

## A day in the Life of an oil company sales rep!

It was already 7:50AM as Joe caught the freeway off ramp leading to the office, in the process narrowly dodging a commuter seemingly possessed with road rage. It was barely hump day and he was already looking forward to the weekend.

Work these days for Joe seemed more stressful than in times past. For twenty years his daily routine began with a cup of coffee in the driver's room at the oil company he worked for, followed by a fast check of voice messages, a review of customer orders, and then it was out on the road to his daily ritual as a professional commercial lubricant salesperson.



Flipping through his day timer, he scanned the task list he had created the previous evening. Joe had worked hard over the years to improve how he approached his daily routine.

He organized the tasks first by customers who relied on him for inventory checks, followed by those he felt were due for a visit. Next were the prospects he wanted to call on while he was in the area.

It was getting harder and harder to get everything on the list done, and he was determined to not let another City Auto Group happen again. City Auto Group was one of those great lost opportunities. They had five locations, each with four lube bays that operated non-stop, day in and day out.

He was supposed to call on them a couple of months before the contract with their existing supplier expired, but he lost track. When he finally called them last week he wasn't shocked to learn that they had decided to stay with the status quo.

The sad part is that this was happening to him far more than he wanted to admit. He was great at sparking interest in prospects, but then he would get busy with the daily grind, and by the time he got back to the prospect, they had already cooled off or chose to go somewhere else.

This wasn't the only situation troubling him. His boss had asked him to identify all of the equipment placed with his customers and verify that they were still buying exclusively through the company. It had taken him days to put together a semi accurate list, and the first couple of customers he called on clearly had brought in other suppliers. Joe quickly realized that he had not been "touching" these particular accounts enough. They had simply been overlooked in a sea of many customers and prospects combined. Now he had to go explain to the boss what was happening, and he wasn't looking forward to the expected reaction.

On top of it all, the prices had changed again and everything needed updating. He also had to get three proposals out, but needed to rework the numbers to make sure everything was in order. Then he had to get his call lists put together for the boss no later than Friday at noon. No wonder the weekend was sounding so good.....

**There must be a better way of doing things he thought?**

## There **IS** a better way....

It's a simple fact; marketing of commercial lubricants is becoming increasingly competitive, and the margin for error is not what it used to be.

In order to succeed, let alone survive, marketers need to become more operationally efficient, customer centered, and accurate in their pricing methodologies.

**The front line in this battle is your sales team.** Without the proper tools helping organize and focus their efforts, opportunities are lost, customer relationships suffer, and the company's profitability isn't maximized.

Salespeople who are tackling their job using day timers, tablets, manila folders, and supplemental excel spreadsheets need better tools in order to succeed in today's environment.

Without the right tools, salespeople can become a drag on your company's profit and management resources. For these reasons we created the Lube Oil Marketer.

The Lube Oil Marketer (LOM) is a comprehensive sales and management system designed specifically to make your company representatives highly efficient and successful. **Sales reps that use the LOM, approach their customers, prospects, and daily activities in a highly organized, structured manner.**

First of all, the rep's assigned customers are properly queued for periodic contact based on their priority ranking (importance to the company), ensuring that no customer of value is ever left without being properly touched.

*Continued on back...*

Continued from front....

For each customer or prospect, the rep is able to quickly and efficiently keep track of, and manage, the products being purchased, the equipment in use, the contracts in place, and the projected profitability based on the current pricing.

### **Easy 3 Step Proposal Process**

With LOM, acquiring new accounts is an easy three step process designed to be quick, efficient, and professional. Once a prospect has agreed to allow an on-site meeting, the first step for the rep is to print out a survey form from the system that contains all of the information on the account that has been collected so far. This becomes the reps **working tool, helping guide them through conducting a professional, organized site survey that leaves no stone unturned.**

When the rep returns to the office (or their computer if carried into the field) they open the LOM Proposal Wizard and quickly enter the information collected. Everything from key contact data, tanks, products to be proposed, contract information, current vendor pricing, and much more is permanently imbedded in the corporate data trust as a result of the process. In the event that something happens to "Joe", your company could quickly pick up the pieces and move on without interruption, or better yet without disruption.



The final step is to produce a proposal. The sales rep quickly clicks their way through adding the proposal components from a broad selection of options, and **within a few minutes are able to produce a very comprehensive, professional proposal that can be emailed, faxed, or printed.**

### **Eliminate Time Consuming Call Reports.....**

As reps interact with the system, they create notes, manage marketing processes, produce proposals, collect applications, and much more. A by-product of this interaction with the system is a comprehensive suite of management reports that eliminates the need for reps to manually produce an accounting of their daily activities. This valuable information is automatically available for management review and participation, and can be analyzed for any span of time desired. As a result, sales reps no longer need to spend their precious time creating call reports, etc.

Key market data can also be collected that helps define the customer or prospect, such as broad industry use (**PCMO, HDMO, etc**), detailed industry use (**I.E. within PCMO, Lube Facility, Auto Dealership, Used Car Dealer, etc...**), who they currently buy from (**by product**), and the effective price they are paying to the given supplier. This information can be used in highly targeted marketing campaigns and in detailed market analysis that can support price modifications from a supplier.

The LOM is far beyond typical contact software like Act or Goldmine. Marketers who embrace the system will find they have implemented one of the most important tools for helping ensure their company wins both the battles and the war.

**What's The Quickest Way to Get Started???**

## **Use your Business Development Fund!**

Don't let your BDF go to waste! Far too often marketers close out the year with unused dollars in their fund that simply goes to waste.

Most major oil companies are thrilled when their marketers take a step in the direction of the LOM, and are fully supportive. If they are hesitant, just let us give them a fast demo and it will instantly change their minds.



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