

CAPABILITIES

Marketing Services for Firms Selling to Commercial Fleet Operators

Program Contents:

- ...The U.S. Commercial Fleet Market Forecast*
- ...Market Segmentation Analysis*
- ...State & MSA Market Opportunity Report*
- ...Research Database of 860,000 Fleets*
- ...Customer File Analysis*
- ...www.FleetLeads.com for Channel Partners*
- ...Lead Qualification*
- ...White Papers*
- ...Proprietary Market Research*

HAVILL
CONSULTANTS

Executive Summary

Contents:

<i>The U.S. Commercial Fleet Market Forecast</i>	1
<i>On-Site Presentation Of Study Findings</i>	1
<i>Market Opportunity: By City and State</i>	2
<i>FleetLeads Interface To the Research Database</i>	2
<i>Fleet Data Warehouse</i>	3
<i>FleetLeads Access To your Data Warehouse</i>	3
<i>Lead Qualification and Direct Marketing</i>	4
<i>White Papers</i>	4

Market research provides the intelligence needed to develop sound business strategies and effective marketing plans. The mission of Havill & Company is to extend the value of this research to sales associates and channel partners by providing real-time access to:

- (1) A data warehouse of fleets identified by the research,
- (2) The direct marketing and sales support tools required to convert these prospects to customers.

Research from *The U.S. Commercial Fleet Market Forecast* serves as the foundation for these services. For the past decade, industry leaders have relied on this multi-client study series as their primary source for fleet industry planning data. The research is a critical examination of market trends, the relative position of competing products, the adoption rates of new technologies, and the product preferences of commercial fleet operators.

The research also benchmarks vehicles by class and the consumption of fuel, preventive maintenance, parts, and tires. The data is available by State and Metropolitan Statistical Area (MSA).

Havill has compiled a research database of over 860,000 fleet operators across the country. Access to the database is provided through FleetLeads, Havill's web-based lead management program. FleetLeads enables subscribers to query the market by geography, type of business, fleet size, and vehicle class. Leads can be printed or downloaded for distribution to the sales team.

Havill builds proprietary data warehouses for subscribers using the research database as a template. A customer file analysis identifies the characteristics of prospects that resemble good customers. Leads that match the good customer profile and that are not already present in the data warehouse are imported. Since all list sources are incomplete to some degree, lists are added in layers until the warehouse is complete.

FleetLeads is a full-featured lead management program providing a complete set of direct marketing and sales support tools to sales associates and channel partners. Access rights are controlled through the use of usernames and passwords.

Havill also provides white papers on best industry practices based on fleet study findings. They position the subscriber as a leading solution provider on the topic covered, and are the cornerstone for Havill's lead qualification services.

The Havill study is the primary source of planning data for companies supplying automobiles, trucks, fuel, leasing, maintenance, TBA, card payment solutions, and advanced technologies to the fleet industry.

The U.S. Commercial Fleet Market Forecast

Successful business plans begin with accurate market data. This is difficult to obtain in the commercial fleet market due to the fragmented nature of the industry.

To isolate the market forces driving purchase decisions, the Commercial Fleet Market Forecast separates the market into 10 unique segments: agriculture, construction, service, retail, manufacturing, wholesale, long haul, short haul, utility, and government; and three fleet size ranges: 4 to 9, 10 to 49, and 50 or more vehicles.

Over forty suppliers to the industry participated in the research design. Interviews were conducted with a stratified sample of 1,100 fleet operators across the U.S. to determine their current satisfaction level and find out what they are looking for in the next generation of products and services.

The research quantifies their purchases of fleet related products and services, and forecasts the adoption rates of new technologies. The market position of competing products is broken out by business segment and fleet size.

Survey results are projected to the U.S. fleet population based on Department of Commerce benchmarks, published every five years. Trends are noted across the timeline covered by the study series: 1995, 2000, and 2005.

Refer to the Commercial Fleet Market Study Mock Report for more information. This study abstract overviews the major issues and objectives of the research. It also contains a Table of Contents and the Survey Questionnaires.

On-Site Presentation of Study Findings

The published report is 900 pages. This, however, is only a fraction of the analysis available from the research. Subscribers often need special segmentation analysis to identify and quantify market opportunities requiring a new product or channel strategy.

Prior to our on-site presentation, one of our research team members works with the subscriber to identify sections of the report to be covered during the review meeting. One-half day is set aside for a PowerPoint® presentation and discussion of the relevant sections of the study. This provides subscribers with the opportunity to ask questions and interpret survey findings.

Subscribers also receive the State and MSA market opportunity report along with FleetLeads access to the Havill research database. About two weeks later, the subscriber receives a report containing special segmentation analysis that was identified during the meeting, plus any other outstanding follow-up items.

On-site presentations include special segmentation analysis, a State and MSA market opportunity report, and 20,000 leads from the Havill research database.

Havill provides best-of-class market data and information management tools to improve fleet marketing, from strategy development to customer acquisition by sales reps and channel partners.

Market Opportunity by City and State

The research report provides the information needed to develop an overall fleet strategy. Marketing plans, however, require geographic detail in order to allocate resources to regions, measure sales territory performance, evaluate distribution effectiveness, and locate new outlets.

Havill has constructed a micro-data file to geographically analyze data from the U.S. Commercial Fleet Market Study. Statistics in the micro-data file tie out to vehicle counts at the State level published by the U.S. Government and business statistics at the zip code level.

The file contains the number of fleets by type of business and fleet size, and the number of vehicles broken out among light duty, medium duty, heavy duty, and tractors. Vehicle data includes modeled fuel consumption, preventive maintenance, parts, and tire usage.

Market opportunity reports are generated by summing micro-data to the City and State levels. They are provided to subscribers in hard copy and as Excel® Spreadsheets. Excel® files enable clients to input their own sales data to estimate market penetration at the City and State levels.

FleetLeads Interface to the Research Database

A comprehensive marketing plan identifies opportunities by geography, type of business, fleet size, and vehicle class. But when planning turns to implementation, it becomes necessary to drill down to the individual fleets that make up this opportunity. The Havill research database is one source for these leads.

While all single lead sources have limitations, Havill has compiled a research database of over 860,000 fleets. It is not intended as a complete solution, but rather as the foundation for a more robust solution.

Leads are fairly useless, however, without a well thought out sales process and the tools to effectively acquire and manage leads. In 2002, Havill launched FleetLeads, a comprehensive web-based direct marketing and sales support solution.

The FleetLeads interface contains a criteria center where subscribers can specify record selection parameters, including geography, type of business, fleet size, and vehicle class. It also has lookup features and a contact page to view individual records. A roster page returns all records matching user defined criteria. These leads can then be printed or downloaded for distribution to the sales team.

Full subscription to the multi-client study includes access to the research database through FleetLeads and rights to download 20,000 records.

FleetLeads is a scalable lead management solution with the capacity to support subscribers with thousands of channel partners owning tens of thousands of outlets with millions of commercial fleet prospects.

A data warehouse keeps dead wood out of your customer file and focuses your marketing dollars on building awareness and generating inquiries from fleet prospects that resemble your best customers.

Fleet Data Warehouse

Successful marketing programs target high-potential fleets. Housing these leads in a data warehouse is an effective way of focusing the sales organization on the best opportunities and monitoring their success.

Unfortunately, there is no one best source for prospect data to populate the warehouse. All single list sources are incomplete because they are void in privacy states, contain fleets that are domiciled and registered in different locations, do not account for leased and rented vehicles, or do not identify the decision maker. Building a robust leads file requires the layering of lists from numerous sources.

Our first step in building a fleet data warehouse for subscribers is to make an exact copy of the Havill research database. Next, the leads database is rebuilt with prospects that look like good customers. Lastly, the FleetLeads interface is customized, subscriber marketing materials added, and usernames and passwords assigned.

FleetLeads has powerful data interchange tools, so it is easy to provide real-time prospect information from the data warehouse to the appropriate marketing and sales personnel. Building a separate data warehouse also allows the subscriber to purge old unqualified prospects and inactive customers from their customer relationship management (CRM) systems. These records are recycled in the data warehouse as new leads.

FleetLeads Access to Your Data Warehouse

The FleetLeads interface provides all of the direct marketing and sales support tools needed to manage prospects in real-time. Users are able to run telemarketing, email and direct mail campaigns, print personalized sales letters, schedule sales calls, record notes and history, and much more.

Research shows that sales associates want high-potential leads and the tools to manage them, but are rarely able to develop solutions on their own. Since FleetLeads is an online program, subscribers are able to provide sales associates and channel partners with a robust lead management program without investing in software and technical support.

Leads in the data warehouse can be assigned by sales channel to internal sales associates or to outside channel partners. Access to these leads is controlled at login through usernames and passwords.

Most subscribers selling through distribution have a portal on their website for channel partners. Adding a FleetLeads link makes it easy to distribute sales leads to the field.

The true value of FleetLeads comes from real-time lead management, which eliminates the time lapse in passing along leads that plagues most data warehouses.

Fewer than 20 percent of all U.S. businesses operate four or more vehicles. It is difficult to avoid wasting marketing and sales resources without effective tools for targeting these businesses.

Lead Qualification and Direct Marketing

Regardless of how much care is taken in acquiring the most current marketing lists to build a data warehouse, there will be inaccuracies. Telephone qualification is an effective method for validating leads and delivering marketing messages directly to the purchase decision maker.

The importance of direct communication is underscored by Havill Research. Fleet surveys have consistently found that indirect forms of market communication, alone, do little to create awareness due to the complex nature of fleet purchase decisions. Telematics, a popular topic of late, provides an example.

Awareness-Usage-Preference issues are a frequent Havill research topic. A recent survey of 200 operators of large fleets (a mean fleet size of 250 vehicles and 500 trailers) found that only one company was recognized by more than half of the respondents making the purchase decision for telematic devices.

Lead qualification is the most cost effective method of improving awareness of company products and services with the target market. Focusing on the top 20 percent of fleets that account for 80 percent of the opportunity adds further value.

White Papers

The ultimate goal of marketers is not to recognize high-potential prospects, it's having high-potential prospects recognize your company and inquire about the fleet solutions provided.

Fleet operators are interested in developing relationships with vendors that provide solutions to their problems. White papers are an effective marketing tool for achieving this goal. They are designed to build awareness, create a positive company image, and ultimately generate inquiries.

Havill provides white papers on best fleet management practices based on research findings from the *U.S. Commercial Fleet Market Study*. They provide third-party credibility and reference solutions provided by the sponsoring subscriber. White papers significantly improve response rates when used in conjunction with lead qualification programs.

Quarterly communication with top prospects, over time, will generate inquiries and lead to sales opportunities.

Market Research Services

Havill & Company consultants routinely conduct both syndicated and proprietary studies for clients serving the transportation industry. From this research, Havill has developed extensive databases of fleet operators. Some past research studies include:

- ◆ *The U.S. Commercial Fleet Market Forecast (Multi-Client)*
- ◆ *U.S. Commercial Fleet Card Analysis (Proprietary)*
- ◆ *U.S. Petroleum Tank, UST Market Overview (Proprietary)*
- ◆ *U.S. Fleet Market Opportunity for Driver Log Services (Proprietary)*
- ◆ *U.S. Fleet Market Opportunity for Telematics (Proprietary)*
- ◆ *Fleet Administrator Leasing and Fleet Management Practices (Proprietary)*
- ◆ *U.S. Market Analysis – Oil Company, Universal, 3rd Party Fleet Cards (Proprietary)*
- ◆ *The U.S. UST Petroleum Tank Market (Proprietary)*
- ◆ *U.S. Fleet Market Opportunity for Advance Vehicle Technologies (Proprietary)*
- ◆ *The Truck Fuel and Lube Purchasing Study (Proprietary)*
- ◆ *U.S. Truck Stop Market Research Study (Proprietary)*
- ◆ *Trucking Company Market Research Study (Proprietary)*
- ◆ *The U.S. EPA Regulated Fueling Facility Market Forecast (Multi-Client)*
- ◆ *The U.S. EPA Regulated Retail Gasoline Service Station Market (Multi-Client)*
- ◆ *Risk Managed Fuel Market Opportunity (Proprietary)*
- ◆ *The U.S. Retail Gasoline Dispenser Nozzle Market Study (Proprietary)*
- ◆ *Future Trends in Dispenser Technologies (Proprietary)*
- ◆ *Fleet Market Opportunity for Bundled Fleet Services (Proprietary)*
- ◆ *Canadian Petroleum Equipment Market Study (Proprietary)*
- ◆ *Fleet Market Potential: A Ranking of the Top 50 MSAs (Proprietary)*
- ◆ *Truck Stop/Travel Plaza Market Research Study (Proprietary)*
- ◆ *Emerging Retail Fueling Technologies (Proprietary)*
- ◆ *The DOE-EPA Regulated Commercial Fleet Market Fuels, Equipment, and Services Forecast. (Multi-Client)*
- ◆ *Leak Detection Market Research Study (Proprietary)*
- ◆ *Interstate Highway Strategy Analysis (Proprietary)*
- ◆ *Features & Benefits Study of Dispenser Accessories (Proprietary)*
- ◆ *The New European Petroleum Equipment Market For Gasoline Service Station Products and Services (Multi-Client)*
- ◆ *Sales & Marketing Effectiveness Tracking Report (Non-Competing Multi-Client)*
- ◆ *Major Oil Company Trends, Stage II - POS - Fleet Programs (Proprietary)*
- ◆ *Automatic Dry Break Fueling System Fleet Administrator Study (Proprietary)*
- ◆ *Analysis and Trends, A Study of the Tank Market (Proprietary)*
- ◆ *Stage II Vapor Recovery Distribution Analysis (Non-Competing Multi-Client)*
- ◆ *Underground Tank Retirement and Failure Rate Study (Proprietary, November)*
- ◆ *Petroleum Industry Data Management & Control Systems (Proprietary)*
- ◆ *C-store Market Opportunity for Petroleum Equipment (Proprietary)*