

customer acquisition message



memorable presentation guide for
KargoMaster

About your presentation...

Stories built on decision science principles

This is a presentation for you to facilitate conversations with your prospects. But don't be fooled, this isn't your run-of-the-mill sales deck. First, there's the foundational message. This presentation is built on Why Change and Why You stories, carefully constructed by your sales, marketing, and leadership peers. These stories use decision-science principles to convince your prospect they need to change what they're currently doing and take a different path forward, and then introduce your differentiated capabilities in the context of real prospect challenges. In these stories, your prospect is the hero.

Visuals based on memorability techniques

The second difference is in the construction of this presentation, which is based on science-backed memorability techniques. Research shows your audience will forget 90% of everything you present. But fear not; this deck is designed so you can control the 10% you want them to remember. It does this by highlighting and repeating your 10% message—the #1 thing your prospects can do differently when they work with you. It also uses animation and movement to keep attention with you; familiar imagery to prompt recognition; and pattern breaks to snap the brain back to attention.

Using your presentation

Use the talk track with click prompts to practice delivering the message and builds as they were meant to be delivered. The talk track lives in your notes view and the click prompts tell you when to click, and what should appear on the screen when you do. Feel free to insert your own anecdotes and phrases to make it yours. Unlike most presentations, this one wasn't designed to talk at your prospects, but rather, with them. Stop and ask questions provided in the talk track to open up a dialogue and better understand your prospects' most pressing challenge(s). Then click to navigate to the most relevant sections in the presentation. If your organization requires use of specialty fonts for brand purposes, please make sure they're installed on your computer so that your audience can see on-slide copy as it's intended to be displayed.

Annotating

Once you're comfortable with the basic mechanics, add annotations to your presentations to mix up the visual stimuli and prompt discussion. Research shows that when animation and annotation are combined, your audience will experience less fatigue and a higher motivation to act on the message. Circle key points, draw arrows to important phrases, and jot down comments and insights your prospect shares.

► 1. Title (Reward)



Every business would love the ability to break into a new market as simply as possible. But how do you do that?



These numbers tell the story of the market shifts impacting dealerships like yours.

<CLICK to reveal 53% stat>

<CLICK to reveal 3x stat>

New EV manufacturers and OEMs want to compete with you directly, and disruptors in tech are trying to take car sales entirely online, bypassing you.

More on 10.6 later. We'll come back to 10.6. Right now, let's look at how dealerships are responding.

► 3. Current Approach



Some dealerships aren't particularly worried. Gross sales have been extremely high, bringing in unprecedented revenue and profitability. So they keep doing what they've been doing. **<CLICK to reveal "Under siege">** Others who recognize their business model is under siege are doubling down on things like vehicle volume, turn-and-earn, and easy upsells such as F&I and warranties.

► 4. Consequences of No Change



The reality is, dealers who don't get ahead of the threats closing in on their businesses and find other ways to add value for their customers and generate new sources of revenue will end up watching their growth contract instead of expand. They'll get left behind or lose market share. And their margins will erode.



One area of opportunity some dealers have tended to shy away from is commercial sales and upfitting. They think it's just too complicated. Your salespeople already have too much on their plates without having to deal with customizations, catalogues, and tricky pricing.

But commercial vehicles are actually a huge opportunity that can't be ignored.



<CLICK to reveal 10.6 stat> To bring it back to that 10.6 figure I introduced earlier—that’s the CAGR growth that Valuates Reports estimates commercial vehicle sales will grow by over the coming years.¹

¹ [Fleet Management Market Size by Vehicle Type, Component, Communication Technology, Industry, Regional Outlook, Growth Potential, Price Trends, Competitive Market Share & Forecast, 2021–2030](#), Valuates Reports, February 2022.

▶ 7. New Approach/10% Message



CONTROL THE COMPLEXITY AND SEIZE THE OPPORTUNITY

Sell upfits as easily
and as quickly as you
sell F&I or warranties

Source upfit parts
in days, not weeks

And expose your
inventory to the largest
audience possible

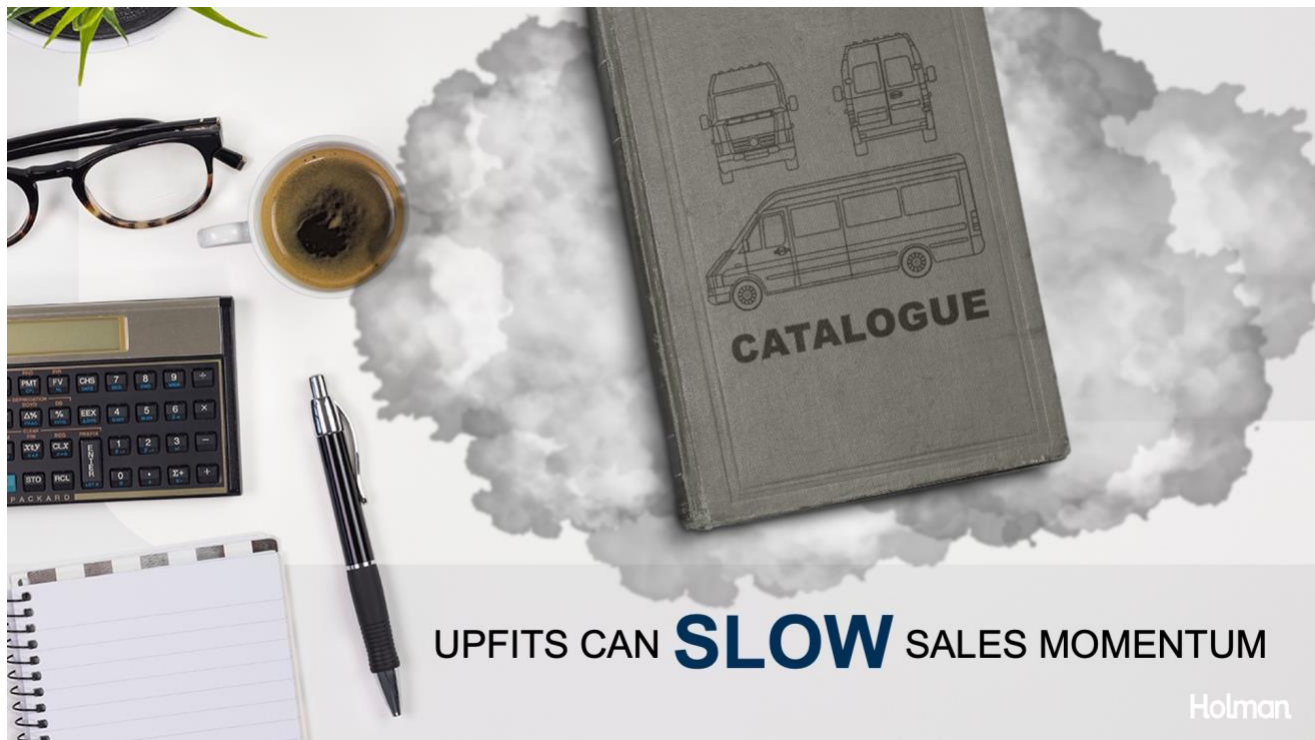
Holman

Instead of avoiding the perceived complications of selling and upfitting vehicles, you need to control the complexity and seize the opportunity.

To take control of the complexity, you have to be able to:

- Sell upfits as easily and as quickly as you sell F&I or warranties.
- Source upfit parts in days, not weeks.
- And expose your inventory to the largest audience possible.

► 8. Challenge 1



You want to move product as fast as possible, but upfitting introduces hurdles that can slow sales momentum. You have to worry about leafing through a massive catalogue to figure out what the customer needs and the back-and-forth of getting a quote—drawing out the sales process when a red-hot buyer is ready to purchase.

► 9. Challenge 1: 10% Message

**CONTROL THE COMPLEXITY AND
SEIZE THE OPPORTUNITY**

Sell upfits as easily
and as quickly as you
sell F&I or warranties

Kargo Quick

Source upfit parts
in days, not weeks

And expose your
inventory to the largest
audience possible

Holman

With **[Distributor]** and Kargo Quick by Holman, you can sell upfits as easily and as quickly as you sell F&I or warranties.

You can configure the vehicle, in the moment, that buyers need to do their jobs:

- Your salespeople can recommend a predesigned shelving and storage solution.
- Then they can add predefined trade-specific accessories for the local painter, electrician, or contractor.
- And quote a price right away from online.

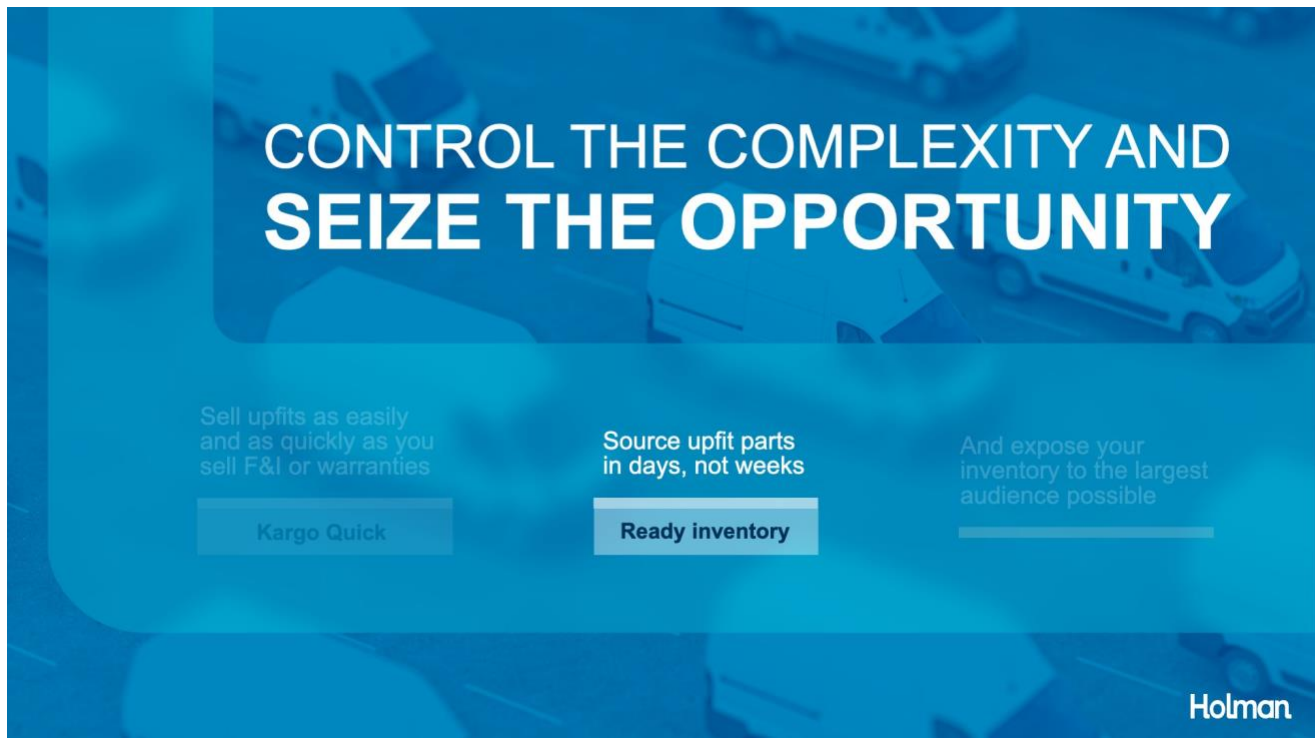
You'll increase sales volume, max out revenue per vehicle, and attract lifelong customers.

► 10. Challenge 2



Turning around a work-ready vehicle fast can come down to whether or not the right part, rack, or bin is available. If you don't have what a buyer needs, they'll go down the street or online to someone who does.

► 11. Challenge 2: 10% Message



**CONTROL THE COMPLEXITY AND
SEIZE THE OPPORTUNITY**

Sell upfits as easily
and as quickly as you
sell F&I or warranties

Kargo Quick

Source upfit parts
in days, not weeks

Ready inventory

And expose your
inventory to the largest
audience possible

Holman

With **[Distributor]** and ready inventory from Holman, you can source upfit parts overnight or in days, not weeks, from **[Distributor]**, Holman, or a warehouse distributor.

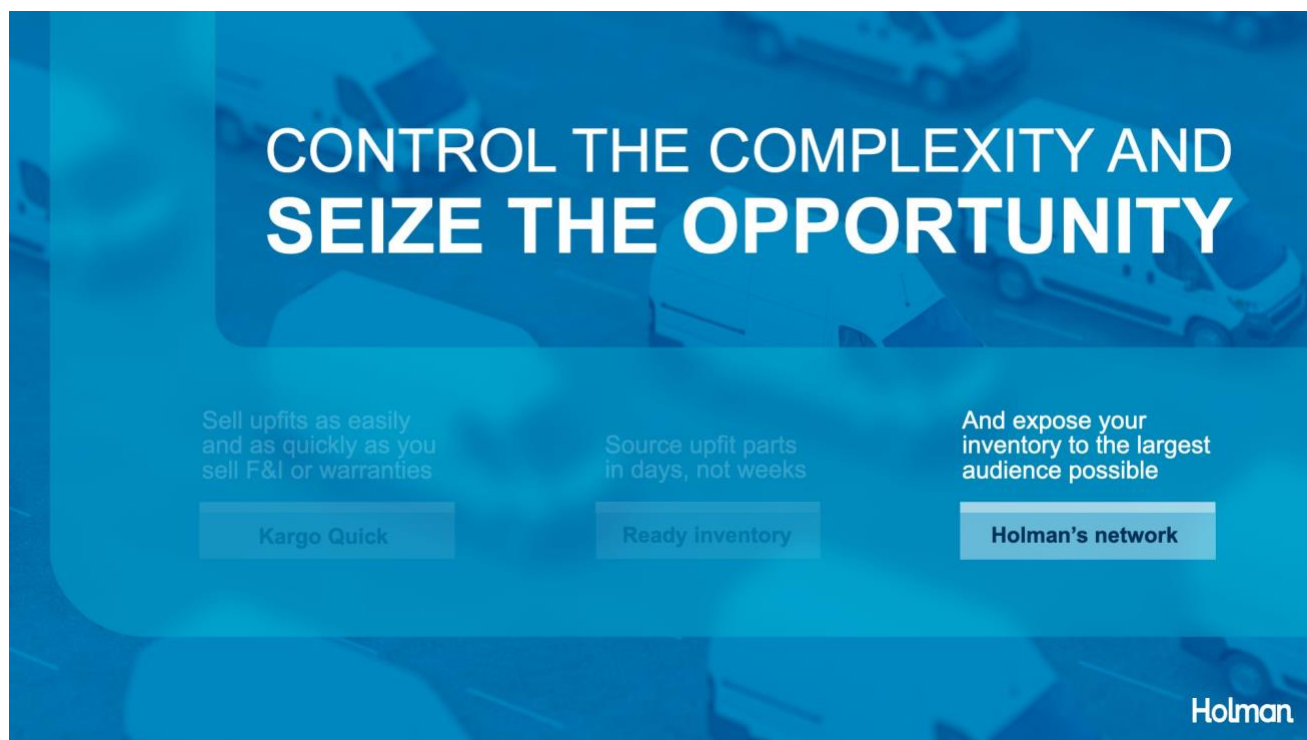
When you have satisfied buyers who can get back to work quickly, you'll build up a reputation of reliability.

► 12. Challenge 3



With EVs, OEMs, and online dealers swooping in—many with marketing and promotions budgets that dwarf yours—your pool of existing and new customers is always under threat. Without the resources to compete for exposure in and outside your local market, you can only hope buyers find you, that you have what they need when they need it, and you get the sale.

► 13. Challenge 3: 10% Message



**CONTROL THE COMPLEXITY AND
SEIZE THE OPPORTUNITY**

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and as quickly as you
sell F&I or warranties

Source upfit parts
in days, not weeks

And expose your
inventory to the largest
audience possible

Kargo Quick

Ready Inventory

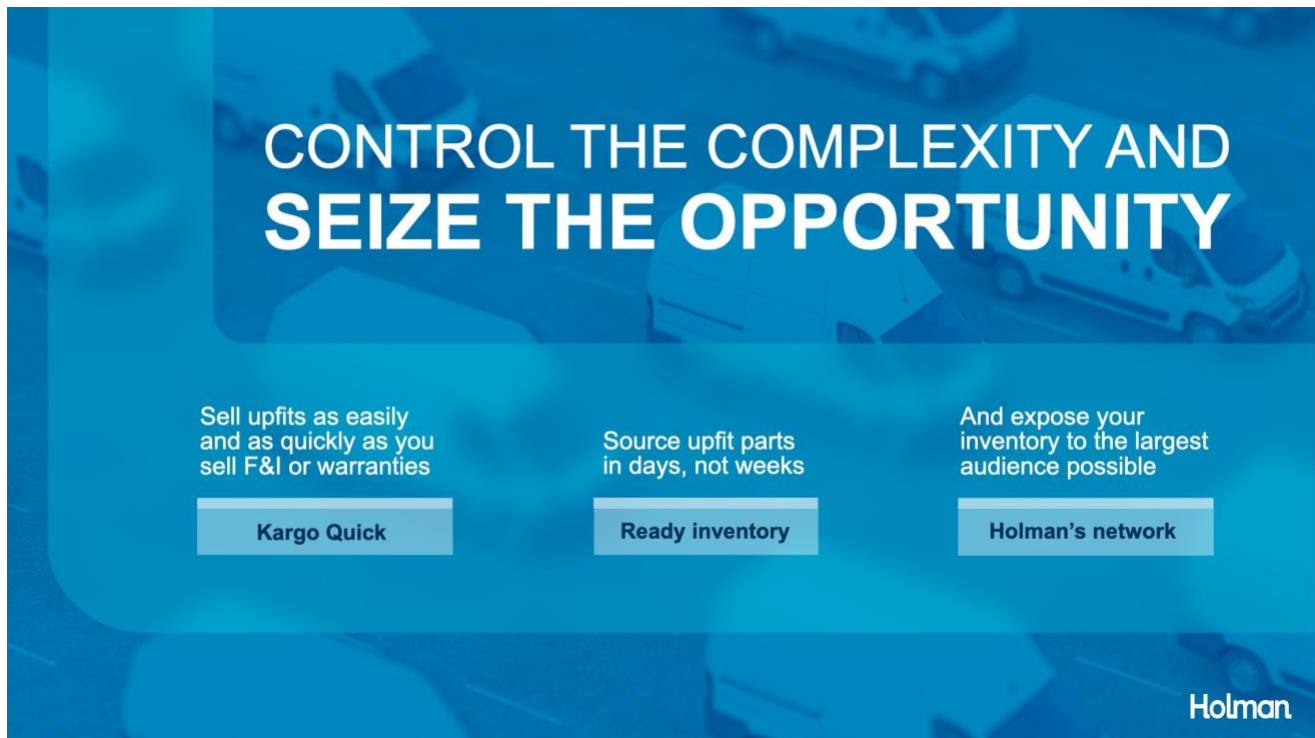
Holman's network

Holman

With **[Distributor]**, you can expose your inventory to the largest audience of commercial customers possible on Holman's North America marketplace. Holman's fleet buying network includes a pool of more than two million vans and trucks, 125,000 orders every year, and two billion dollars in maintenance. And Holman spiffs are the most generous in the industry.

You'll increase the visibility of your commercial vehicles to a broader population of buyers, and you'll create opportunities to add variable and fixed revenue through maintenance and vehicle sales.

► 14. Conclusion: Final 10%



**CONTROL THE COMPLEXITY AND
SEIZE THE OPPORTUNITY**

Sell upfits as easily and as quickly as you sell F&I or warranties	Source upfit parts in days, not weeks	And expose your inventory to the largest audience possible
Kargo Quick	Ready inventory	Holman's network

Holman

When you take control of the complexity and seize the opportunity, you'll sell more units and increase per-unit revenue. And you'll blow open a whole new and critical revenue stream.