

Choose the

RIGHT CAR

for your sales rep fleet.



Speak to your sales reps and ask their advice before purchasing a vehicle- take the information, compare it to potential vehicles, and start cross-referencing to see which cars end up at the top of your list.

KEEP THE FOLLOWING CRITERIA IN MIND:



1 Efficiency

At the core of every fleet – no matter its purpose – is efficiency. You want to ensure you choose the **most efficient vehicle possible**, without sacrificing load space. The most fuel efficient cars often tend to be the smallest, and in most cases these won't work for the **purpose** of a sales rep.

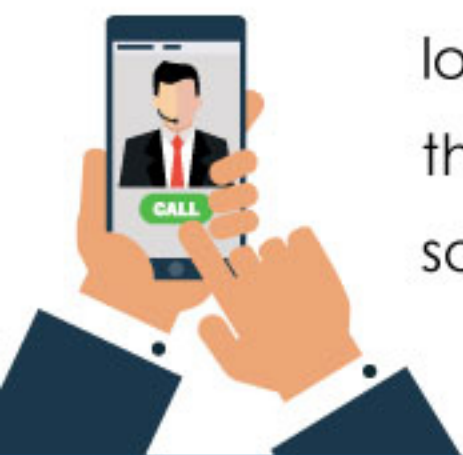
Comfort 2

Comfort is not a luxury– it's a **smart business choice**. We tend to get demotivated and much less friendly if we're constantly uncomfortable. Comfort doesn't have to come at a premium. Shop around and you'll see that **many affordable cars**, such as the VW Golf for example, regularly make the '**comfort list**'.



3 Technology

Don't be afraid to add some **handy technology** to your sales rep fleet. The idea that all fleet cars should be as utilitarian as possible is outdated and completely inefficient. If your employees are required to spend a lot of **time on the phone** or even online whilst out on the road, you need to make sure they can do this safely and easily.



Speak to your employees and find out what their biggest frustrations are – you might not be able to solve every problem, but with the myriad options out there, you stand a good chance of increasing employee performance through some additional vehicle technology.

CHOOSE WISELY!