on screen. The squares flip over to reveal the logos to coordinate with VO, similar to a card flip.  |
| <b>Buttons</b>  |   |
| <b>Graphics</b>   | Ford Commercial Business Solutions, ESP, PremiumCare, Premium Maintenance, QFC, Ford Credit logos <b>NOTE CSP LOGO MAY BE DELETED</b> CommercialService PLUS logo   |
| <b>Audio Script</b><br><br>ESP logo<br>QFC logo<br>Ford Credit logo | <p>The Solution includes:</p> <p>Ford PremiumCARE and Premium Maintenance Extended Service Plans (ESP) and Quality Fleet Care (QFC). In addition, Ford Credit's commercial financing options, offered at vehicle purchase or lease, allow customers to finance the total cost of ESP and QFC for pennies per mile.</p> <p>Next, we'll begin learning how Ford Commercial Business Solutions delivers valuable benefits to your customers – and to your dealership.</p> <p><b>ALTERNATE READ:</b></p> <p>The solution includes: Ford PremiumCARE and Premium Maintenance Extended Service Plans (ESP), Quality Fleet Care (QFC), and Commercial Service PLUS (CSP). In addition, Ford Credit's commercial financing options, offered at vehicle purchase or lease, allow customers to finance the total cost of ESP and QFC for pennies per mile.</p> <p>Next, we'll begin learning how Ford Commercial Business Solutions delivers valuable benefits to your customers – and to your dealership .</p> |

## Growing Your Commercial Business with Ford Commercial Business Solutions



The slide features a header with the Ford logo and "Ford Commercial Business Solutions". Below the header is a section titled "Why ESP?" with a sub-section titled "Extended Service Plan". A list of advantages follows:

**Advantages:**

- Money-saving solutions with zero-deductible
- Customizable to help control costs and reduce operating expenses
- Ford/Lincoln/Quick Lane national network of factory-trained technicians using genuine OE parts ensure quality repairs
- Roadside Assistance with destination assistance and travel reimbursement
- Wear and tear covered

|   |   |
|---|---|
| <b>Slide Number</b>                                       | 2003  |
| <b>Slide Type</b>   | Logo_BulletBuild  |
| <b>Programming Notes</b>                                  | Bullets build to align with VO  |
| <b>Buttons</b>  |   |
| <b>Graphics</b>   | ESP logo (large at top of screen)   |
| <b>Audio Script</b><br><br>ESPadvantages bullets<br>build | <p>The Ford Commercial Business Solution starts with ESP; that is, the PremiumCARE and Premium Maintenance plans. Why should your customers want to invest in these rather than the competition?</p> <ul style="list-style-type: none"> <li>• Because we have the time and mileage options for money-saving solutions with zero-deductible to eliminate out-of-pocket costs</li> <li>• These ESP plans are customizable to help control costs and significantly reduce operating expenses</li> <li>• Customers can take advantage of the Ford and Lincoln network of more than 33-hundred dealers, plus Quick Lane Tire and Auto Centers, featuring Certified, factory-trained technicians and genuine OE parts that ensure quality repairs</li> <li>• We provide Roadside Assistance including destination assistance and travel reimbursement, and</li> <li>• We cover wear and tear</li> </ul> |
| Click on direction  |   |

## Growing Your Commercial Business with Ford Commercial Business Solutions

**Why QFC?**

**Quality Fleet Care**  
[www.qfc.ford.com](http://www.qfc.ford.com)

**Advantages:**

- Cardless/cashless solution for fleet drivers
- Monthly billing for all services performed at Ford and Lincoln dealers and Quick Lane Tire and Auto Centers (U.S. and Canada)
- National Glass Program
- Enhanced Roadside Assistance
- Electronic billing via CD, FTP, or QFC
- Online services available through QFC
- Coverage displayed on OASIS including fleet account contact information
- Non-Ford vehicle eligibility
- Quality Fleet Care Parts Program (QFCP)

|  |  |
|--|--|
| <b>Slide Number</b>  | 2004   |
| <b>Slide Type</b>  | Logo_BulletBuild   |
| <b>Programming Notes</b>                                   | Bullets build to match vo  |
| <b>Buttons</b>   |  |
| <b>Graphics</b>  | Quality Fleet Care logo  |
| <b>Audio Script</b><br><br>QFC Advantages<br>bullets build | <p>Combining Quality Fleet Care with an ESP contract gives you the ability to compete against fleet service management companies. It keeps your customers coming back to you for service and parts – and more vehicles.</p> <p>For commercial customers, QFC provides:</p> <ul style="list-style-type: none"> <li>• A cardless/cashless solution for fleet drivers</li> <li>• Monthly billing for all services performed at Ford or Lincoln dealers and Quick Lane Tire and Auto Centers, in the US or Canada</li> <li>• A National Glass Program that covers replacement and repair with regional pricing and on-site service of OE glass</li> <li>• Enhanced Roadside Assistance that extends assistance beyond New Vehicle Limited Warranty and Extended Service Plan</li> <li>• Electronic billing available via CD, FTP, or the QFC Website</li> <li>• A number of online services available through the dedicated QFC website</li> <li>• Coverage displayed on OASIS including fleet account contact information</li> <li>• Non-Ford vehicle eligibility – competitive make vehicles and trailers are eligible</li> <li>• Quality Fleet Care Parts Program (QFCP) for over the counter part purchases</li> </ul> |

## Growing Your Commercial Business with Ford Commercial Business Solutions

**Ford Commercial Business Solutions**

**YOU Have the Strongest Solution in the Marketplace!**

|  |   |
|--|---|
| <br>Extended Service Plan   | <br>Quality Fleet Care |
| <b>Competitors' Weaknesses:</b> <ul style="list-style-type: none"> <li>▪ Terms don't meet usage requirements</li> <li>▪ Repairs delayed to negotiate cost of service</li> <li>▪ May not ensure maintenance/ repairs are performed by factory-trained technicians using genuine OE parts</li> <li>▪ Have wear and tear exclusions</li> <li>▪ Have warranty limitations</li> </ul> |   |
| <b>Competitors' Weaknesses:</b> <ul style="list-style-type: none"> <li>▪ May have maintenance limitations</li> <li>▪ May have limitations on non-covered purchases/services</li> <li>▪ May not cover mixed fleets</li> <li>▪ May not offer spending controls</li> <li>▪ May not offer online fleet service management</li> </ul>   |   |

|  |   |
|--|---|
| <b>Slide Number</b>                      | 2005  |
| <b>Slide Type</b>                        | Logo_BulletBuild_2c   |
| <b>Programming Notes</b>                 | Bullets build to align with VO  |
| <b>Buttons</b>                           |   |
| <b>Graphics</b>                          | ESP logo and QFC logo , both at top   |
| <b>Audio Script</b><br><br>Bullets build | <p>Ford Commercial Business Solutions is the strongest solution in the marketplace. Competitors have significant disadvantages by comparison. They may say they offer a full maintenance solution, but unlike ESP, their plans are weak and:</p> <ul style="list-style-type: none"> <li>• May not meet the customer's usage requirements</li> <li>• May delay repairs to negotiate the cost of service</li> <li>• May not ensure maintenance and repairs are performed by factory-trained technicians using genuine OE parts</li> <li>• May have wear and tear exclusions, warranty limitations and ,</li> <li>• May not include rental car provisions</li> </ul> <p>Competitive plans can't come close to Quality Fleet Care. They have significant weaknesses that you'll want to detail for your customers. Specifically:</p> <ul style="list-style-type: none"> <li>• They may have maintenance limitations and</li> <li>• Limitations on non-covered purchases and services</li> <li>• They may not cover mixed fleets</li> <li>• They may not offer spending controls, and</li> <li>• They may not offer online fleet service management</li> </ul> |
| Click on direction                       | <p>Clearly, Ford Commercial Business Solutions is the strongest solution available! The reality is, your customers are looking for one-stop shopping to manage their vehicles. If you don't offer it, they'll go elsewhere.</p>   |

# Growing Your Commercial Business with Ford Commercial Business Solutions

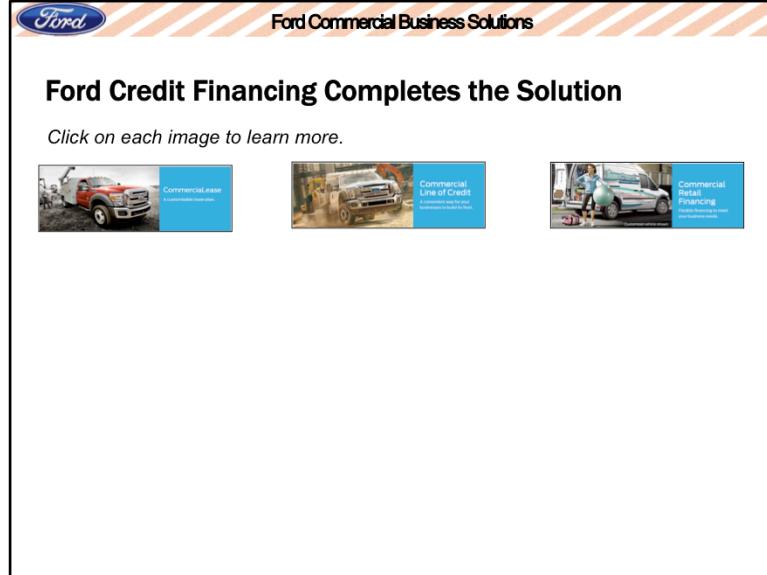
The slide features the Ford logo at the top left. At the top right, it says "Ford Commercial Business Solutions". Below the title, there's a yellow sticky note with the text: "This slide will probably be deleted (along with all of the 'Alternate Reads')". In the top right corner of the main area, there's a blue box containing the text "Commercial Service PLUS™ Preventive maintenance and repair". The main content area contains the following text and bullet points:

CSP is a comprehensive fleet management program available exclusively on Ford Credit financed or leased vehicles.

- Service, maintenance, administration, management
- Fuel card
- Automatic license renewal
- Accident management
- Subrogation services

|                          |  |
|--------------------------|--|
| <b>Slide Number</b>      | 2005 ALTERNATE SLIDE   |
| <b>Slide Type</b>        | Logo_BulletBuild   |
| <b>Programming Notes</b> | On-screen verbiage builds to match vo.   |
| <b>Buttons</b>           |  |
| <b>Graphics</b>          | CSP LOGO   |
| <b>Audio Script</b>      | <p>CSP is a comprehensive fleet management program available exclusively on Ford Credit financed or leased vehicles. It assists with all aspects of commercial vehicle ownership such as service, maintenance, administration and management to help you reduce vehicle downtime.</p> <p>You may be asking, "Why not just sell Commercial Service Plus? What's the difference?" In some cases, Commercial Service Plus may be a more appropriate choice for a commercial customer. For example, if your customer absolutely wants to be able to give his or her drivers a fuel card, CSP is the way to go. If your customer wants automatic license renewal or accident management and subrogation services and your dealership does not offer them, then CSP would be a good choice.</p> <p>To learn more about how CSP compares to ESP and QFC, refer to the Commercial Service Programs Overview course number 3474W mentioned earlier.</p> |
|                          |  |

## Growing Your Commercial Business with Ford Commercial Business Solutions



The slide features the Ford logo at the top left and "Ford Commercial Business Solutions" at the top right. Below this, the title "Ford Credit Financing Completes the Solution" is centered. A sub-instruction "Click on each image to learn more." is present. Three small images are displayed horizontally: a red truck labeled "Commercial Lease", a white van labeled "Commercial Line of Credit", and a white van labeled "Commercial Retail Financing".

|                          |   |
|--------------------------|---|
| <b>Slide Number</b>      | 2006A   |
| <b>Slide Type</b>        | Image_Clickthrough  |
| <b>Programming Notes</b> | Graphics appear individually as each option is named. Learner clicks on each graphic to display bulleted text and bullets sync with vo  |
| <b>Buttons</b>           |   |
| <b>Graphics</b>          | 2006B, 2006C, 2006D   |
| <b>Audio Script</b>      | To complete our comprehensive fleet service management solution for commercial customers, we partner with Ford Credit. Ford Credit offers commercial customers three financing options, all of which allow them to roll in the total cost of ESP and QFC:<br>Commercial Lease,<br>Commercial Lines of Credit, and<br>Commercial Retail Financing.<br><br>Click on each image to learn more about these options. |

## Growing Your Commercial Business with Ford Commercial Business Solutions

Ford Commercial Business Solutions

### Ford Credit Financing Completes the Solution

Click on each image to learn more.

**Commercial Lease** A customizable lease option

**Commercial Line of Credit** Access to working capital

**Commercial Vehicle Financing** Flexible financing for your fleet

- Can be tailored to meet unique business needs
- Improves cash flow
- No mileage restrictions
- No wear and use lease-end charges

|   |   |
|---|---|
| <b>Slide Number</b>                         | 2006B   |
| <b>Slide Type</b>                           | Image_Clickthrough  |
| <b>Programming Notes</b>                    | Graphics appear individually as each option is named. Learner clicks on each graphic to display bulleted text and bullets sync with vo  |
| <b>Buttons</b>                              |   |
| <b>Graphics</b>                             | 2006B, 2006C, 2006D   |
| <b>Audio Script</b><br><br>Commercial Lease | CommercialLease – or TRAC Lease – is a customizable open-ended lease that can be tailored to meet customers' unique business needs. There are several benefits for your customers, including improved cash flow with payments that are usually lower than traditional financing, no mileage restrictions, and no wear and use lease-end restrictions. |

## Growing Your Commercial Business with Ford Commercial Business Solutions

 Ford Commercial Business Solutions

### Ford Credit Financing Completes the Solution

Click on each image to learn more.



Commercial Lease  
A commercial lease is...

- Can be tailored to meet unique business needs
- Improves cash flow
- No mileage restrictions
- No wear and use lease-end charges



Commercial Line of Credit  
A commercial line of credit...

- Availability of credit when needed to cover all eligible vehicle financing needs
- No enrollment or maintenance fees
- Frees up capital



Commercial Vehicle Financing  
Commercial vehicles can be...

|   |  |
|---|--|
| <b>Slide Number</b>                                   | 2006C  |
| <b>Slide Type</b>                                     | Image_Clickthrough   |
| <b>Programming Notes</b>                              | Graphics appear individually as each option is named. Learner clicks on each graphic to display bulleted text and bullets sync with vo   |
| <b>Buttons</b>  |  |
| <b>Graphics</b>                                       | 2006B, 2006C, 2006D  |
| <b>Audio Script</b><br><br>Commercial Lines of Credit | Commercial Lines of Credit helps commercial customers – whether leasing or buying - get the credit they need when they need it to acquire commercial vehicles faster, easier, and with less hassle. There are no enrollment or maintenance fees, and it frees up capital for other business needs. |

## Growing Your Commercial Business with Ford Commercial Business Solutions

Ford Commercial Business Solutions

### Ford Credit Financing Completes the Solution

Click on each image to learn more.

**Commercial Lease**

- Can be tailored to meet unique business needs
- Improves cash flow
- No mileage restrictions
- No wear and use lease-end charges

**Commercial Line of Credit**

- Availability of credit when needed to cover all eligible vehicle financing needs
- No enrollment or maintenance fees
- Frees up capital

**Commercial Retail Financing**

- Competitive rates
- No hidden fees or GVW restrictions

|                             |   |
|-----------------------------|---|
| <b>Slide Number</b>         | 2006D   |
| <b>Slide Type</b>           | Image_clickthrough  |
| <b>Programming Notes</b>    | Graphics appear individually as each option is named. Learner clicks on each graphic to display bulleted text and bullets sync with vo  |
| <b>Buttons</b>              |   |
| <b>Graphics</b>             | 2006B, 2006C, 2006D   |
| <b>Audio Script</b>         | <p>The Commercial Retail Financing option offers commercial customers competitive rates with flexible terms and no hidden fees or GVW restrictions.</p> <p>Refer to the Job Aid you downloaded at the start of the course for the Ford Credit website where you can find more information on all of these products.</p> |
| Commercial Retail Financing |   |

## Growing Your Commercial Business with Ford Commercial Business Solutions

 Ford Commercial Business Solutions

### Ford Credit Financing Completes the Solution

Customers can finance 100% of the cost of the Ford Commercial Business Solution!

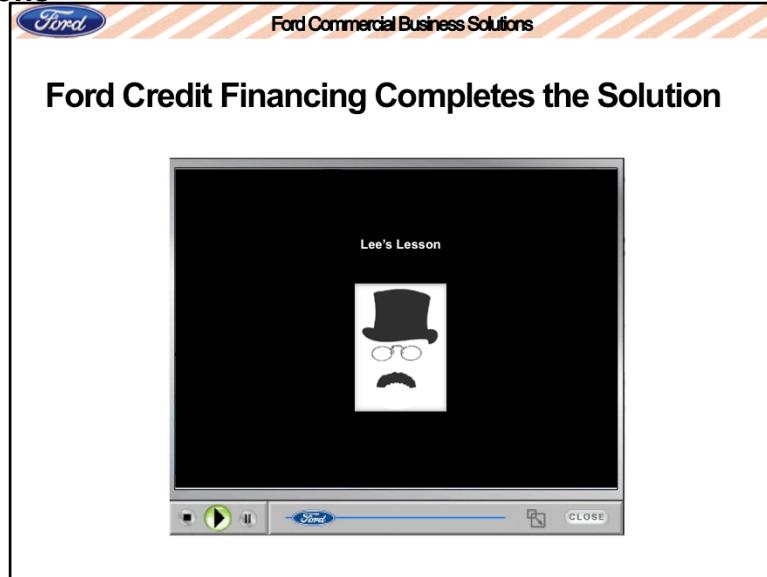
|   |   |  |
|---|---|--|
|  <ul style="list-style-type: none"> <li>▪ Can be tailored to meet unique business needs</li> <li>▪ Improves cash flow</li> <li>▪ No mileage restrictions</li> <li>▪ No wear and use lease-end charges</li> </ul> |  <ul style="list-style-type: none"> <li>▪ Availability of credit when needed to cover all eligible vehicle financing needs</li> <li>▪ No enrollment or maintenance fees</li> <li>▪ Frees up capital</li> </ul> |  <ul style="list-style-type: none"> <li>▪ Competitive rates</li> <li>▪ No hidden fees or GVW restrictions</li> </ul> |
|---|---|--|

Lee's Lesson



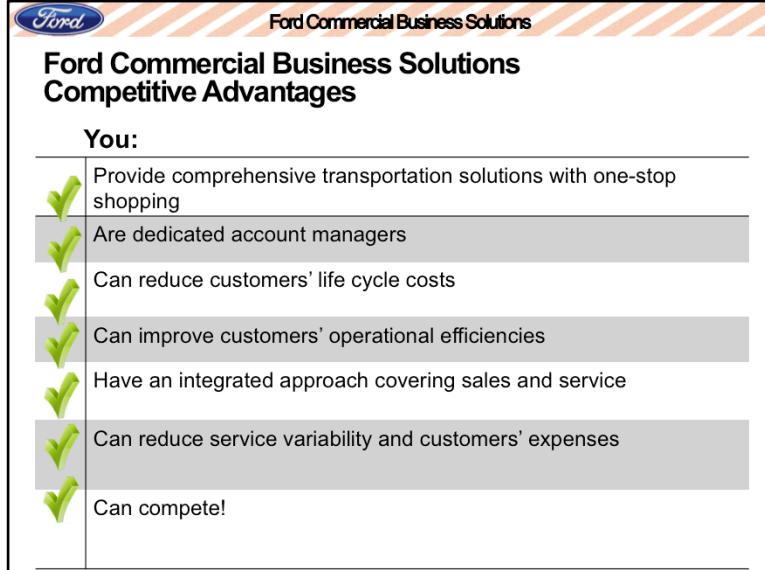
|                              |   |
|------------------------------|---|
| <b>Slide Number</b><br>2006E |   |
| <b>Slide Type</b>            | Image_Clickthrough  |
| <b>Programming Notes</b>     | Lee's Lesson icon slides in from right at end of vo; learner clicks, video plays as an overlay<br>(VIDEO IS REQUIRED TO VIEW)   |
| <b>Buttons</b>               | Lee's Lesson Icon   |
| <b>Graphics</b>              | 2006B, 2006C, 2006D   |
| <b>Audio Script</b>          | For dealers, these financing products complete a solution that offers strong competitive advantages over fleet service management companies. They also provide you with an additional source for service revenue .  |
| Lee's Lesson icon            | <p>How do you know which option is best for which customer? Ford Credit Commercial Brand Director, Lee <b>Gross</b>, offers advice on characteristics of customers best suited to CommercialLease, Commercial Lines of Credit and Commercial Retail Financing.</p> <p><b>Click on the Lee's Lesson icon to hear his advice.</b></p> |

## Growing Your Commercial Business with Ford Commercial Business Solutions



|                             |  |
|-----------------------------|--|
| <b>Slide Number</b>         | 2006F  |
| <b>Slide Type</b>           | Video Player   |
| <b>Programming Notes</b>    | Lee video #3 plays as an overlay with an "x" in the upper right corner   |
| <b>Buttons</b>              |  |
| <b>Graphics</b>             |  |
| <b>Notes on Lee's video</b> | <ul style="list-style-type: none"><li>• A Commercial Lease is best suited to what sort of customers?</li><li>• Commercial Lines of Credit work best for what sort of customers?</li><li>• And what sort of customers will benefit from Commercial Retail Financing?</li></ul> <p><b>ADDITIONAL INFO NEEDED TO COMPLETE BULLETS</b></p> |

## Growing Your Commercial Business with Ford Commercial Business Solutions



The slide features the Ford logo at the top left and "Ford Commercial Business Solutions" at the top right. Below this, the title "Ford Commercial Business Solutions Competitive Advantages" is centered. A section titled "You:" lists seven competitive advantages, each preceded by a green checkmark icon:

- Provide comprehensive transportation solutions with one-stop shopping
- Are dedicated account managers
- Can reduce customers' life cycle costs
- Can improve customers' operational efficiencies
- Have an integrated approach covering sales and service
- Can reduce service variability and customers' expenses
- Can compete!

|                          |  |
|--------------------------|--|
| <b>Slide Number</b>      | 2007   |
| <b>Slide Type</b>        | Checklist  |
| <b>Programming Notes</b> | Works similar to BulletBuild. Each item aligns with VO, and then checkmark appears to left.  |
| <b>Buttons</b>           |  |
| <b>Graphics</b>          |  |
| <b>Audio Script</b>      | <p>As you've seen, each product in the Ford Commercial Business Solution delivers benefits to your customers. Taken all together, you have a package that is a strong competitor to fleet service management companies and one that you should offer to <i>every one</i> of your commercial customers.</p> <p>YOU hold the key to overcoming the competition and growing your commercial business.</p> <ul style="list-style-type: none"> <li>• You can provide a comprehensive, customizable transportation solution with one-stop shopping</li> <li>• You are your customers' dedicated account manager; the one who works with them to create the best solution for their business needs</li> <li>• You can help customers reduce their overall vehicle life-cycle costs with ESP, QFC, and finance options that lock in vehicle maintenance expenses in current day dollars and lower lease payments, if applicable</li> <li>• You can help improve your customers' operational efficiencies with online billing and fleet service management</li> <li>• You have an integrated approach that covers sales <i>and</i> service for the life of the vehicle</li> <li>• You can reduce service variability and expenses for your customers</li> </ul> <p>In short, you <i>can</i> compete with companies that offer fleet management services and increase your commercial sales.</p> |
| <b>Storyboard</b>        |  |

# Growing Your Commercial Business with Ford Commercial Business Solutions

 Ford Commercial Business Solutions

## Knowledge Check ESP/QFC Competitive Comparison

Which of the following are features of Ford Commercial Business Solutions, but MAY NOT be offered by competitive fleet service management companies or they may charge extra for them?

Select all that apply.

- Covers failure of covered components due to wear and tear
- License renewal
- Driver profile reporting
- Website access/online billing & reports
- Repairs performed by factory-trained technicians using OE parts
- Exception reports
- Spending controls
- Cost containment

**SUBMIT**

|                          |   |
|--------------------------|---|
| <b>Slide Number</b>      | 2008  |
| <b>Slide Type</b>        | Activity_MultipleChoice   |
| <b>Programming Notes</b> | Multiple choice question with multiple correct answers.<br>Correct answers shown with green check mark when learner clicks Submit button; feedback vo starts when all check marks display.<br><br>When vo feedback finishes, user clicks "next" to continue.  |
| <b>Buttons</b>           | SUBMIT  |
| <b>Graphics</b>          |   |
| <b>Audio Script</b>      | Read the question and select your responses. Then click Submit to see how you did.  |
| Correct Feedback         | <u>Feedback:</u><br>Good work! Those are all features of Ford Commercial Business Solutions that competitors may not offer or may charge extra for them.<br><br>Click "Next" to continue.   |
| Incorrect Feedback       | That is incorrect. The checked items indicate features of Ford Commercial Business Solutions that competitors may not offer or may charge extra for them.<br><br>Your Job Aid contains a complete competitive comparison chart that details how Ford Commercial Business Solutions provides valuable attributes versus competitors. You can also find the chart at the ESP tab on FMCDealer-dot-com.<br><br>Click "Next" to continue. |

## Growing Your Commercial Business with Ford Commercial Business Solutions

 Ford Commercial Business Solutions

### Knowledge Check Ford Credit Financing Options

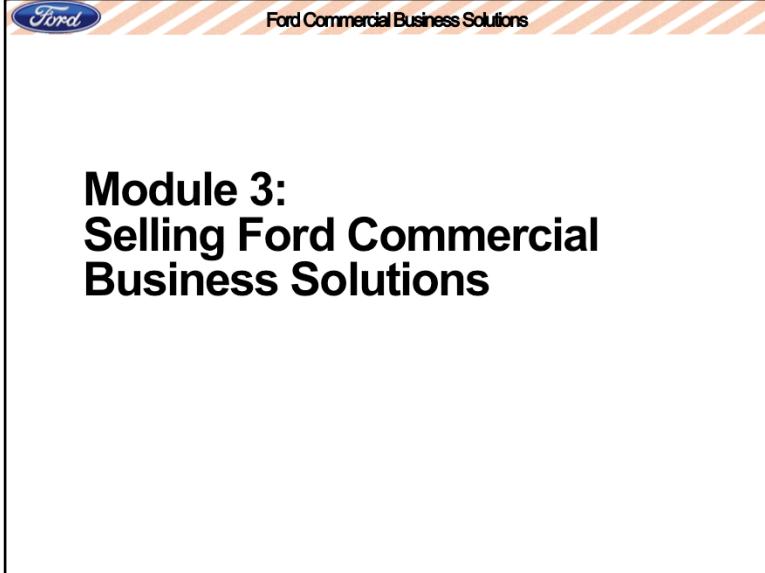
- No mileage restrictions
- Typically lower payments than traditional financing
- Availability of credit to cover all eligible vehicle financing needs
- No enrollment or maintenance fees
- No hidden fees
- No GVW restrictions





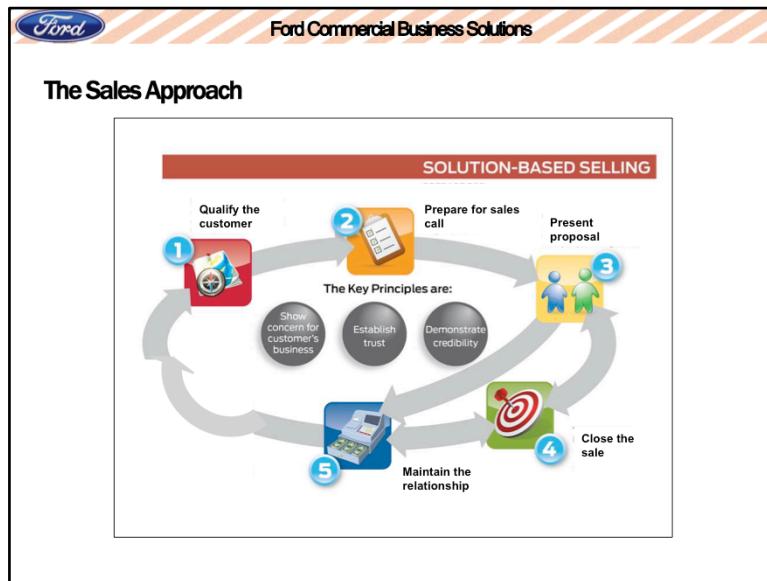
|                          |  |
|--------------------------|--|
| <b>Slide Number</b>      | 2009   |
| <b>Slide Type</b>        | Activity_DragDrop  |
| <b>Programming Notes</b> | <p>Drag and drop. User clicks on the fact and drags it to the appropriate product. An incorrect choice will NOT stick and the statement "That is incorrect, try again." appears.</p> <p>The correct placement is shown on the slide. Set-up the page so that the statements are scrambled and the user needs to drag them to the correct location.</p> <p>Once all statements are placed correctly, the correct feedback audio begins. User gets 2 tries to get it correct, and then correct placement is shown.</p> |
| <b>Buttons</b>           |  |
| <b>Graphics</b>          | 2006B, 2006C, 2006D  |
| <b>Audio Script</b>      | Ford Credit offers commercial customers three financing options which roll in the total cost of ESP and QFC. Drag a statement to the correct financing option for that statement.  |
| Correct Feedback         | <u>Feedback:</u><br>Great job!   |
| Incorrect Feedback       | That is incorrect. Please try again.   |

## Growing Your Commercial Business with Ford Commercial Business Solutions



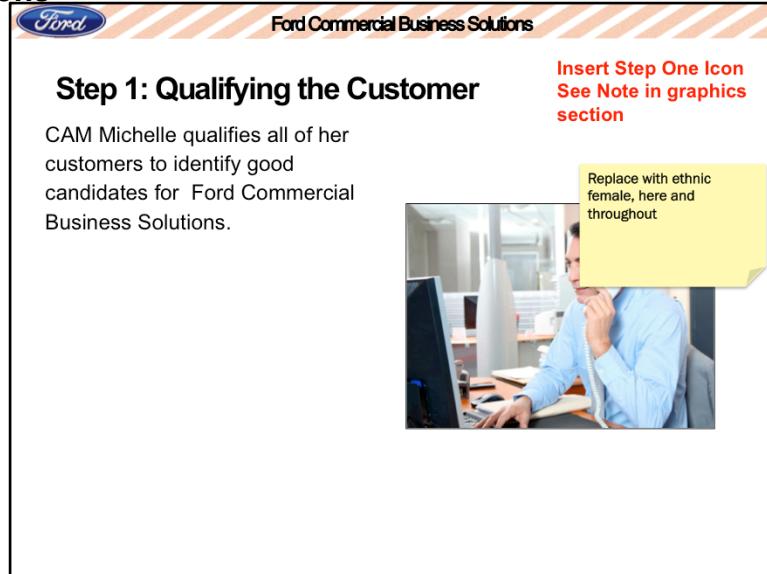
|                          |  |
|--------------------------|--|
| <b>Slide Number</b>      | 3000   |
| <b>Slide Type</b>        | Transition   |
| <b>Programming Notes</b> |  |
| <b>Buttons</b>           |  |
| <b>Graphics</b>          |  |
| <b>Audio Script</b>      | In this module, you'll follow a sales process with a customer to develop Ford Commercial Business Solutions. |

## Growing Your Commercial Business with Ford Commercial Business Solutions



|                          |  |
|--------------------------|--|
| <b>Slide Number</b>      | 3001   |
| <b>Slide Type</b>        | Map  |
| <b>Programming Notes</b> | Each step is highlighted as it is mentioned<br>For last line of VO, Step 1 is in color and other steps are grayed out  |
| <b>Buttons</b>           |  |
| <b>Graphics</b>          | Solution-based Selling graphic (revised)   |
| <b>Audio Script</b>      | <p>There are a number of similar processes successful salespeople use to close a sale. You probably have one of your own. In this module, you will use what we call a Solution-based Selling Approach to develop a Ford Commercial Business Solution proposal.</p> <p>The steps in the process are:</p> <ol style="list-style-type: none"> <li>1. Qualify the customer</li> <li>2. Prepare for the sales call</li> <li>3. Present the proposal</li> <li>4. Close the sale, and</li> <li>5. Maintain the relationship</li> </ol> <p>Click on Step One: Qualifying the Customer to begin this process with Michelle, a Commercial Account Manager.</p> |

## Growing Your Commercial Business with Ford Commercial Business Solutions



The slide template features a header with the Ford logo and "Ford Commercial Business Solutions". The main content area has a title "Step 1: Qualifying the Customer" and a text block about CAM Michelle qualifying customers. To the right is a placeholder for an icon with instructions to "Insert Step One Icon See Note in graphics section". Below the text is a photo of a man at a desk, with a yellow callout bubble above him that says "Replace with ethnic female, here and throughout".

|                          |   |
|--------------------------|---|
| <b>Slide Number</b>      | 3002  |
| <b>Slide Type</b>        | Text_Image_Right  |
| <b>Programming Notes</b> |   |
| <b>Buttons</b>           |   |
| <b>Graphics</b>          | 3002<br>Sales process Step One icon   |
| <b>Audio Script</b>      | <p>Michelle recognizes the importance of presenting Ford Commercial Business Solutions to every one of her customers. She sees how the commercial business is changing and has already lost a couple of customers to fleet service management companies. So, she's motivated to stay ahead of the competition.</p> <p>She knows she needs to start by understanding a customer's current situation and his or her wants and needs, so she makes an initial contact with each customer to conduct an assessment.</p> |

## Growing Your Commercial Business with Ford Commercial Business Solutions

 Ford Commercial Business Solutions

**Step 1: Qualifying the Customer  
Customer Interview Form**



You and Michelle can use the Customer Interview form to help identify a customer's needs and wants. With that information, she can customize a Ford Commercial Business Solution that accurately reflects his customer's specific circumstances.

*Click on each highlighted area for more information on the tool.*

|                                       |   |
|---------------------------------------|---|
| <b>Slide Number</b>                   | 3003  |
| <b>Slide Type</b>                     | Image_Clickthrough  |
| <b>Programming Notes</b>              | <p>Text and form appear on landing</p> <p>Each section is highlighted after previous VO is complete. VO will play when section is selected.</p>   |
| <b>Buttons</b>                        |   |
| <b>Graphics</b>                       | <p>3003</p> <p>Sales process Step One icon</p>  |
| <b>Audio Script</b>                   | <p>To assess her customers, you and Michelle will use the Customer Interview form. It's a form that allows you to fill in the information at your computer and it will help you identify a customer's wants, needs, and concerns.</p> <p>Click on each highlighted section of the form to see what information she will gather.</p> |
| Total fleet size/Vehicle types/number | You and Michelle will ask about the total size of the fleet and the individual vehicles that make up the fleet, including whether or not they're Ford or competitive makes and type of engine and fuel  |
| Finance or Commercial Lease           | You need to know how the customer wants to finance his or her vehicles going forward and the customer's credit rating.  |
| How do you manage your fleet?         | You'll want to know how the fleet is currently managed – by the fleet manager or a fleet service management company   |
| Vehicle maintenance area              | The vehicle maintenance area yields more key information for you and Michelle. It includes questions about schedules, frequency of service, who performs maintenance and repairs, cost-per-mile, and more.  |
| Rest of form                          | You'll also learn how the company disposes of vehicles, any service related issues, component wear-out, and other fleet issues.   |

## Growing Your Commercial Business with Ford Commercial Business Solutions

The form includes fields for Name, Address, Telephone Number, Email Address, Finance or Commercial Lease information, Total Fleet Size, and Vehicle Locations. It also contains questions about service frequency, vehicle disposal, maintenance costs, and driver safety.

**Your Commercial Customer:**

- Fleet Manager of ABC Plumbing & Heating
- Employs 20 plumbers and HVAC technicians and 5 salespeople
- Fleet of 23 upfitted trucks and 6 leased cars
- 3 of the leased cars are near lease-end

|  |  |
|--|--|
| Slide Number   | 3004   |
| Slide Type   | Image_Clickthrough   |
| Programming Notes  | <p>Text and form appear on landing<br/>Each section is highlighted after previous VO is complete. VO will play when section is selected.</p>   |
| Buttons  |  |
| Graphics   | <p>3004<br/>Sales process Step One icon</p>  |
| Audio Script   | <p>So, in qualifying the customer you learn a great deal of valuable information:<br/>The customer is the Fleet Manager of ABC Plumbing and Heating, a large, local plumbing and H-VAC company. The company has a staff of 20 plumbers and H-VAC technicians and five salespeople. Its fleet includes 23 upfitted vans and 6 cars. The cars are leased and three of them are near lease-end.</p> |
|  |  |
|  |  |
|  |  |
| Total fleet size field   | <p>So, the Fleet Manager is interested in a CommercialLease to replace the cars.<br/>He currently does not have a Ford Identification Number.</p>  |
|  |  |
|  |  |
| Vehicle detail fields  | <p>All of the fleet vehicles are gas engines. Sixteen of the vans are Ford vehicles, seven are competitive makes.<br/><br/>The cars are a mix of Ford and competitive models and are assigned to the salespeople based on their preference. Three of the trucks and one of the cars are kept as backups.</p>   |
|  |  |
| Vehicle locations  |  |
|  |  |
| How do you manage/<br>Preventive Maint sked  | <p>The fleet manager handles all aspects of the fleet and follows his own Preventative Maintenance schedule</p>  |
|  |  |
| Frequency of service/ Do<br>you find ...Who performs<br>maint/<br>Who performs repairs<br>Warranty | <p>Maintenance is performed every 5-thousand miles by chain shops at various locations. The Fleet Manager acknowledges that service costs can vary.<br/>Repairs are done at a nearby independent shop.</p>   |
|  |  |
| Forecast<br>How do you dispose ...<br>Components wear out  | <p>Expenses for preventative maintenance run the fleet about 9-and-a-half cents per mile.<br/>Trucks are traded in after 5 years and an average 22-thousand miles per year.<br/>The customer complains that tire rod ends tend to wear out prematurely.</p>  |
|  |  |
| Units in transit<br>Driver safety concerns   | <p>The trucks do move from job to job, and the salespeople are allowed to take their company cars home.<br/>The customer does want to make sure his employees feel safe in their vehicles.</p>   |
|  |  |
| Storyboard   | <p>This completed form with all of this information is included in the Job Aid you downloaded at the beginning of this course. Use it as a reference as we progress through this module.</p>   |

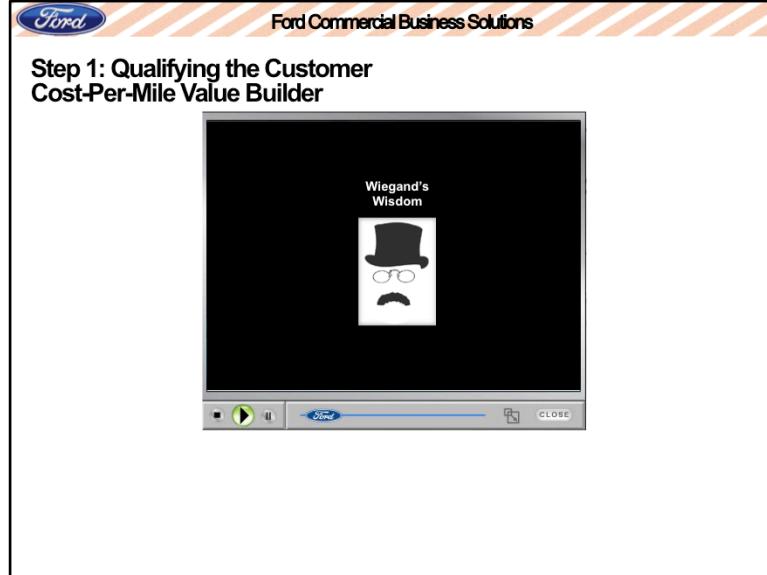
## Growing Your Commercial Business with Ford Commercial Business Solutions

You and Michelle have an excellent sales tool in the Commercial Cost-per-mile Value Builder Quick Quote Tool. With it, you can demonstrate the value of adding ESP PremiumCARE and Premium Maintenance to vehicle purchase or lease.

Click on the Wiegand's Wisdom icon to see how it works.

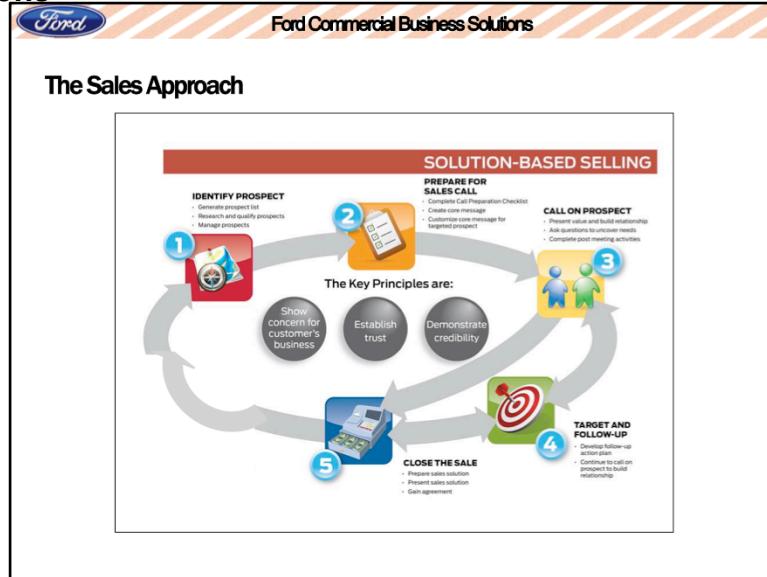
|                          |  |
|--------------------------|--|
| <b>Slide Number</b>      | 3005A  |
| <b>Slide Type</b>        | Text_Image_Left  |
| <b>Programming Notes</b> | Wiegand's Wisdom icon pops up at vo direction<br>When learner clicks on Wiegand's Wisdom icon, video player appears to play Wiegand video #4 as an overlay (VIDEO IS REQUIRED TO VIEW)   |
| <b>Buttons</b>           | Wiegand's Wisdom icon  |
| <b>Graphics</b>          | 3005A1, 3005A2<br>Sales process Step One icon  |
| <b>Audio Script</b>      | <p>With the information you and Michelle have gathered from the customer interview, you begin to work some numbers to create a value proposition that demonstrates the benefits of purchasing ESP PremiumCARE and Premium Maintenance as part of a total life-cycle solution. You and Michelle use the Commercial Cost-Per-Mile Value Builder Quick Quote Tool to calculate how much per mile the contract adds to the transaction and how much it saves the customer.</p> <p>At the end of this module, you'll learn where you can quickly and easily access and download this tool.</p> <p>Click on the Wiegand's Wisdom icon for a demonstration of how to use this tool.</p> |

## Growing Your Commercial Business with Ford Commercial Business Solutions



|                          |  |
|--------------------------|--|
| <b>Slide Number</b>      | 3005B  |
| <b>Slide Type</b>        | Video Player   |
| <b>Programming Notes</b> | Wiegand video #4 plays as an overlay with an "x" in the upper right corner   |
| <b>Buttons</b>           |  |
| <b>Graphics</b>          | Sales process Step One icon  |
| <b>Joe video notes</b>   | Joe vo demonstrating how to use cost-per-mile value builder tool – cost-per-mile, Premium Maintenance and PremiumCARE worksheets <b>CONTENT DIRECTION NEEDED FOR BULLETS</b> |

## Growing Your Commercial Business with Ford Commercial Business Solutions



|                          |  |
|--------------------------|--|
| <b>Slide Number</b>      | 3006   |
| <b>Slide Type</b>        | Map  |
| <b>Programming Notes</b> | Step 2 in color, other steps grayed out  |
| <b>Buttons</b>           |  |
| <b>Graphics</b>          | Solution-based Selling graphic (revised)   |
| <b>Audio</b>             | You're now ready to move to Step Two in the process: Preparing for the Sales Call. Click "next" to continue. |

## Growing Your Commercial Business with Ford Commercial Business Solutions

How are you going to address this customer's needs and wants?

**ESP PremiumCARE \$0 Deductible**

- 3 years/60,000 miles
- 4 years/75,000 miles
- 5 years/100,000 miles
- 5 years/125,000 miles

**ESP Premium Maintenance**

- 3 years/60,000 miles/ 3,000 hours
- 4 years/75,000 miles/ 3,000 hours
- 5 years/125,000 miles/5,000 hours
- 5 years/150,000 miles/6,000 hours

- CommercialLease
- Ford Commercial Lines of Credit
- QFC

**Submit**

|                          |   |
|--------------------------|---|
| <b>Slide Number</b>      | 3007  |
| <b>Slide Type</b>        | Activity_MultipleChoice   |
| <b>Programming Notes</b> | Learner selects choices, clicks Submit button for feedback  |
| <b>Buttons</b>           | Submit button   |
| <b>Graphics</b>          | 3005A1, 3005A2<br>Step 2 icon   |
| <b>Audio Script</b>      | Based on what you've just learned about your customer, how are you going to address your customer's wants and needs? Which time and mileage terms will you recommend for ESP PremiumCARE and Premium Maintenance? What other products will you include? Click to make your choices, then click the Submit button to check your answers. |

## Growing Your Commercial Business with Ford Commercial Business Solutions

How are you going to address this customer's wants and needs?

**ESP PremiumCARE \$0 Deductible**

- 3 years/60,000 miles
- 4 years/75,000 miles
- 5 years/100,000 miles
- 5 years/125,000 miles

**ESP Premium Maintenance**

- 3 years/60,000 miles/ 3,000 hours
- 4 years/75,000 miles/ 3,000 hours
- 5 years/125,000 miles/5,000 hours
- 5 years/150,000 miles/6,000 hours

✓ CommercialLease  
✓ Ford Commercial Lines of Credit  
✓ QFC

| Vehicle                             | Hours | Miles    | Service Frequency |
|-------------------------------------|-------|----------|-------------------|
| Total Hours and F&I Charge Services | 0.00  | 0.00     |                   |
| 30,000 Mile Service                 | 0.00  | 100.00   |                   |
| 45,000 Mile Service                 | 0.00  | 210.00   |                   |
| 60,000 Mile Service                 | 0.00  | 320.00   |                   |
| 75,000 Mile Service                 | 0.00  | 430.00   |                   |
| 90,000 Mile Service                 | 0.00  | 540.00   |                   |
| 105,000 Mile Service                | 0.00  | 650.00   |                   |
| 120,000 Mile Service                | 0.00  | 760.00   |                   |
| Total                               | 0.00  | 4,770.00 |                   |
| Maintenance Plan B&P                | 0.00  | 3,300.00 |                   |
| Year Savings                        | 0.00  | 1,470.00 |                   |

| Vehicle        | Hours   | Miles  | Service Frequency |
|----------------|---------|--------|-------------------|
| Ford Econoline | 245.00  | 245.00 | 1000 hrs          |
| Ford Econoline | 254.00  | 254.00 | 1000 hrs          |
| Ford Econoline | 264.00  | 264.00 | 1000 hrs          |
| Ford Econoline | 521.00  | 0.00   | 1000 hrs          |
| Ford Econoline | 531.00  | 0.00   | 1000 hrs          |
| Ford Econoline | 541.00  | 0.00   | 1000 hrs          |
| Ford Econoline | 551.00  | 0.00   | 1000 hrs          |
| Ford Econoline | 561.00  | 0.00   | 1000 hrs          |
| Ford Econoline | 571.00  | 0.00   | 1000 hrs          |
| Ford Econoline | 581.00  | 0.00   | 1000 hrs          |
| Ford Econoline | 591.00  | 0.00   | 1000 hrs          |
| Ford Econoline | 601.00  | 0.00   | 1000 hrs          |
| Ford Econoline | 611.00  | 0.00   | 1000 hrs          |
| Ford Econoline | 621.00  | 0.00   | 1000 hrs          |
| Ford Econoline | 631.00  | 0.00   | 1000 hrs          |
| Ford Econoline | 641.00  | 0.00   | 1000 hrs          |
| Ford Econoline | 651.00  | 0.00   | 1000 hrs          |
| Ford Econoline | 661.00  | 0.00   | 1000 hrs          |
| Ford Econoline | 671.00  | 0.00   | 1000 hrs          |
| Ford Econoline | 681.00  | 0.00   | 1000 hrs          |
| Ford Econoline | 691.00  | 0.00   | 1000 hrs          |
| Ford Econoline | 701.00  | 0.00   | 1000 hrs          |
| Ford Econoline | 711.00  | 0.00   | 1000 hrs          |
| Ford Econoline | 721.00  | 0.00   | 1000 hrs          |
| Ford Econoline | 731.00  | 0.00   | 1000 hrs          |
| Ford Econoline | 741.00  | 0.00   | 1000 hrs          |
| Ford Econoline | 751.00  | 0.00   | 1000 hrs          |
| Ford Econoline | 761.00  | 0.00   | 1000 hrs          |
| Ford Econoline | 771.00  | 0.00   | 1000 hrs          |
| Ford Econoline | 781.00  | 0.00   | 1000 hrs          |
| Ford Econoline | 791.00  | 0.00   | 1000 hrs          |
| Ford Econoline | 801.00  | 0.00   | 1000 hrs          |
| Ford Econoline | 811.00  | 0.00   | 1000 hrs          |
| Ford Econoline | 821.00  | 0.00   | 1000 hrs          |
| Ford Econoline | 831.00  | 0.00   | 1000 hrs          |
| Ford Econoline | 841.00  | 0.00   | 1000 hrs          |
| Ford Econoline | 851.00  | 0.00   | 1000 hrs          |
| Ford Econoline | 861.00  | 0.00   | 1000 hrs          |
| Ford Econoline | 871.00  | 0.00   | 1000 hrs          |
| Ford Econoline | 881.00  | 0.00   | 1000 hrs          |
| Ford Econoline | 891.00  | 0.00   | 1000 hrs          |
| Ford Econoline | 901.00  | 0.00   | 1000 hrs          |
| Ford Econoline | 911.00  | 0.00   | 1000 hrs          |
| Ford Econoline | 921.00  | 0.00   | 1000 hrs          |
| Ford Econoline | 931.00  | 0.00   | 1000 hrs          |
| Ford Econoline | 941.00  | 0.00   | 1000 hrs          |
| Ford Econoline | 951.00  | 0.00   | 1000 hrs          |
| Ford Econoline | 961.00  | 0.00   | 1000 hrs          |
| Ford Econoline | 971.00  | 0.00   | 1000 hrs          |
| Ford Econoline | 981.00  | 0.00   | 1000 hrs          |
| Ford Econoline | 991.00  | 0.00   | 1000 hrs          |
| Ford Econoline | 1001.00 | 0.00   | 1000 hrs          |
| Ford Econoline | 1011.00 | 0.00   | 1000 hrs          |
| Ford Econoline | 1021.00 | 0.00   | 1000 hrs          |
| Ford Econoline | 1031.00 | 0.00   | 1000 hrs          |
| Ford Econoline | 1041.00 | 0.00   | 1000 hrs          |
| Ford Econoline | 1051.00 | 0.00   | 1000 hrs          |
| Ford Econoline | 1061.00 | 0.00   | 1000 hrs          |
| Ford Econoline | 1071.00 | 0.00   | 1000 hrs          |
| Ford Econoline | 1081.00 | 0.00   | 1000 hrs          |
| Ford Econoline | 1091.00 | 0.00   | 1000 hrs          |
| Ford Econoline | 1101.00 | 0.00   | 1000 hrs          |
| Ford Econoline | 1111.00 | 0.00   | 1000 hrs          |
| Ford Econoline | 1121.00 | 0.00   | 1000 hrs          |
| Ford Econoline | 1131.00 | 0.00   | 1000 hrs          |
| Ford Econoline | 1141.00 | 0.00   | 1000 hrs          |
| Ford Econoline | 1151.00 | 0.00   | 1000 hrs          |
| Ford Econoline | 1161.00 | 0.00   | 1000 hrs          |
| Ford Econoline | 1171.00 | 0.00   | 1000 hrs          |
| Ford Econoline | 1181.00 | 0.00   | 1000 hrs          |
| Ford Econoline | 1191.00 | 0.00   | 1000 hrs          |
| Ford Econoline | 1201.00 | 0.00   | 1000 hrs          |
| Ford Econoline | 1211.00 | 0.00   | 1000 hrs          |
| Ford Econoline | 1221.00 | 0.00   | 1000 hrs          |
| Ford Econoline | 1231.00 | 0.00   | 1000 hrs          |
| Ford Econoline | 1241.00 | 0.00   | 1000 hrs          |
| Ford Econoline | 1251.00 | 0.00   | 1000 hrs          |
| Ford Econoline | 1261.00 | 0.00   | 1000 hrs          |
| Ford Econoline | 1271.00 | 0.00   | 1000 hrs          |
| Ford Econoline | 1281.00 | 0.00   | 1000 hrs          |
| Ford Econoline | 1291.00 | 0.00   | 1000 hrs          |
| Ford Econoline | 1301.00 | 0.00   | 1000 hrs          |
| Ford Econoline | 1311.00 | 0.00   | 1000 hrs          |
| Ford Econoline | 1321.00 | 0.00   | 1000 hrs          |
| Ford Econoline | 1331.00 | 0.00   | 1000 hrs          |
| Ford Econoline | 1341.00 | 0.00   | 1000 hrs          |
| Ford Econoline | 1351.00 | 0.00   | 1000 hrs          |
| Ford Econoline | 1361.00 | 0.00   | 1000 hrs          |
| Ford Econoline | 1371.00 | 0.00   | 1000 hrs          |
| Ford Econoline | 1381.00 | 0.00   | 1000 hrs          |
| Ford Econoline | 1391.00 | 0.00   | 1000 hrs          |
| Ford Econoline | 1401.00 | 0.00   | 1000 hrs          |
| Ford Econoline | 1411.00 | 0.00   | 1000 hrs          |
| Ford Econoline | 1421.00 | 0.00   | 1000 hrs          |
| Ford Econoline | 1431.00 | 0.00   | 1000 hrs          |
| Ford Econoline | 1441.00 | 0.00   | 1000 hrs          |
| Ford Econoline | 1451.00 | 0.00   | 1000 hrs          |
| Ford Econoline | 1461.00 | 0.00   | 1000 hrs          |
| Ford Econoline | 1471.00 | 0.00   | 1000 hrs          |
| Ford Econoline | 1481.00 | 0.00   | 1000 hrs          |
| Ford Econoline | 1491.00 | 0.00   | 1000 hrs          |
| Ford Econoline | 1501.00 | 0.00   | 1000 hrs          |
| Ford Econoline | 1511.00 | 0.00   | 1000 hrs          |
| Ford Econoline | 1521.00 | 0.00   | 1000 hrs          |
| Ford Econoline | 1531.00 | 0.00   | 1000 hrs          |
| Ford Econoline | 1541.00 | 0.00   | 1000 hrs          |
| Ford Econoline | 1551.00 | 0.00   | 1000 hrs          |
| Ford Econoline | 1561.00 | 0.00   | 1000 hrs          |
| Ford Econoline | 1571.00 | 0.00   | 1000 hrs          |
| Ford Econoline | 1581.00 | 0.00   | 1000 hrs          |
| Ford Econoline | 1591.00 | 0.00   | 1000 hrs          |
| Ford Econoline | 1601.00 | 0.00   | 1000 hrs          |
| Ford Econoline | 1611.00 | 0.00   | 1000 hrs          |
| Ford Econoline | 1621.00 | 0.00   | 1000 hrs          |
| Ford Econoline | 1631.00 | 0.00   | 1000 hrs          |
| Ford Econoline | 1641.00 | 0.00   | 1000 hrs          |
| Ford Econoline | 1651.00 | 0.00   | 1000 hrs          |
| Ford Econoline | 1661.00 | 0.00   | 1000 hrs          |
| Ford Econoline | 1671.00 | 0.00   | 1000 hrs          |
| Ford Econoline | 1681.00 | 0.00   | 1000 hrs          |
| Ford Econoline | 1691.00 | 0.00   | 1000 hrs          |
| Ford Econoline | 1701.00 | 0.00   | 1000 hrs          |
| Ford Econoline | 1711.00 | 0.00   | 1000 hrs          |
| Ford Econoline | 1721.00 | 0.00   | 1000 hrs          |
| Ford Econoline | 1731.00 | 0.00   | 1000 hrs          |
| Ford Econoline | 1741.00 | 0.00   | 1000 hrs          |
| Ford Econoline | 1751.00 | 0.00   | 1000 hrs          |
| Ford Econoline | 1761.00 | 0.00   | 1000 hrs          |
| Ford Econoline | 1771.00 | 0.00   | 1000 hrs          |
| Ford Econoline | 1781.00 | 0.00   | 1000 hrs          |
| Ford Econoline | 1791.00 | 0.00   | 1000 hrs          |
| Ford Econoline | 1801.00 | 0.00   | 1000 hrs          |
| Ford Econoline | 1811.00 | 0.00   | 1000 hrs          |
| Ford Econoline | 1821.00 | 0.00   | 1000 hrs          |
| Ford Econoline | 1831.00 | 0.00   | 1000 hrs          |
| Ford Econoline | 1841.00 | 0.00   | 1000 hrs          |
| Ford Econoline | 1851.00 | 0.00   | 1000 hrs          |
| Ford Econoline | 1861.00 | 0.00   | 1000 hrs          |
| Ford Econoline | 1871.00 | 0.00   | 1000 hrs          |
| Ford Econoline | 1881.00 | 0.00   | 1000 hrs          |
| Ford Econoline | 1891.00 | 0.00   | 1000 hrs          |
| Ford Econoline | 1901.00 | 0.00   | 1000 hrs          |
| Ford Econoline | 1911.00 | 0.00   | 1000 hrs          |
| Ford Econoline | 1921.00 | 0.00   | 1000 hrs          |
| Ford Econoline | 1931.00 | 0.00   | 1000 hrs          |
| Ford Econoline | 1941.00 | 0.00   | 1000 hrs          |
| Ford Econoline | 1951.00 | 0.00   | 1000 hrs          |
| Ford Econoline | 1961.00 | 0.00   | 1000 hrs          |
| Ford Econoline | 1971.00 | 0.00   | 1000 hrs          |
| Ford Econoline | 1981.00 | 0.00   | 1000 hrs          |
| Ford Econoline | 1991.00 | 0.00   | 1000 hrs          |
| Ford Econoline | 2001.00 | 0.00   | 1000 hrs          |

|   |   |
|---|---|
| Slide Number  | 3008  |
| Slide Type  | Activity_MultipleChoice   |
| Programming Notes   | Feedback arrows appear – green (correct) and red (incorrect) – to sync with vo  |
| Buttons   | submit  |
| Graphics  | 3005A1, 3005A2<br>Step 2 icon   |
| Audio Script  | (Feedback:)<br><b>Correct:</b><br>That's correct. Since the customer keeps vehicles for 5 years and averages 22-thousand miles a year, the 5 year-125-thousand mile, 5-thousand hour term is the right choice for both ESP plans. Remember, that the ESP plans must complement each other for time, mileage, and hour terms. Also, Premium Maintenance comes with a zero deductible. Another advantage of these plans for your customer is that his tie rod wear concern is covered. In addition, for this customer's vehicles, you'll want to provide a CommercialLease Quick Quote. You could include information on Ford Credit's Commercial Lines of Credit for replacing the customer's trucks as they approach trade-in. And, of course, you'll include QFC at no added cost. Be sure to remind your customers that vehicle service intervals are determined by both mileage and engine hours. Next, you will calculate cost-per-mile and cost saving for the ESP plans.        |
| ESP PremiumCARE<br>ESP Premium Maintenance                | (Feedback:)<br><b>Incorrect:</b><br>That is incorrect. Since the customer keeps vehicles for 5 years and averages 22-thousand miles a year, the 5 year-125-thousand mile, 5-thousand hour term is the right choice for both ESP plans. Remember, that the ESP plans must complement each other for time, mileage, and hour terms. Also, Premium Maintenance comes with a zero deductible. Another advantage of these plans for your customer is that his tie rod wear concern is covered. In addition, for your customer's lease cars, you'll want to provide a CommercialLease Quick Quote. You could include information on Ford Credit's Commercial Lines of Credit for replacing the customer's trucks as they approach trade-in. And, of course, you'll include QFC. As an added service, provide reminders of service needs based on engine hours; for example, 200 hours equals 5-thousand miles.<br>Next, you will calculate cost-per-mile and cost saving for the ESP plans. |
| CommercialLease<br>Ford Commercial Lines of Credit<br>QFC | (Feedback:)<br><b>Incorrect:</b><br>That is incorrect. Since the customer keeps vehicles for 5 years and averages 22-thousand miles a year, the 5 year-125-thousand mile, 5-thousand hour term is the right choice for both ESP plans. Remember, that the ESP plans must complement each other for time, mileage, and hour terms. Also, Premium Maintenance comes with a zero deductible. Another advantage of these plans for your customer is that his tie rod wear concern is covered. In addition, for your customer's lease cars, you'll want to provide a CommercialLease Quick Quote. You could include information on Ford Credit's Commercial Lines of Credit for replacing the customer's trucks as they approach trade-in. And, of course, you'll include QFC. As an added service, provide reminders of service needs based on engine hours; for example, 200 hours equals 5-thousand miles.<br>Next, you will calculate cost-per-mile and cost saving for the ESP plans. |

## Growing Your Commercial Business with Ford Commercial Business Solutions

|                          |   |
|--------------------------|---|
| <b>Slide Number</b>      | 3009  |
| <b>Slide Type</b>        | Text_Image  |
| <b>Programming Notes</b> | Form displays. User clicks next to advance to next page and begin interacting with the form for the next several pages.   |
| <b>Buttons</b>           |   |
| <b>Graphics</b>          | 3005A1<br>Step 2 icon   |
| <b>Audio Script</b>      | This worksheet is an Excel spreadsheet that is available for download on FMCDealer-dot-com, so the calculations are performed automatically when you enter the information. Let's start with the cost-per-mile value builder quick quote tool for the customer's trucks. You just saw Joe step-through this process. Click next to begin. |

## Growing Your Commercial Business with Ford Commercial Business Solutions

**Step 2: Prepare for the Sales Call**

**Commercial Cost-Per-Mile Value**

**Builder Quick Quote Tool**

Ford and Competitive-Make Car and Light Truck Applications section:

- In Vehicle field, click on the correct selection from the drop-down menu.
- When you've made the correct choice, click next to advance.

A. Taurus SHO AWD  
B. Transit Connect  
C. Transit, Gasoline  
D. F-250 4x2 Diesel  
E. F-250 4x4 Diesel

|                          |  |
|--------------------------|--|
| <b>Slide Number</b>      | 3010   |
| <b>Slide Type</b>        | Activity_MultipleChoice  |
| <b>Programming Notes</b> | <p>Directions and form image display on landing.</p> <p>Correct or incorrect choice audio and verbiage displays on screen when user makes a selection. When the correct choice is made, and the Correct choice verbiage/audio plays, the user clicks next to advance to the next page.</p> <p>User gets one try and then hear/sees the correct answer. User hits submit after making choice.</p> <p>As the user completes each field correctly, the Form displays all correct information (this will take several screens to complete all info)</p>  |
| <b>Buttons</b>           | submit   |
| <b>Graphics</b>          | 3010<br>Step 2 icon  |
| <b>Audio Script</b>      | <p>In the Ford and Competitive Make Car and Light Truck Applications section:<br/>In the Vehicle field, click on the correct selection from the drop-down menu.<br/>(Correct selection is Transit, Gasoline)</p> <p>Learner selects from drop-down and receives correct or incorrect response</p> <p>Correct! Based on the customer information you've collected, this is the appropriate selection in the vehicle. Click next to continue working on this worksheet.</p> <p>That's not right. Review the customer information you've collected and try again. Click next to continue working on this worksheet.</p> <p>Calculations display in appropriate fields</p> |

## Growing Your Commercial Business with Ford Commercial Business Solutions

 Ford Commercial Business Solutions

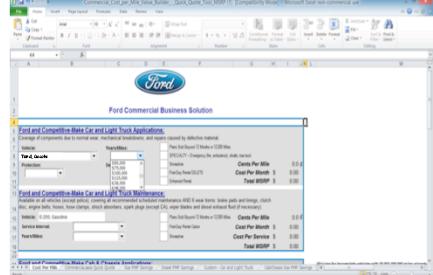
### Step 2: Prepare for the Sales Call

Commercial Cost-Per-Mile Value  
Builder Quick Quote Tool

In Ford and Competitive Make Car and Light Truck Applications section:

- In Years/Miles field, click on the correct selection from the drop-down menu. When you've made the correct choice, click next to advance.

A. 5/60,000  
 B. 5/75,000  
 C. 5/100,000  
 D. 5/125,000  
 E. 6/36,000



|                          |  |
|--------------------------|--|
| <b>Slide Number</b>      | 3011   |
| <b>Slide Type</b>        | Activity_MultipleChoice  |
| <b>Programming Notes</b> | <p>Directions and form image display on landing.</p> <p>Correct or incorrect choice audio and verbiage displays on screen when user makes a selection. When the correct choice is made, and the Correct choice verbiage/audio plays, the user clicks next to advance to the next page.</p> <p>User gets one try and then hear/sees the correct answer. User hits submit after making choice</p> <p>As the user completes each field correctly, the Form displays all correct information (this will take several screens to complete all info)</p> |
| <b>Buttons</b>           | submit   |
| <b>Graphics</b>          | 3010<br>Step 2 icon  |
| <b>Audio Script</b>      | <p>In the Years/Miles field, click on the correct selection from the drop-down menu.<br/>(Correct selection is 5/125,000)</p> <p>Learner clicks a choice from the drop-down</p> <p>Correct! Based on the customer information you've collected, this is the appropriate selection in the vehicle. Click next to continue working on this worksheet.</p> <p>That's not right. Review the customer information you've collected and try again. Click next to continue working on this worksheet.</p>   |

## Growing Your Commercial Business with Ford Commercial Business Solutions

 Ford Commercial Business Solutions

### Step 2: Prepare for the Sales Call

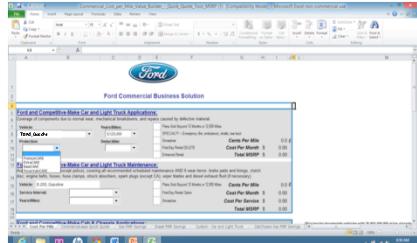
Commercial Cost-Per-Mile Value  
Builder Quick Quote Tool

In Ford and Competitive Make Car and Light Truck Applications section:

- In Protection field, click on the correct selection from the drop-down menu.

When you've made the correct choice, click next to advance.

- PremiumCARE
- ExtraCARE
- BaseCARE
- PowertrainCARE



|                          |  |
|--------------------------|--|
| <b>Slide Number</b>      | 3012   |
| <b>Slide Type</b>        | Activity_MultipleChoice  |
| <b>Programming Notes</b> | <p>Directions and form image display on landing.</p> <p>Correct or incorrect choice audio and verbiage displays on screen when user makes a selection. When the correct choice is made, and the Correct choice verbiage/audio plays, the user clicks next to advance to the next page.</p> <p>User gets one try and then hear/sees the correct answer. User clicks submit after making choice.</p> <p>As the user completes each field correctly, the Form displays all correct information (this will take several screens to complete all info)</p>          |
| <b>Buttons</b>           | submit   |
| <b>Graphics</b>          | 3010<br>Step 2 icon  |
| <b>Audio Script</b>      | <p>In the Protection field, click on the correct selection from the drop-down menu.<br/>(Correct selection is PremiumCARE)</p> <p>Learner clicks on correct choice from the drop-down</p> <p>Calculations display in appropriate fields</p> <p>Correct! Based on the customer information you've collected, this is the appropriate selection in the vehicle. Click next to continue working on this worksheet.</p> <p>That's not right. Review the customer information you've collected and try again. Click next to continue working on this worksheet.</p> |
| <b>Storyboard</b>        |  |

## Growing Your Commercial Business with Ford Commercial Business Solutions

 Ford Commercial Business Solutions

### Step 2: Prepare for the Sales Call

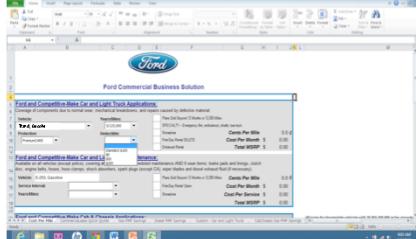
Commercial Cost-Per-Mile Value Builder  
Quick Quote Tool

In Ford and Competitive Make Car and Light Truck Applications section:

- In Deductible field, click on the correct selection from the drop-down menu.

When you've made the correct choice, click next to advance.

- Standard \$100
- \$0 Deductible
- \$200 Deductible



|                   |   |
|-------------------|---|
| Slide Number      | 3013  |
| Slide Type        | Activity_MultipleChoice   |
| Programming Notes | <p>Directions and form image display on landing.</p> <p>Correct or incorrect choice audio and verbiage displays on screen when user makes a selection. When the correct choice is made, and the Correct choice verbiage/audio plays, the user clicks next to advance to the next page.</p> <p>User gets one try and then hear/sees the correct answer. User clicks submit after making choice.</p> <p>As the user completes each field correctly, the Form displays all correct information (this will take several screens to complete all info)</p> |
| Buttons           | submit  |
| Graphics          | 3010<br>Step 2 icon   |
| Audio Script      | <p>In the Deductible field, click on the correct selection from the drop-down menu.<br/>(Correct selection is \$0)</p> <p>Correct! Based on the customer information you've collected, this is the appropriate selection in the vehicle. Click next to continue working on this worksheet.</p> <p>That's not right. Review the customer information you've collected and try again. Click next to continue working on this worksheet.</p>   |
| Storyboard        |   |

## Growing Your Commercial Business with Ford Commercial Business Solutions

**Ford** Ford Commercial Business Solutions

### Step 2: Prepare for the Sales Call

Commercial Cost-Per-Mile Value Builder  
Quick Quote Tool

In Ford and Competitive Make Car and Light Truck Maintenance section:

- In Service Interval field, click on the correct selection from the drop-down menu.

When you've made the correct choice, click next to advance.

A. Gas/5,000  
B. Gas/7,500  
C. Diesel/5,000  
D. Diesel/10,000

|                          |  |
|--------------------------|--|
| <b>Slide Number</b>      | 3014   |
| <b>Slide Type</b>        | Activity_MultipleChoice  |
| <b>Programming Notes</b> | <p>Directions and form image display on landing.</p> <p>Correct or incorrect choice audio and verbiage displays on screen when user makes a selection. When the correct choice is made, and the Correct choice verbiage/audio plays, the user clicks next to advance to the next page.</p> <p>User gets one try and then hear/sees the correct answer. User clicks submit after making choice.</p> <p>As the user completes each field correctly, the Form displays all correct information (this will take several screens to complete all info)</p>  |
| <b>Buttons</b>           | submit   |
| <b>Graphics</b>          | 3010<br>Step 2 icon  |
| <b>Audio Script</b>      | <p>Now, move to the Maintenance section. Notice that the vehicle field is already populated with the choice you made in the Applications section. In the Service Interval field, click on the correct selection from the drop-down menu.<br/>(Correct selection is Gas/5,000)</p> <p>Learner makes a choice from the drop-down menu</p> <p>Correct! Based on the customer information you've collected, this is the appropriate selection in the vehicle. Click next to continue working on this worksheet.</p> <p>That's not right. Review the customer information you've collected and try again. Click next to continue working on this worksheet.</p> |
| <b>Storyboard</b>        |  |

## Growing Your Commercial Business with Ford Commercial Business Solutions

**Ford** Ford Commercial Business Solutions

### Step 2: Prepare for the Sales Call

Commercial Cost-Per-Mile Value Builder  
Quick Quote Tool

In Ford and Competitive Make Car and Light Truck Maintenance section:

- In Years/Miles field, click on the correct selection from the drop-down menu.

When you've made the correct choice, click next to advance.

A. 5/60,000  
B. 5/75,000  
C. 5/100,000  
D. 5/125,000  
E. 6/36,000  
F. 6/48,000

|                          |   |
|--------------------------|---|
| <b>Slide Number</b>      | 3015  |
| <b>Slide Type</b>        | Activity_MultipleChoice   |
| <b>Programming Notes</b> | <p>Directions and form image display on landing.</p> <p>Correct or incorrect choice audio and verbiage displays on screen when user makes a selection. When the correct choice is made, and the Correct choice verbiage/audio plays, the user clicks next to advance to the next page.</p> <p>User gets one try and then hear/sees the correct answer. User clicks submit after making choice.</p> <p>As the user completes each field correctly, the Form displays all correct information (this will take several screens to complete all info)</p> |
| <b>Buttons</b>           | submit  |
| <b>Graphics</b>          | 3010<br>Step 2 icon   |
| <b>Audio Script</b>      | <p>In the Years/Miles field, click on the correct selection from the drop-down menu.<br/>(Correct selection is 5/125,000)</p> <p>Learner chooses answer from drop-down menu</p> <p>Correct! Based on the customer information you've collected, this is the appropriate selection in the vehicle.</p> <p>That's not right. Review the customer information you've collected and try again.</p>  |
| <b>Storyboard</b>        | Calculations display in   |

## Growing Your Commercial Business with Ford Commercial Business Solutions

|                          |   |
|--------------------------|---|
| <b>Slide Number</b>      | 3016  |
| <b>Slide Type</b>        | Image   |
| <b>Programming Notes</b> | Image of completed cost-per-mile worksheet. User clicks next to advance.  |
| <b>Buttons</b>           |   |
| <b>Graphics</b>          | 3016<br>Step 2 icon   |
| <b>Audio Script</b>      | <p>That's great! You've completed the worksheet! This calculator gives you cents per mile, cost per month, service contract price, prepaid commercial maintenance savings, and the total program cost. You now have your ESP pricing for your customer.</p> <p>Next, the Premium Maintenance Plan savings calculation – which automatically populates data into the Total area near the bottom of the cost-per-mile worksheet you just completed.</p> |

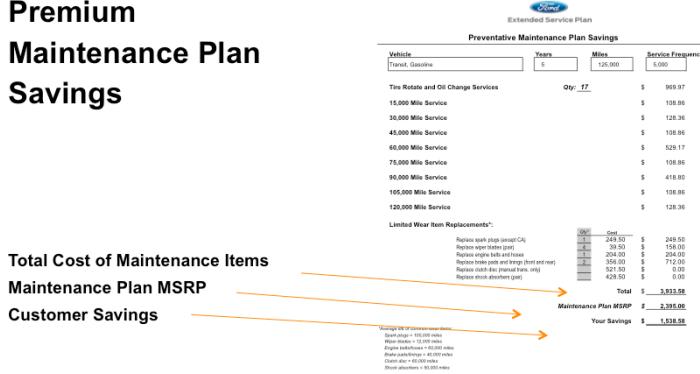
# Growing Your Commercial Business with Ford Commercial Business Solutions



Ford Commercial Business Solutions

## Step 2: Prepare for the Sales Call

### Premium Maintenance Plan Savings



|                   |  |
|-------------------|--|
| Slide Number      | 3017   |
| Slide Type        | Text_Image_Form  |
| Programming Notes | Completed form. Either use callouts as scripted or have the relevant sections glow to match the VO. User clicks next to advance  |
| Buttons           |  |
| Graphics          | <p>3005A2</p> <p>Premium Maintenance Plans savings worksheet pre-populated with some of this info:</p> <ul style="list-style-type: none"> <li>In Vehicle field, enter Transit, Gasoline</li> <li>In Years field, enter 5</li> <li>In Miles field, enter 125,000</li> <li>In Service Intervals field, enter 5,000</li> <li>In the Common Wear Item Replacements section quantity fields enter:           <ul style="list-style-type: none"> <li>1 for spark plugs</li> <li>4 for wiper blades</li> <li>1 for engine belts and hoses</li> <li>2 for brake pads and linings</li> <li>0 for clutch disc</li> <li>0 for shock absorbers</li> </ul> </li> </ul> <p>Step 2 icon</p>   |
| Audio Script      | <p>With this worksheet, you can calculate the cost of the Premium Maintenance Plan and the savings to the customer. The savings automatically populate the Commercial Cost-per-Mile Value Builder Quick Quote Tool.</p> <p>You can see that we've entered the relevant limited wear item replacements information for your customer. The form then indicates the total cost for all maintenance items, the retail cost of the maintenance plan, and the cost saving to the customer. Note that you would do another cost-per-mile and Premium Maintenance savings calculation for the customer's cars.</p> <p>These worksheets not only help you price the ESP plans, they give you data you can show your customer to demonstrate the value of purchasing these plans to manage costs and save money.</p> |

## Growing Your Commercial Business with Ford Commercial Business Solutions

**Step 2: Prepare for the Sales Call  
CommercialLease Quick Quote**

Easily provide a quote on integrating ESP into the monthly lease payment with the CommercialLease Quick Quote tool.

**CommercialLease Quick Quote**

- Enter lease information from Ford Credit
- Ford Commercial Business Solutions service contract price and cents per mile are imported from Cost-Per-Mile Calculator
- Estimated monthly payment with and without Ford Commercial Business Solutions is calculated

*Click on the Lee's Leasing Lesson icon for a demonstration.*

**CommercialLease Quick Quote Form Fields:**

| Field  | Value                              |
|--|------------------------------------|
| Term   | 36                                 |
| Mile   | 36000                              |
| Net Cap Cost   | \$6,010.00                         |
| Ford Commercial Business Solution                                  | Cents per Mile: \$0.010.00         |
| Net Cap Cost with Ford Commercial Business Solution                | \$6,010.00                         |
| Term in Months   | 36                                 |
| Residual Percent   | 40%                                |
| Residual Amount  | \$0.00                             |
| Payment Timing   | At Lease Start                     |
| Estimated Monthly Payment with the Commercial Business Solution    | <input type="checkbox"/> Check Tax |
| Estimated Monthly Payment without the Commercial Business Solution | <input type="checkbox"/> Check Tax |
| Customer Name  | [Signature]                        |
| Dealer Name  | [Signature]                        |
| Comments:  | [Text area]                        |

**Disclaimer:** This is an estimated payment that may not be available to all lessees. Actual rates are determined by Ford Credit and are based on Ford Credit independent analysis of the total creditworthiness of the lessee and the value of the vehicle financed and subject to the terms and conditions of the Ford Credit Contract.

**Lee's Leasing Lesson**

|                          |   |
|--------------------------|---|
| <b>Slide Number</b>      | 3018A   |
| <b>Slide Type</b>        | Text_Image_Right  |
| <b>Programming Notes</b> | When learner clicks on Lee's Lesson icon, video player appears to play video #5 as an overlay (VIDEO IS REQUIRED TO VIEW)   |
| <b>Buttons</b>           | Lee's Lesson icon   |
| <b>Graphics</b>          | CommercialLease Quick Quote image<br>Step 2 icon  |
| <b>Audio Script</b>      | <p>You definitely need to discuss lease options with your customers and you can bet your competition is! For some customers, there are tax and cash flow benefits to leasing vs. purchasing so they'll be interested in what you present. It's also important to encourage these customers to talk to their tax advisor before finalizing the transaction.</p> <p>Leasing is an integral part of the Ford Commercial Business Solution, so you and Michelle can employ another helpful tool with these customers. Since your customer leases the cars in his fleet and some are close to lease end, you'll want to provide a CommercialLease Quick Quote.</p> <p><b>[To come from Lee: info on how to fill in lease info]</b></p> |
| Bullet 2                 | The Ford Credit CommercialLease Quick Quote helps lease customers understand how financing the ESP effects their lease payment. This form is actually another tab in the Cost-per-mile Value Builder Excel spreadsheet. It integrates the cost-per-mile calculation along with a Ford Commercial Business Solutions total cost to estimate the total monthly lease payment.   |
| Bullet 3                 | The form then calculates the estimated monthly lease payment with – and without – the Ford Commercial Business Solutions. This provides yet another opportunity to demonstrate for your customer the value of purchasing the Ford Commercial Business Solution. Click on the Lee's Leasing Lesson icon for a demonstration of how this tool works. It picks up from where Lee left off when working with a lease customer   |
| <b>Storyboard</b>        |   |

## Growing Your Commercial Business with Ford Commercial Business Solutions

Ford Commercial Business Solutions

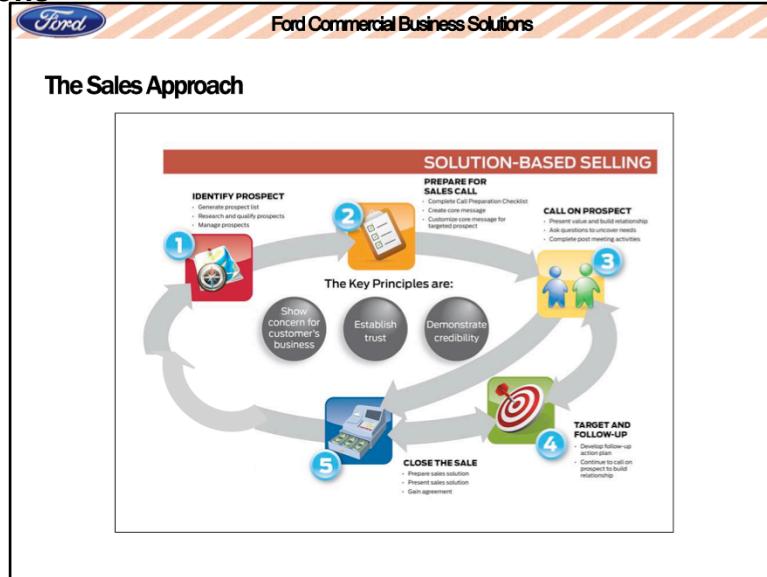
Step 2: Prepare for the Sales Call  
CommercialLease Quick Quote

Lee's  
Leasing  
Lesson

CLOSE

|                          |   |
|--------------------------|---|
| <b>Slide Number</b>      | 3018B   |
| <b>Slide Type</b>        | Video Player  |
| <b>Programming Notes</b> | Lee's Lesson video #5 plays as an overlay with an "x" in the upper right corner   |
| <b>Buttons</b>           |   |
| <b>Graphics</b>          | Camtasia video with Joe/Ford Credit SME vo demonstrating how to enter cost-per-mile calculation into Quick Quote and complete Quick Quote |
| <b>Lee's video notes</b> | Lee vo demonstrating how to use Quick Quote tool  |

# Growing Your Commercial Business with Ford Commercial Business Solutions



|                          |  |
|--------------------------|--|
| <b>Slide Number</b>      | 3019   |
| <b>Slide Type</b>        | Map  |
| <b>Programming Notes</b> | Step 3 in color, other steps grayed out  |
| <b>Buttons</b>           |  |
| <b>Graphics</b>          | Solution-based Selling graphic (revised)   |
| <b>Audio</b>             | You're now ready to move to Step Three in the process: Present the Proposal. Click "next" to continue. |

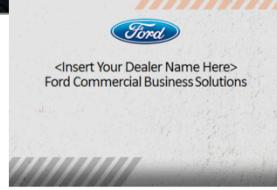
## Growing Your Commercial Business with Ford Commercial Business Solutions

 Ford Commercial Business Solutions

**Step 3: Present the Proposal  
Customer Sales Presentation Template**

Now that you and Michelle understand your customer's requirements, you can develop a targeted Ford Commercial Business Solution presentation. You'll use a PowerPoint template you can customize with your dealership's and customer's information. Let's watch as Michelle executes these steps.





Download from: FMCDealer.com > Parts & Service tab > ESP link > Fleet link

*Click on template cover to learn more.*

|                          |  |
|--------------------------|--|
| <b>Slide Number</b>      | 3020   |
| <b>Slide Type</b>        | Text_Image_Right   |
| <b>Programming Notes</b> | Learner clicks on template cover to continue to next page  |
| <b>Buttons</b>           | Customer Presentation template cover image   |
| <b>Graphics</b>          | 3002, 3020<br>Step 3 icon  |
| <b>Audio Script</b>      | <p>Michelle now has the information she needs to understand her customer's requirements. She has performed cost-per-mile, Premium Maintenance savings, and CommercialLease Quick Quote calculations. She's ready to develop a sales presentation on Ford Commercial Business Solutions for her customer.</p> <p>Why does Michelle do this? Because it enhances her professional image, helps her make her business case to her customers, and positions her well against competing companies that come prepared with professional presentations.</p> <p>Again, we have made it easy for Michelle and YOU to create a professional sales presentation. Simply use the Customer Sales Presentation PowerPoint template that you can include in the Commercial Vehicle Dealer Kit folder materials available at the Dealer eStore through FMCDealer-dot-com.</p> <p>Click on the template cover to learn more about how Michelle – and you – can customize your presentation.</p> |

## Growing Your Commercial Business with Ford Commercial Business Solutions

**Step 3: Present the Proposal  
Customer Sales Presentation Template**

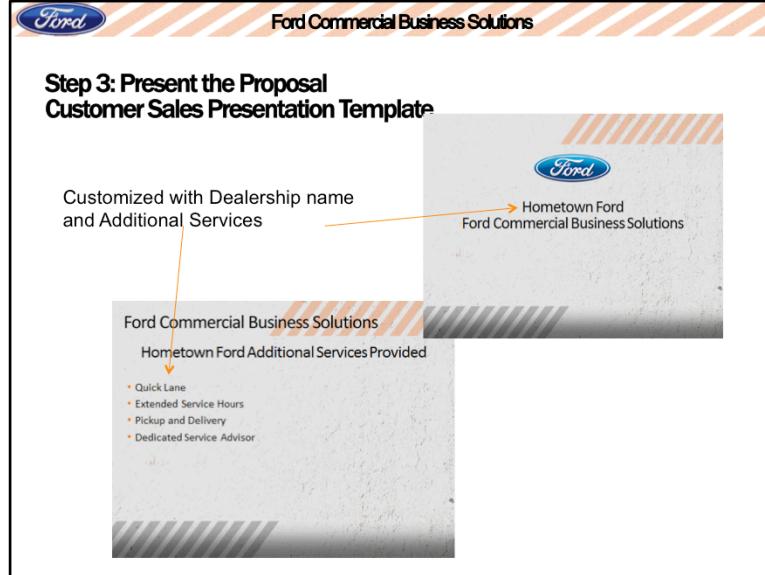
Michelle begins customizing the presentation template by entering dealership information on the appropriate slides

She also customizes the Dealership Provided Services slide to list additional services her dealership offers commercial customers as part of a Ford Commercial Business Solution.

Click next to see how these 2 pages look once customized

|                          |  |
|--------------------------|--|
| <b>Slide Number</b>      | 3021   |
| <b>Slide Type</b>        | Text_Image_Build   |
| <b>Programming Notes</b> | Call-out text appears to match vo as the user clicks on each image.  |
| <b>Buttons</b>           |  |
| <b>Graphics</b>          | 3020, 3026<br>Step 3 icon  |
| <b>Audio Script</b>      | Michelle starts by adding the appropriate dealership information indicated on the template slides.   |
| Top page                 | Michelle adds the dealership name to the cover, the name of the customer, dealership, date and proposal presenter to the next slide. She continues adding the dealership name and any other information indicated on the appropriate pages.  |
| Bottom page              | When she gets to the Dealership Provided Services page, Michelle lists any services her dealership will offer as part of the Ford Commercial Business Solution; for example, Quick Lane, extended service hours, pickup and delivery, or a dedicated Service Advisor. Mentioning them helps communicate the value of Ford Commercial Business Solutions. |

## Growing Your Commercial Business with Ford Commercial Business Solutions



|                          |   |
|--------------------------|---|
| <b>Slide Number</b>      | 3022  |
| <b>Slide Type</b>        | Text_Image_Build  |
| <b>Programming Notes</b> | Call-out text appears to match vo as the user clicks on each image.   |
| <b>Buttons</b>           | 3022A, 3022B  |
| <b>Graphics</b>          | Customer Presentation template cover image and slide 26 with customized text included<br>Step 3 icon                |
| <b>Audio Script</b>      | Here is the cover page and the additional services page customized with Michelle's dealership name and information. |

## Growing Your Commercial Business with Ford Commercial Business Solutions

**Step 3: Present the Proposal Customer Sales Presentation Template**

Michelle adds additional relevant customer information to the template.

For her lease customers, Michelle inserts the CommercialLease Quick Quote she calculated into the presentation. For customers who are not leasing, she simply deletes this page.

In the Ford Credit section, Michelle keeps the slide for the financing she is recommending and deletes the other slides.

Then, Michelle adds the cost-per-mile and Premium Maintenance savings worksheets to the proposal.

*Click next to continue*

The storyboard shows three stages of the presentation template:

- Placeholder Page:** A slide titled "It's As Easy As 1, 2, 3" with a placeholder image of a document.
- Ford Credit Section:** A slide titled "Commercial Line of Credit" showing a financing calculator.
- Final Proposal:** A slide titled "Our Cost Advantage" showing a cost-per-mile and maintenance savings worksheet.

|  |  |
|--|--|
| <b>Slide Number</b>                              | 3023   |
| <b>Slide Type</b>                                | Text_Image_Build   |
| <b>Programming Notes</b>                         | Call-out text appears to match vo as the user clicks on each image.  |
| <b>Buttons</b>                                   | Presentation template pages - customer   |
| <b>Graphics</b>                                  | 3023A, 3023B, 3023C<br>Step 3 icon   |
| <b>Audio Script</b>                              | Next, Michelle enters the relevant customer information into the presentation template. Click on each customer page image for an example of how you can enter customer information.  |
| 1 <sup>st</sup> page – Easy as 1, 2, 3           | For her lease customers, Michelle inserts their CommercialLease Quick Quote in the designated location in the presentation. For customers who are not leasing, this page is deleted.   |
| 2 <sup>nd</sup> page – Commercial Line of Credit | The template includes a Ford Credit Commercial Lending section with a slide for each of the three Ford Credit Commercial Lending options. Michelle keeps the slide for the financing she is recommending and the Commercial Line of Credit page and deletes the other slides.            |
| 3 <sup>rd</sup> page – The Cost Advantage        | Michelle then adds the Cost-Per-Mile and Premium Maintenance savings worksheets to the proposal along with any additional customer information indicated in the template.  |
|  | One of the advantages of using this template is that you can present it to a customer online and/or as a hard copy. Take the time to make it personal for your customers, so you have a powerful sales proposal that demonstrates your professionalism and helps build the relationship. |

## Growing Your Commercial Business with Ford Commercial Business Solutions

 Ford Commercial Business Solutions

### Step 3: Present the Proposal Presentation Materials

Michelle assembles the Customer Sales Presentation Kit in the Commercial Vehicle Presentation folder and adds a QFC credit application, relevant presentation materials and brochures, and the completed worksheets from the Commercial Cost-Per-Mile Value Builder Quick Quote Tool .



Click "Next" to continue.

|                          |  |
|--------------------------|--|
| <b>Slide Number</b>      | 3024   |
| <b>Slide Type</b>        | Image_Build  |
| <b>Programming Notes</b> | Copy is on screen<br>Images appear one by one until collage is formed  |
| <b>Buttons</b>           |  |
| <b>Graphics</b>          | Images of brochures: ESP, QFC, Fleet, Ford Credit Commercial Lending, Presentation Kit cover icon OR Use the slide you see here from a client presentation.<br>Step 3 icon   |
| <b>Audio Script</b>      | The Customer Sales Presentation Kit is almost complete and assembled in the Commercial Vehicle Presentation folder. Michelle adds a QFC credit application, relevant presentation materials and brochures to reinforce what they've discussed, and the completed worksheets from the Commercial Cost-per-mile Value Builder Quick Quote tool.<br><br>Every dealership should have quantities of these materials in stock to use in marketing and sales efforts. You can order ESP and QFC brochures from the Dealer eStore. You can download Ford Credit Commercial Lending materials by logging onto FMC Dealer, choosing the Finance tab, then the Commercial Lending Finance link on the left-side of the page. |

## Growing Your Commercial Business with Ford Commercial Business Solutions

**Step 3: Present the Proposal**

- Present proposal
  - Reinforce features and benefits
  - Emphasize cost and time efficiencies
- Overcome objections
- Ask for the sale

**Ford Commercial Business Solutions**

**Hometown Ford**

**Ford Commercial Business Solutions**

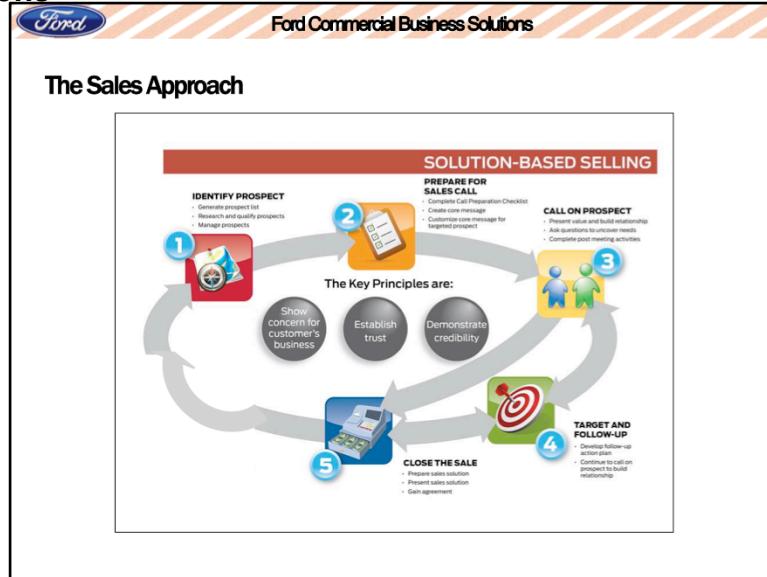
**It's As Easy As 1, 2, 3**

This is a placeholder to demonstrate the value of leasing and the benefit of adding the service solution.

**Ford Commercial Business Solutions Our Cost Advantage**

|                          |  |
|--------------------------|--|
| <b>Slide Number</b>      | 3025   |
| <b>Slide Type</b>        | Cover Flow   |
| <b>Programming Notes</b> | Bullets build to sync with vo<br>Proposal pages swap out in cover flow style to align with vo  |
| <b>Buttons</b>           |  |
| <b>Graphics</b>          | 3022A, 3023A, 3023C<br>Step 3 icon   |
| <b>Audio Script</b>      | <p>When you meet with your customer to present your proposal, focus on the features and benefits of the financing, service and fleet management elements along with the money and time this comprehensive life cycle solution provides.</p> <p>If the customer has any objections during your presentation, respond to them by reinforcing the benefits of your proposal.</p> <p>Finally, ask for the sale. This is critical. Too many sales are lost because the salesperson did not ask.</p> <p>Click on Step 4 on the Sales Process icon to close the sale.</p> |

## Growing Your Commercial Business with Ford Commercial Business Solutions



|                          |   |
|--------------------------|---|
| <b>Slide Number</b>      | 3026  |
| <b>Slide Type</b>        | Map   |
| <b>Programming Notes</b> | Steps 4 and 5 in color, other steps grayed out  |
| <b>Buttons</b>           |   |
| <b>Graphics</b>          | Solution-based Selling graphic (revised)  |
| <b>Audio</b>             | You're now ready to move to Steps Four and Five in the process: Close the Sale and Maintain the Relationship. Click "next" to continue. |

## Growing Your Commercial Business with Ford Commercial Business Solutions

**Step 4: Close the Sale**

- Complete necessary paperwork
  - ESP application
  - QFC enrollment and credit application
- Thank the customer for his/her business

**Step 5: Maintain the Relationship**

- Follow up regularly to ensure customer satisfaction and to respond quickly to any concerns

**SAMPLE DOCUMENT**

**ESP Service contract app  
QFC Enrollment & Credit app**

BETWEEN:  
Steve Morris  
on behalf of TONY'S  
CARS  
and  
Paul Smith  
Star Dodge-Cross,  
Pleasanton, California  
(the Seller)  
  
(the Purchaser)

I. INDENTURE  
The parties agree to enter into a transaction for the sale and delivery of one hundred  
zero (100) Ford F-150 vehicles and have agreed to the following terms:

II. CONSIDERATION  
FOR AND IN CONSIDERATION of the sum of \$36,99 United States Dollars (USD),  
none of which from the Purchaser is hereby acknowledged, the Seller hereby sells  
and transfers the Goods to the Purchaser. The Purchaser will pay by Certified Check.

Payment shall be made in a single sum, as described in the Payment Schedule below.

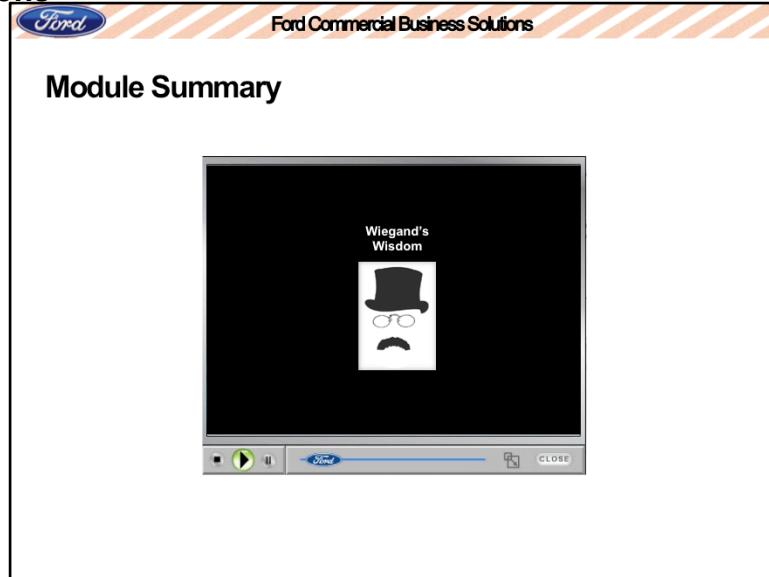
Both parties acknowledge the sufficiency of this consideration. Purchaser  
agrees to pay any present or future taxes or additional costs associated  
with the sale of the Goods.

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www.DocumentAid.com

**Wiegand's  
Wisdom**

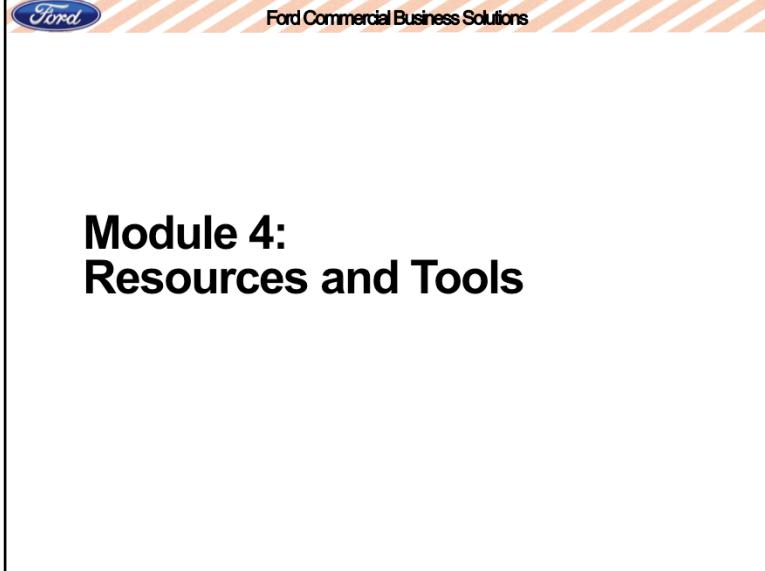
|                               |   |
|-------------------------------|---|
| <b>Slide Number</b>           | 3027A   |
| <b>Slide Type</b>             | Image_Text_BulletBuild  |
| <b>Programming Notes</b>      | Step 4 bullets build to sync with vo;<br>Step 5 title and bullet syncs with vo<br>Wiegand's Wisdom icon pops up at end of vo; learner clicks, video plays as an overlay (VIDEO IS REQUIRED TO VIEW)   |
| <b>Buttons</b>                | Wiegand's Wisdom icon   |
| <b>Graphics</b>               | 3027A1, 3027A2, 3027A3<br>Steps 4 and 5 icons   |
| <b>Audio Script</b><br>Step 4 | Once you have gained the customer's agreement, you can close the sale. Follow your dealership's process and complete the necessary paperwork, including an ESP application, QFC enrollment and credit application.<br><br>And – this is very important – remember to thank your customer for his or her business upon completing the transaction. |
| Step 5                        | As you know, you're not done when you've closed the sale. Follow-up regularly with your customers to make sure they're satisfied with their service. You will earn loyal customers when you reinforce the benefits they are enjoying, and respond quickly to any concerns.<br><br>Click on the Wiegand's Wisdom icon to hear Joe sum it all up.   |

## Growing Your Commercial Business with Ford Commercial Business Solutions



|                          |  |
|--------------------------|--|
| <b>Slide Number</b>      | 3027B  |
| <b>Slide Type</b>        | Video Player   |
| <b>Programming Notes</b> | Wiegand's Wisdom #5 plays as an overlay with an "x" in the upper right corner<br>Click "Next" to continue text appears at end of video   |
| <b>Buttons</b>           |  |
| <b>Graphics</b>          | Video player   |
| <b>Joe's video notes</b> | Joe reviews the critical steps in the sales process: <ul style="list-style-type: none"><li>• Qualify every customer (don't make assumptions)</li><li>• Reinforce the value of these worksheets</li><li>• Stress the importance of completing these with every customer and customizing the presentation template</li><li>• Briefly describe how to assemble the kit and use it to demonstrate our competitive advantage to customers</li><li>• Use cost-per-mile value builder to highlight cost efficiencies</li><li>• Establish Ford Commercial Business Solutions as a life-cycle strategy that is superior to the competition</li><li>• Emphasize and reinforce features and benefits of each element of Ford Commercial Business Solutions over competition</li><li>• Leverage your selling skills to beat the competition</li><li>• Grow your commercial business with our life cycle management solution.</li></ul> |

## Growing Your Commercial Business with Ford Commercial Business Solutions



|                          |   |
|--------------------------|---|
| <b>Slide Number</b>      | 4000  |
| <b>Slide Type</b>        | Transition  |
| <b>Programming Notes</b> |   |
| <b>Buttons</b>           |   |
| <b>Graphics</b>          |   |
| <b>Audio Script</b>      | In this module, you'll learn about the resources and tools you can use to develop a Ford Commercial Business Solutions sales presentation for a customer. |

# Growing Your Commercial Business with Ford Commercial Business Solutions

 Ford Commercial Business Solutions

## Customer Sales Presentation – Brochures and Flyers

**Commercial Vehicle Dealer Kit**

- Competitive comparison chart
- Ford Commercial Service Programs comparison
- Fleet Customer Support brochure

**Additional Brochures**

- ESP
- Quality Fleet Care
- Ford Credit commercial financing options
- More!



**Available in quantity and free at the Ford Dealer eStore  
FCS-COMM-DLRKIT**

|   |   |
|---|---|
| <b>Slide Number</b>                     | 4001  |
| <b>Slide Type</b>                       | Image_Text_BulletBuild  |
| <b>Programming Notes</b>                | Folder cover appears to sync with vo<br>Bullets build to sync with vo<br>Associated images “slide” out of folder  |
| <b>Buttons</b>                          |   |
| <b>Graphics</b>                         | 4001  |
| <b>Audio Script</b><br><br>Folder cover | We've made it easy for you to put together a powerful, professional customer presentation for selling Ford Commercial Business Solutions . Start with a Commercial Vehicle Dealer kit and worksheets that help you make your business case to each customer.  |
| Brochure spread                         | The Commercial Vehicle Dealer kit includes a folder with a competitive comparison chart for Ford Commercial Business Solutions vs. companies that provide fleet management services, a chart comparing Ford commercial service programs, and a Fleet Customer Support brochure. This kit can be ordered in quantity at no cost from Ford's Dealer eStore. |

## Growing Your Commercial Business with Ford Commercial Business Solutions

**Customer Sales Presentation – Worksheets and Customizable Materials**

- Customer Interview form
- Commercial Cost-Per-Mile Value Builder Quick Quote Tool
  - CommercialLease Quick Quote
- Customer Presentation template

**Download from:** FMCDealer.com > Parts & Service tab > ESP link > Fleet link

|                          |  |
|--------------------------|--|
| <b>Slide Number</b>      | 4002   |
| <b>Slide Type</b>        | Image_Text_BulletBuild   |
| <b>Programming Notes</b> | Folder cover appears to sync with vo<br>Bullets build to sync with vo<br>Associated images “slide” out of folder   |
| <b>Buttons</b>           |  |
| <b>Graphics</b>          | 3003, 3005A1, 3005A2, 3020   |
| <b>Audio Script</b>      | <p>Customer Interview form</p> <p>Cost-per-mile Calculator</p> <p>Quick Quote</p> <p>Worksheets are available for download from FMCDealer-dot-com.. These worksheets include:</p> <ul style="list-style-type: none"> <li>• A Customer Interview form – or company profile. This is a guide to get you started in gathering the information you will need about your customer to understand his or her business needs and wants ...</li> <li>• The Commercial Cost-per-mile Value Builder Quick Quote Tool that you can use with customers to demonstrate the cost savings of including ESP PremiumCARE and Premium Maintenance in their purchase or lease transaction. It includes the CommercialLease Quick Quote calculator that imports the cost-per-mile calculation and figures it into the lease payment to demonstrate the value of including the cost of ESP in a lease. And...</li> <li>• <b>A Fuel Card application for customers who want this feature</b></li> </ul> |

## Growing Your Commercial Business with Ford Commercial Business Solutions

**Tools and Resources**  
FMCDealer.com >Parts & Service>ESP>Fleet

**FMCDealer**

Sales | Finance | Parts & Service

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

**My Links**

- Commercial ESP Sales Best Practice - Growth Ford
- Fleet Job Aid
- 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
- PremiumCAR! Poster for Fleet

**Ford Commercial Business Solutions**

- Commercial Business Solution Overview
- Commercial Cost Per Mile Value Builder-Quick Quote Tool-MSRP
- Commercial Vehicle Brochure
- Commercial Vehicle Flyer
- Customer Interview Poster
- Customer Interview Form
- Customer Interview Form - Reliable PDF
- Ford Commercial Business Solution Configuration
- Ford Commercial Business Solution Customer Presentations
- Ford Commercial Business Solution Customer Presentations
- Ford ESP Service Solution
- New! Lincoln Limousine/Livery Hero Card

**ESP Links**

- Bonus Program (Dealer Principals access only)
- Business
- Contracts & Incentives
- Contract Realization
- Customer
- Direct Mail Programs
- Downloadable Forms
- ESP Related Communications
- Job Aids
- IPD (Installment Payment Plan)
- Rebates
- Sales
- Prior Approval & Claims
- Product Information
- Sales Tools
- New! Service Drive Strategy

**In Touch With ESP**

- ESP Help/Contact Us

www.qfc.ford.com

|                          |   |
|--------------------------|---|
| <b>Slide Number</b>      | 4003  |
| <b>Slide Type</b>        |   |
| <b>Programming Notes</b> | FMCDealer screen grab on at landing, arrows appear to match vo. QFC url appears anywhere on the page, perhaps highlighted, as an alternate location for information. It appears to match the vo.  |
| <b>Buttons</b>           |   |
| <b>Graphics</b>          | 4003  |
| <b>Audio Script</b>      | Once at FMCDealer-dot-com, click on the Parts and Service tab, the ESP link in left menu, and then the Fleet link on the right-hand side of the screen. You can also find resources at qfc-dot-ford-dot.com. As a reminder, your Job Aid also has this information. Complete Presentation Kits are available from the Dealer eStore reference item FCS-COMM-DLRKIT. |

## Growing Your Commercial Business with Ford Commercial Business Solutions

The screenshot shows the Ford Commercial Business Solutions homepage. At the top right, there is a yellow sticky note with the text "POSSIBLE DELETE CSP URL". Below the sticky note, there is a list of links:

- ESP – [FMCDealer.com](http://FMCDealer.com) [ESP link, left menu]
- QFC – [www.qfc.ford.com](http://www.qfc.ford.com)
- CSP – [fordcsp.com](http://fordcsp.com)
- Ford Credit Commercial Lending – [www.fordcredit.com](http://www.fordcredit.com)
- BPN - [bpn.dealerconnection.com/](http://bpn.dealerconnection.com/)

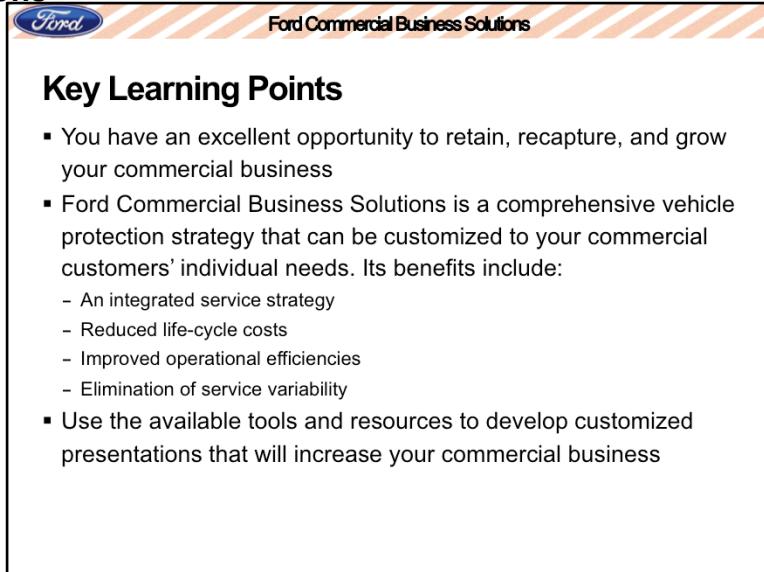
|                                  |  |
|----------------------------------|--|
| <b>Slide Number</b>              | 4004   |
| <b>Slide Type</b>                | Cover Flow   |
| <b>Programming Notes</b>         | As the website comes to front of cover flow, bullet point appears as header above image  |
| <b>Buttons</b>                   |  |
| <b>Graphics</b>                  | 4003, 4004A, 4004B, 4004C, 4004D   |
| <b>Audio Script</b>              | <p>There are several Ford websites that are excellent resources for you as you develop <u>your</u> presentation.</p> <p>The key websites you'll visit most often are:<br/>ESP on FMCDealer-dot-com, QFC, The Ford Credit Commercial Lending page on the Ford Credit website, and The BPN site. These are all listed on your Job Aid.</p> <p>Now, it's your turn to sell Ford Commercial Business Solutions</p> |
| ESP<br>QFC<br>Ford Credit<br>BPN |  |

## Growing Your Commercial Business with Ford Commercial Business Solutions

### Course Summary

|                          |   |
|--------------------------|---|
| <b>Slide Number</b>      | 5000  |
| <b>Slide Type</b>        | Transition  |
| <b>Programming Notes</b> |   |
| <b>Buttons</b>           |   |
| <b>Graphics</b>          | Ford oval   |
| <b>Audio Script</b>      | Let's take a moment to review some key learning points. |

## Growing Your Commercial Business with Ford Commercial Business Solutions



The slide features the Ford logo at the top left and the text "Ford Commercial Business Solutions" at the top right. Below this is a section titled "Key Learning Points" containing a bulleted list.

**Key Learning Points**

- You have an excellent opportunity to retain, recapture, and grow your commercial business
- Ford Commercial Business Solutions is a comprehensive vehicle protection strategy that can be customized to your commercial customers' individual needs. Its benefits include:
  - An integrated service strategy
  - Reduced life-cycle costs
  - Improved operational efficiencies
  - Elimination of service variability
- Use the available tools and resources to develop customized presentations that will increase your commercial business

|   |  |
|---|--|
| <b>Slide Number</b>   | 5001   |
| <b>Slide Type</b>   | Text_BulletBuild   |
| <b>Programming Notes</b>  | Bullets build to sync with vo  |
| <b>Buttons</b>  |  |
| <b>Graphics</b>   |  |
| <b>Audio Script</b><br>1 <sup>st</sup> main bullet  | In this course, you learned about the excellent opportunity you have for growing your commercial business by retaining and recapturing customers with the Ford Commercial Business Solutions.  |
| 2 <sup>nd</sup> main bullet<br><br>1 <sup>st</sup> sub-bullet<br>2 <sup>nd</sup> , 3 <sup>rd</sup> sub-bullet<br>4 <sup>th</sup> sub-bullet | The Ford Commercial Business Solutions is a comprehensive vehicle ownership strategy that you can customize to meet your commercial customer's individual needs. It is an integrated approach that provides reduced life cycle costs, improved operational efficiencies, and the elimination of service variability. |
| 3 <sup>rd</sup> main bullet   | You now know about the tools and resources you can use to develop customized presentations that will help you sell the Ford Commercial Business Solutions to increase your commercial business.  |

## Growing Your Commercial Business with Ford Commercial Business Solutions

Congratulations! You have completed the Growing Your Commercial Business with Ford Commercial Business Solutions web-based training course. You should now be able to:

- Explain the opportunity offered by Ford Commercial Business Solutions for increasing dealership commercial business and profitability
- Identify commercial customer needs and wants for fleet management services
- Demonstrate the benefits and value of Ford Commercial Business Solutions over the competition
- Develop customized customer presentations to sell Ford Commercial Business Solutions
- Apply a consultative sales process to successfully sell Ford Commercial Business Solutions

*Click "Exit" to close this course.*

|                          |   |
|--------------------------|---|
| <b>Slide Number</b>      | 5002  |
| <b>Slide Type</b>        | Image_Text_BulletBuild  |
| <b>Programming Notes</b> | Bullets build to sync with vo   |
| <b>Buttons</b>           |   |
| <b>Graphics</b>          | 3020, 4001  |
| <b>Audio Script</b>      | <p>You've come to the end of this course. You should now be able to:</p> <ul style="list-style-type: none"> <li>• Explain the opportunity offered by Ford Commercial Business Solutions for increasing dealership commercial business and profitability</li> <li>• Identify commercial customer needs and wants for fleet management services</li> <li>• Demonstrate the benefits and value of the Ford Commercial Business Solutions over the competition</li> <li>• Develop customized presentations to sell Ford Commercial Business Solutions, and</li> <li>• Apply a consultative sales process to successfully sell Ford Commercial Business Solutions</li> </ul> <p>Good luck, and good selling!</p> |