

EXAMPLE 3

Enterprise Rent-A-Car
Corporate Account

I = Enterprise Rent-A-Car

You = Stillwater Ford Dealership

I. Enterprise Rent-A-Car

a. Corporate Account

- i. You wouldn't need your 50 loaner vehicles
- ii. We pick up your customers and bring them back to our office
 1. Go over quick paperwork and they are on their way
- iii. Using us exclusively for rental vehicles for your customers who bring cars in for service would alleviate many problems you are currently experiencing
- iv. We will set up an EDI system to make placing reservations easier
 1. All you have to do is type the information into the computer
- v. As soon as your customer receives a call from you that their vehicle is done, they will return the rental vehicle to us and we will give them a ride to your dealership
- vi. You pay us a standard daily rate that will not fluctuate with the seasons on each vehicle
 1. We charge on a 24 hour bill, every 24 hours is one day
 2. We have an hourly charge of \$5/hour that is assessed until it exceeds the cost of the next day

b. Enterprise Rent-A-Car Company Information

- i. 40 offices located throughout the Twin City area
- ii. Over 5000 rental vehicles located throughout the state
- iii. Family business since 1957
- iv. Largest rental car company in the world
- v. Each state owns their own vehicles
- vi. Locations throughout the nation as well as internationally
- vii. 5 offices are located within 15 minutes of your dealership in Stillwater

II. Stillwater Ford (Your company)

a. Car Sales/Service Dealer

- i. You are one of Denny Hecker's 14 dealerships
- ii. You sell new and used vehicles
- iii. You loan a vehicle of yours to a customer when they bring a vehicle in for service
 1. You must maintain all vehicles and could be liable if something happens in that vehicle
- iv. You are in charge of taking the information of the customer who will be driving your loaner vehicle
- v. You are located about 1 mile from our office in Stillwater

b. Your Needs at Stillwater Ford

- i. Keep your customers satisfied with a loaner vehicle at lowest cost to your company
- ii. A loaner vehicle process that is free of errors and confusion for your workers and doesn't present complaints from your customers

c. Your customer's needs

- i. A free loaner vehicle to use when their vehicle is in the shop

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- ii. A process that will be quick and easy to get the loaner vehicle and be on their way
- d. Outcome of meetings in the past
 - i. You understand we want to control your loaner vehicle process
 - ii. Currently the cost would be \$35/Day per vehicle
 - iii. You don't completely understand all of the benefits that a corporate account has to offer
 - iv. You understand we need a reservation and then we will have a car for you at that specific time
 - 1. Reservations will be set up electronically using EDI
 - 2. You call us when a customer arrives and we are there by the time the customer has done the paperwork for checking in their personal vehicle for service
 - v. You understand Routson Motors is currently using us exclusively for rental vehicles
 - 1. They are another one of Denny Hecker's dealerships located about 1 mile down the road in Stillwater
- III. Your Options at Stillwater Ford
 - a. Enterprise (My company)
 - i. Strengths
 - 1. You don't have to maintain your vehicles
 - a. Gas
 - b. Oil Changes
 - c. Tire Maintenance
 - d. Washing the vehicles
 - e. Vacuuming the vehicles
 - 2. You don't have to purchase the vehicles up front
 - 3. We guarantee the lowest price per rental
 - a. \$35/Day per vehicle
 - 4. Less work for you
 - a. You can just send the customers to the waiting lounge
 - i. You call us to pick the customer up and bring them back to our office to go over a quick contract
 - b. You wouldn't spend the time doing the paperwork for your loaner vehicle
 - 5. You wouldn't be liable for the vehicle
 - a. The customers insurance would have to cover any damage to the vehicle
 - b. We offer protection packages that the customer can purchase at an additional charge (they are not required to purchase any of the protection packages)
 - ii. Drawbacks
 - 1. You have to pay for each rental day
 - 2. You have to use us for every loaner situation
 - 3. You have to take the risk of us not having a vehicle every time you call for someone who doesn't have a reservation

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4. You have to change your current loaner vehicle process
 - a. You have to get rid of your loaner vehicles
 - b. Dollar Rent-A-Car (Direct Competitor)
 - i. Strengths
 1. You would not have to maintain your vehicles
 - a. Gas
 - b. Oil changes
 - c. Tire Maintenance
 2. You would not have to do the paper work for the loaner vehicles
 3. You are not responsible at all for your loaner vehicles
 4. The cost is \$39/Day per vehicle
 5. You don't have to purchase the loaner vehicles
 - ii. Drawbacks
 1. You pay money for each and every rental vehicle
 2. You have to change the current loaner vehicle process
 3. You have to use them exclusively in all rental situations
 - c. Budget Rent-A-Car (Direct Competitor)
 - i. Strengths
 1. You don't have to maintain your vehicles
 2. You don't have to waste unnecessary time filling out paperwork
 3. The cost is \$43/Day per vehicle
 4. You don't have to purchase the loaner vehicles
 - ii. Drawbacks
 1. You pay money for each every rental vehicle
 2. You have to change the current loaner vehicle process
 3. You must use them for all rental situations
 - d. Maintain your current loaner vehicle process (Indirect Competitor)
 - i. Strengths
 1. Keep doing business as usual
 2. Don't have to spend money each time a customer needs a vehicle
 3. You know you will have a vehicle ready every time
 - ii. Drawbacks
 1. You must maintain the vehicles
 2. Your upfront costs are more due to the purchase of the vehicles
 3. You must get the information of the driver of the loaner vehicle
- IV. Goals
- a. Primary Goal
 - i. To have Stillwater Ford consider using us at Enterprise the next time they are switching to new loaner vehicles (This process occurs every 1-2 years)
 - b. Minimum Goal
 - i. To show Stillwater Ford the benefits associated with creating a corporate account with us
 - c. Optimistic Goal
 - i. To have Stillwater Ford change their loaner vehicle process and use us exclusively immediately

Objections

1. I think that \$35 per day is too much money for a corporate rate on a rental vehicle.
2. I don't think you will have a vehicle ready every time we call for one?
3. I think our customers would have to wait too long for your employees to come and pick them up to bring them back to your office
4. I hear you have too many lost reservations
5. I hear customers don't like the cars you put them into for loaner vehicles
6. I don't think you will be in business in six months
7. I don't like the idea that customers can't tow anything with your vehicles
8. Our customers do not want to spend the extra time of going to your office and filling out more paperwork
9. I heard you try to charge for extra days on the weekends even though the customer returned the vehicle on Saturday
10. I don't like the fact you try to force my customers to pay for extra insurance, they are just supposed to get a free loaner vehicle
11. Dollar car rental gave me a lower price than you have offered
12. Setting up a reservation takes too much time for my service workers
13. I don't have the time to go through all of the paperwork setting up a corporate account with you
14. Denny Hecker specifically told me not to set up a corporate account with you
15. I know you will make our customers wait longer than a retail customer because you know you can make more money on the retail customer than my dealership customer
16. I think your employees are too rude to my customers
17. I didn't did receive a good recommendation about you from Routson Motors (another Denny Hecker Dealer located in Stillwater who uses us exclusively for loaner vehicles)
18. I have no guarantee that this service you are providing will actually improve our efficiency here at Stillwater Ford
19. I don't want my customers to have to worry about every single small scratch in the vehicle condition
20. I am not signing unless you include the protection packages in your daily rental price
21. I have some customers who smoke and I know all of your vehicles are smoke free, I don't want them to drive a smoke free vehicle
22. I hear you usually give a vehicle to a customer will little or no gas at all so the customer has to time it perfect to bring it back with no gas
23. I am having the worst day of my life; my son was hurt in a bus accident on the way to school.
24. I want to know the cost before you tell me anything else.
25. I will just set this portfolio of yours right next to me and let you just tell me in simple terms what are the advantages and disadvantages
26. My needs have changed dramatically since we last talked
27. I will just answer this call real quick and I continue to talk for 5-10 minutes
28. I want a bribe from you if I purchase your service
29. Will you go out with me on Friday night?
30. Are you a Republican or a Democrat?
31. I am too busy messing with my email at the moment

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14. May I ask is there any specific reason he might have said that? We feel we have a good relationship with Routson Motors. We try to stay up to date with their needs and we will do the same for you.
15. We certainly do not have priority customers. We treat every customer with the highest respect. It does not matter to use if someone is a dealership or retail customer. We will just do our best to satisfy all customers because that is our number one goal.
16. Our employees are trained to treat every customer with courtesy and respect. If an employee of ours is not acting in that manner that person will not be with us any longer.
17. We try to stop down and see the managers at Routson at least once a month to make sure everything is going well and to see what we can improve on to make their job easier.
18. I can't make any promises but here is a look at the cost benefit analysis I made to give you a better idea of how this will work.
19. We don't worry about small scratches fewer than 2 inches in length and not through the paint. However we do have to charge if something larger happens because we would have to pay the depreciation of the vehicle if we didn't.
20. I will gladly include the protection packages in the price but we would have to renegotiate the price. I can't include the packages in the current price.
21. Since the majority of our customers don't smoke, most customers enjoy smoke free car.
22. Actually most of our vehicles contain at least a half a tank. Since we are a replacement company, we just ask the customer to return the vehicle with the same level of gas.
23. I am sorry to hear that. Just go and take care of business at home, we can deal with this at some other time. I hope everything turns out well with your son.
24. To answer your question the cost will be \$35/day. Here are some reasons we have decided on this price.
25. That sounds good to me to just have a normal conversation. I feel I can improve your company by setting up an account with us...
26. May I ask what your needs are now so maybe I can alter my plan to still help you with your loaner vehicle process
27. I will just step outside until you are done with the call.
28. I am sorry I can't give you a bribe for using our company. I feel the service package I am offering your company to use, seems like gift in itself.
29. I think we should attempt to focus on the business at hand and not go into our personal lives.
30. With all of the issues up in the air at the moment I am not sure what side I am on right now. What is your opinion on the issue?
31. Can you give me ten minutes with your full attention? After that we can talk more or if you want to get back to your business that would be fine as well. How does that sound?