

ONE IDEALEASE —UNITY IS OUR STRENGTH

By Dan Murphy, President & Chief Executive Officer, Idealease, Inc.



Idealease entered 2015 with a laser focus on our sweet spot—converting companies in ownership to Full Service Leasing. Now is the time to re-double our collective efforts to target private fleets that are seeking ways to streamline and reduce the cost of transportation.

A recent Transport Topics article, “Cost of Trucks, Maintenance Offers Boost to Leasing Sector,” reports that “the truck leasing business is strengthening this year as fleets contend with the rising cost of new trucks and maintenance...” Leasing is the best alternative for private fleets that are struggling with the complexity and cost of new vehicles, difficulty in finding and retaining truck technicians, rising maintenance expense, and the impact of vehicle downtime. In our highly regulated transportation industry, leasing rather than owning vehicles can drive down operating costs and drive up customer satisfaction.



As the premier OEM-integrated lease and rental company in North America, Idealease has the products, services, and flexibility to grow at a greater rate than we have in the past. Our business model is a three-legged stool—Idealease, Idealease locations, and Idealease National Accounts. We win when all three groups work as **ONE Idealease** to deliver solutions that improve our customers’ ability to serve their customers.

Idealease contributes to **ONE Idealease** by leveraging the purchasing power of our extended enterprise to give you a competitive edge in your markets. We provide essential services—safety and compliance, Idealease Fleet Services, marketing and training programs, sales support, IT systems, and more—that help you and our customers operate more efficiently and cost effectively.

Idealease locations contribute to **ONE Idealease** by selling the strength and benefits of Idealease to customers, investing in the training and development of the frontline professionals, consistently supporting Idealease brand standards, delivering unequalled service in every market, reducing the overall age of

the rental fleets, and renewing lease customers early.

Idealease National Accounts contributes to **ONE Idealease** by growing our fleet with Fortune 1000 companies, and working with Idealease locations to bring our local service capabilities to multi-location businesses.

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@Idealease provides you with information that will make a difference in your Idealease marketing, sales, service and support. Let us know what topics or issues you would like to see in future issues of @Idealease—please send your suggestions to CherieGauthier@idealease.com. Editorial support is provided by Affiliated Marketing Partners.



ALL BUSINESS IS LOCAL—WINNING NATIONAL ACCOUNTS BUSINESS AS ONE IDEALEASE!

By Keric Kennedy, Executive Vice President and COO

As Gary Rolph says in his article, “Working as One,” when Idealease locations and the National Accounts group work together, we present an image that wins the confidence of new accounts and strengthens existing customer relationships.

What do Idealease locations that are successful with National Accounts business do differently?

First, Idealease locations that are successful and profitable with National Accounts understand that ALL business is LOCAL. Whether a customer is labeled a National Account or is the small customer you have known for years, all customers have expectations for the level of service and support Idealease promises to provide.

Successful Idealease locations are known for their **Expertise, Responsiveness** and **Stability**. They do the following things right:

1. Use a Customer Relationship Management (CRM) system to track sales metrics. They set goals and track performance for cold calls, customer visits, quotes, new accounts, retention and renewals, and more. What gets measured gets done.
2. Start small and grow. A relationship can begin with just one truck and great service.
3. Identify National Accounts branches or headquarters in their market and share that information with their National Accounts AVP. Work together to establish a contact and begin a dialogue.
4. Build relationships by following proven best practices that strengthen customer relationships:
 - a. Check-in with customer every 30 days
 - b. Meet with customer every 90 days
 - c. Perform Annual Review with customer
 - d. Respond quickly and positively to any issues

LOCAL RELATIONSHIPS MATTER

URI, our largest National Accounts customer, expects Idealease locations to check in with their branches by email, a call or visit on a regular basis. At the minimum, this customer expects someone from the Idealease locations to visit their branches at least once every 90 days to make sure the relationship is healthy and expectations are being met.

It’s not enough for the Idealease AVP to have a great relationship with the National Account leaders at the customer’s corporate office. AVPs can help structure the contract, but it’s the Idealease location that truly sells and re-sells the business. Often the local relationship can determine whether or not Idealease National Accounts can grow the fleet and successfully renew leases. URI local branches have a lot of influence when it comes to the service providers they like to do business with. It’s up to each Idealease Account Manager to build the bridge between the customer in the market and Idealease and make sure that the customer’s local expectations are being met. Poor relationships at the local level can unravel even the strongest National Accounts relationship.



Every customer is unique but their expectations fall into three major categories:

VEHICLE UPTIME: To assure optimal performance, work with the customer to assure that their vehicles are available for PMs, and make sure to quickly complete any field campaigns or recalls to avoid the potential for vehicle breakdowns. Encourage the customer to follow the PM intervals that Idealease recommends and monitor any breakdowns and repairs closely. OnCommand™ Connection, which is available for International vehicles and other OEM 2010 and later makes, is a competitive advantage for us. This open architecture system employs telematics to gather vehicle operating data and driver behaviors. Schwan’s and Idealease have worked together to leverage this technology. By using the information gathering and analytical capabilities of OnCommand Connection, Schwan’s has been able to implement changes that have already produced a 15% improvement in vehicle productivity and better fuel efficiency.

BILLING ACCURACY AND TIMING: No one likes surprises and you can eliminate them if you take these simple steps:

1. Follow the established approval process (a Purchase Order makes this easy). When a vehicle needs repair, immediately inform the customer, provide the estimate and time required to complete the repair, and above all hit that estimate. Let the customer know if the repair costs will exceed the estimate and why.
2. Properly document every invoice, making sure to include VIN, Unit Number, P/O number, miles or hours on vehicle.
3. Invoice customers on time at the agreed upon frequency. Manage and close repair orders
4. Complete weekly billing on the customer’s Portal

EFFECTIVE COMMUNICATION: About 90% of customer complaints can be traced back to a breakdown in communications. Make sure you understand the customer’s communication preferences—do they prefer to be contacted by email, phone, or in person? Maintain the customer relationship through meaningful and timely communications. 

THE IDEALEASE OWNERSHIP SALES PROCESS: ROADMAP TO SUCCESS

By Lance Bertram, Sr. Vice President, Sales, Marketing & Distribution

Have you participated in Idealease sales training and have you created a well-honed sales process from the Active Opportunity stage to Proposal for Ownership Prospects? The sales process for Ownership Prospects differs from the process for Competitive Lease Prospects. This article focuses on the sales process for Ownership accounts, and a future article will look at Competitive Lease Prospects.

LET'S START WITH SOME BASICS

A *Lead* is any potential customer who utilizes commercial trucks in their business. A *Prospect* is a potential customer that we want to do business with because they are: in a qualified industry (or business), credit worthy, insurable, and can benefit from the operational and financial benefits of our products and services. When a Lead becomes a Prospect that's agreed to entertain a formal proposal, they are called an *Active Opportunity*. It may take several meetings to convert a Prospect to an Active Opportunity.

THE FIRST MEETING—FACT FINDING AND IDEALEASE POSITIONING

For ownership accounts, we begin with a fact finding and Idealease positioning meeting. The IAM provides an overview of Idealease products and services, and explains why leasing is a better alternative to commercial truck ownership. Seasoned IAMs know they must establish trust and actively overcome objections at every meeting!

We ask these questions to find and expose the 'pain points' so we can tailor an Idealease product offering:

- **Do you really want to be in the transportation business?** *Many ownership Prospects do not realize they are in the commercial truck business. Their time and financial resources can be freed up with products and services from Idealease.*
- **Is downtime for vehicle service and repairs impacting the service you provide to your customers?** *For many companies, their fleet uptime is not meeting their customers' expectations. They have reliability issues and failed loads that lead to customer defection. Some of these companies keep and maintain excess equipment as an "insurance policy" and that costs them more money.*
- **How can you efficiently manage legal and regulatory requirements?** *Some companies struggle with legal and regulatory requirements. The consequences of doing it incorrectly are costly.*
- **Do you own your truck but need the predictability and convenience of Full Service Lease support?** *Some companies insist on retaining ownership of their vehicles, but they would prefer to offload the maintenance, repair and day-to-day support of their complex commercial trucks.*
- **How can you keep your drivers and their vehicles safe on the road?** *Many Prospects struggle with this and attempt to cobble a safety net of their own together for their drivers. Idealnet 24/7 support saves money, provides comprehensive support, and is cost effective.*
- **How can you realize the equity trapped in your fleet?** *It's very important to explain that Idealease can purchase their assets and lease the equipment back to them. This not only improves cash flow long term (lease vs. own), but provides an immediate cash flow boost when Idealease purchases the fleet.*

There are several important goals for the first meeting:

1. Learn the names and roles of people who will be involved in the decision making process
2. Uncover any initial objections to leasing
3. Explain the Idealease Core Values of **Expertise, Responsiveness** and **Stability**
4. Explain some of our key benefits (see chart at right)

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Idealease Key Benefits:

- Improved cash flow, increased vehicle uptime and controlled transportation costs
- Allows for more focused attention on serving your customers and growing your business
- Lowest lifecycle cost.
- Industry-leading Class 6, 7 & 8 Medium and Heavy duty trucks
- Predictable maintenance parts and labor, tire repair and replacement
- Comprehensive PM program
- Dedicated Maintenance
- Mobile Service
- 24/7 Roadside Assistance from Idealnet
- Fixed and guaranteed monthly costs
- No disposal concerns
- Priority Service performed by trained technicians working in dedicated bays
- Vehicle washing
- Discounted rental replacement vehicles

The Idealease Ownership Sales Process: Roadmap to Success
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The first meeting is also the perfect time to help Prospects learn their true maintenance costs. When Prospects understand the actual costs of owning and maintaining their commercial trucks, most will seriously consider full service leasing. Some of these costs include:

- Purchase Price
- Financing
- Used Truck Disposal
- Maintenance
- Peripheral Services (washing, rental, fuel program, etc.)
- Administration (truck licensing, regulatory compliance, etc.)

The cost of maintenance is the most important cost element. Most private fleets do not have the business system structure or reporting capability to generate unit P&Ls. While we know that truck maintenance costs normally range between \$.12 and \$.30 a mile, the Prospect likely believes his maintenance costs are far less, or simply has no idea what those costs are. Our Full Service Lease (or Dedicated Maintenance) rate will **LOOK** high until the Prospect understands and agrees with our estimate of his true maintenance cost. In fact, we should not quote either product until the Prospect agrees with his own maintenance cost.

At the close of the first meeting, we encourage IAMs to leave behind the Idealease collateral folder with any relevant sell sheets and a business card. Close the first meeting by asking for the opportunity to return with additional information. It takes a minimum of five meetings for a Prospect to grow comfortable with the idea of change. Do not rush to quote the business. Offer to return with an I-Lease analysis, a case study of a company who converted to FSL, or the top reasons that ownership companies change to FSL. Take it slow. Change is risky for fleet managers, so it's understandable that Ownership Prospects need a set of valid and compelling reasons to convert to FSL.

PREPPING FOR THE SECOND MEETING

If you have used I-Lease as the reason for the second meeting, be sure to completely familiarize yourself with the program. I-Lease is being overhauled in 2015 and a detailed overview of the updated program and how to make it work for you will be held at the Idealease Annual Meeting.

SUBSEQUENT MEETINGS

It typically takes several meetings with Ownership Prospects to gain their trust and overcome their objections. It's important to have an agenda for each meeting and to address any objections one by one. Our mantra here is: "Commit. Respond. Repeat!" IAMs are encouraged to use an agenda and a short capabilities PowerPoint (20 slides or less) at each meeting leading up to the Proposal Meeting. A special Ownership Conversion Presentation will be unveiled at the Idealease Annual Meeting.

PROPOSAL MEETING

The Proposal Meeting comes slowly—after the relationship has developed and the trust has been built, and when the Ownership Prospect fully understands the advantages Idealease provides. The Prospect should be excited about the formal proposal presentation. IAMs should never present a proposal unless they are quite certain of receiving a YES answer! 



ONE Idealease—Unity is Our Strength
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Our Core Values of **Expertise**, **Responsiveness** and **Stability** form the foundation of our promise to resolve our customers' issues, provide expert guidance on equipment, and deliver **Responsiveness** at all levels of our relationship. We cannot achieve our goals separately. All three facets—Idealease, Idealease locations, and Idealease National Accounts—must work as **ONE Idealease** to achieve the true growth potential that is within our grasp. 

STABILITY

- Personal
- Relationships
- Credibility
- Trustworthiness
- Loyalty
- Tenure
- Partnership
- Community Support

RESPONSIVENESS

- Reliability
- Quick decisions
- Flexibility
- Predictability

EXPERTISE

- Investment
- Access to resources
- Personnel training
- Knowledgeable
- Efficiencies
- Manufacturer-aligned
- Comprehensive
- Experienced

WORKING AS ONE—AND WINNING!

Gary Rolph, Sr. Vice President, National Accounts

GREAT NEWS! 2015 is by far the best year we have had in growing Idealease, and, this is the second best year for selling Full Service Leasing. And here's some more really great news: 82% of the FSL business we have signed is NEW and ADD business.

Our success is due to several key factors:

1. Idealease is recognized as the premium choice for service when compared to other competitors.
2. International® Trucks are performing better than ever—with better uptime, better fuel economy, and better driver acceptance.
3. We are working as one. You are making calls locally and determining needs, our AVPs are prospecting and following up on your leads, and TOGETHER we are signing business.

The greatest football coach of all time, Vince Lombardi, believed that, "Individual commitment to a group effort—that is what makes a team work, a company work, a society work, a civilization work." We are working together... as one. And YOU have played a major role in getting us there.

We are working as one and the payoff is huge:

- One of our largest National Accounts came to us because Jim Nelson at Badgerland Idealease in Wisconsin called Keric Kennedy to pass on a qualified lead—this account provides business to many, many Idealease locations.
- Mark Buller brought Chris Lease into CEVA this year and now the Master Lease is signed, equipment is on order and more proposals are being made for a number of locations.
- Robert Vargas and the team at Westrux Idealease worked as one with Mike Ruby to sign LA Specialty and we now have 180+ FSL units under contract.
- Vince Cerni at Cerni Motors Idealease worked as one with Rob Peters and shared his strong relationship with Carter Lumber and we now have the first 10 FSL tractors running this year.
- A number of years ago, Gary Read and the team at Diamond Idealease in Edmonton, Alberta, Canada introduced me to their contacts at All Weather Windows. From there, we signed their entire fleet on a maintenance program putting business into every province of Canada for Idealease. This month, Scott Oldewage, the AVP for that area, worked as one with Gary Read and Jeff Macadam to successfully complete the purchase lease back of the entire All Weather Windows fleet—All Weather is now 100% FSL with Idealease!

Henry Ford said, "If everyone is moving forward together, then success takes care of itself."

Working as one, we have signed or are near signing many more deals. We have quoted a record number of deals for the last five weeks—many due to leads that came from staff at the locations working together with the National Accounts AVPs.

Ken Blanchard, renowned business management consultant, said, "None of us are as smart as all of us." We are smarter whenever we work together... as one.

Let's finish what we have started. Let's make 2015 the best year Idealease has ever had in signing FSL business. We can do it... by working as one! 



GET ON BOARD WITH REFRIGERATED TRANSPORT SERVICE

David Bement, Director of Technical Training

Just three years ago, Idealease set its sights on developing refrigerated transport service capability with the goal of becoming the premier lease and rental resource for refrigerated equipment and refrigerated service and maintenance. Today, we have 2,672 Transport Refrigeration Units (TRU) being serviced by 247 refrigeration-trained Idealease technicians at 120 locations across North America! As ONE Idealease, we have made great strides in growing this new customer base—and there is still plenty of opportunity to continue that growth (see Chart).

Idealease is committed to helping each Idealease location provide the high level service that our customers count on. Idealease certified technicians receive the most comprehensive refrigeration system repair and maintenance training in the commercial truck industry. If your location isn't involved yet, don't delay. Register your technicians now in the technical training classes offered in the 2015 schedule. Or, host a training class at your location to reduce the expense of travel, accommodations, and meals for your technicians.

When your technicians are trained in refrigeration service, they can recognize when a unit should go to a third party repair center, and when Idealease can handle repairs. If your Service Managers are capable of determining the severity of a repair, they can make the best decision to get the unit repaired and working again for your customer. This leads to greater uptime, better relations with your customers, reduction in loss on your P&L due to sub vehicles, and increased opportunity to grow your customer base as you live up to our promise of Expertise, Responsiveness and Stability!

TRANSPORT REFRIGERATION UNITS / TECHS BY REGION

	# TRU in Fleet	# of Trained Techs	Ratio of TRU to Trained Techs
Mexico	122	45	3:1
U.S. Midwest	603	58	10:1
U.S. East Coast	960	82	12:1
U.S. West Coast	627	51	12:1
Canada East Coast	184	13	14:1
Canada West Coast	176	10	18:1



IDEALEASE LOCATION SPOTLIGHT: McCANDLESS IDEALEASE

@Idealease recently interviewed Scott McCandless, Idealease Principal and current board member of Idealease, Inc., and Mike Longo, General Manager, of McCandless Idealease in Colorado, to learn about their operations, rebranding progress, and growth plans.

While serving as Chairman of the Idealease, Inc. Board of Directors in 2013, McCandless championed the Idealease rebranding initiative. Mike Longo is an experienced lease professional who has been with McCandless Idealease for more than 11 years, 9 of them as a Lease Account Manager and the most recent two as General Manager.

Q: How has the implementation of the new logo and Core Values messaging gone for McCandless Idealease so far?

Scott: After 30 years of building a network and solid reputation, we needed to look ahead to the next 30 years by refreshing our brand and refining our message to the marketplace. The new logo was a great change for Idealease—it's modern and professional and it really has made a positive impression on our customers. I believe in the value of a strong brand so we updated our fleet shortly after the launch. In fact, after we put the new decals on our trucks a customer told us that we had better watch out—there was a new competitor in our area with white trucks and a blue logo! Some customers thought we updated our entire fleet with new vehicles. Beyond decaling the trucks, we hung the new Idealease sign and new posters in our rental office and we use the new marketing collateral system to help tell our story.

Mike: The Core Values of **Expertise, Responsiveness** and **Stability** have always been in place at McCandless. We present ourselves as **Experts** in the leasing industry and technical experts when it comes to selling and servicing International products. Through our actions, we show our customers that we are responsive and a valued resource for them. We recently received an email from Hill's Pet Foods to let us know that our Denver Idealease team has turned into one of the premier providers of service that [Hills] has had the opportunity to work with." Scott believes in supporting the community and we sponsor or help our customers sponsor charities and local events, which speaks to our **Stability** in the market.

Q: What is the configuration of the McCandless Idealease fleet?

Mike: Today we have 191 Full Service Lease units, and 111 of those are National Accounts vehicles. We also have 13 Full Service Equity Lease units; 61 rental vehicles; 12 Dedicated Maintenance units, and 48 contract maintenance units. Outlying units are serviced with our Mobile Service truck. Grand Junction is our newest location. We support about 40 Idealease units there which helps our Denver-based customers serve that community. No one else has the service capability that we do in that market.

Q: What are your plans for growing your fleet?

Scott: Mike's leadership has helped us to improve our service quality and **Responsiveness**, which is essential for future growth. We have two key strategies to continue to grow our business: the Distribution Initiative and National Accounts. We are excited about being a part of the Distribution Initiative. We respect Paul DeGance's knowledge and experience, and we want to hear new ideas from someone who can



put 'fresh eyes' on our business. I look to Paul for the kind of analysis that will help us make the best decisions on adding resources, going to market, and finding new local customers. And, the level of service with Mike's leadership has really increased.

National Accounts is very important to our growth. We are here to support National Accounts sales efforts 110%. When we do the math with an 'asset washout' at the end of the lease term, we find that 80% of this business is profitable for us. When we rate trucks for local customers, we use the National Accounts residual value tables because we almost always come out positive on the retail side. We will take all of the National Accounts business we can get.

Mike: We have an active and dynamic relationship with the National Accounts Group. Our AVP shares prospect leads with us and will ask us for information about companies in our market. If there are National Accounts in our market, we've contacted them. We make the effort to let them know about our capabilities and Core Values. National Accounts are more challenging because the trust and familiarity with Idealease does not necessarily 'trickle down' to the customer's local branches. I would like to see the Idealease National Accounts team find a way to encourage those accounts to communicate the parameters of our contract more effectively to their branches and local managers.

Scott: One of our best National Accounts is URI. Mike has built relationships with our regional URI people and so that business has grown. He will take breakfast to them or take them to lunch and he keeps track of their management changes, which are frequent. We cater to URI—for example, we have added two hydraulic wet kits to our fleet just to service URI. Ryder has a small share of the URI business, but Idealease holds about 85% of it because we make EVERYONE at URI aware of Idealease and every one at McCandless aware of URI. Mick Myles is the dedicated AVP handling URI and we work really closely with him.

Mike: We spend a lot of time calling on National Accounts customers who are still with Penske. We remind them that we are here and would like to do business with them. We'll take bagels, doughnuts, and hats or just stop in to say hello. If we see them at lunch, we'll pick up their tab. We do whatever we can to stay in front of them!

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Q: *Have you had success in converting customers in ownership to full service leasing? If so, please give us some examples.*

Mike: Yes, we have been successful. Last year we converted eight customers, with about 26 trucks total, from ownership to lease. Educating customers about the true cost of ownership is a critical step. It's really 'Lease Sales 101!' We gather information on their truck operations and use iLease to calculate their true running costs. Companies in truck ownership typically look at cents per mile but they might only factor in a portion of their true running cost. Using the iLease program we help customers understand their true costs and tax implications.

Q: *Why do your customers like doing business with you?*

Scott: Local customers like doing business with us because we are locally owned. We can make decisions in 24 hours and our competitors can't because they require approval from higher levels. We are responsive and prepared to address any issue or need. For example, when we had engine issues, we made sure to keep vehicles up and running so our customers could meet their commitments to their customers. We provided substitute vehicles, prioritized their repairs, and used our retail service shop. Mike was involved when we had to expedite parts, warranty, and so on. We use our **Responsiveness** as a selling point to a new customer or an existing customer—we know International vehicles better than anyone else and so we can respond quickly. I tell everyone that being in the Full Service Lease business truly educates you on the use of that asset and helps you gain an appreciation of our customers' experiences during the lifecycle of the vehicle.

Mike: We know that local ownership is a strong selling point so we always introduce customers to Scott. Scott is very involved in the Idealease operation, which has a huge influence on our success. Scott believes in selling the capabilities of our entire dealership, so we walk customers through every department to help them feel comfortable with everyone at McCandless. I empower my staff to make good decisions by making our priorities clear and communicating our dedication to the customer. As a result, we have many customers that renew leases. Our well-attended Safety Seminars is another strategy that is effective. We involve our retail salespeople by encouraging them to invite their customers and participate in the seminar, which helps them understand that there's more to selling a truck.

Q: *What do you have to say to other Idealease locations about reciprocal service?*

Scott: When Idealnet lets us know we have another location's unit coming our way, we do all we can to expedite the repair of the units that come to our locations. We let our people know that all Idealease customers are our top priority. 🚚

Scott McCandless received this positive feedback from Hill's Pet Nutrition—a testament to the Expertise, Responsiveness and Stability of McCandless Idealease!

I wanted to let you know that your Denver Idealease team has turned into one of the premier providers of service that I have had the opportunity to work with. I believe this level of success is in no small part due to Mike Longo's leadership and example and Chadd's communication skills. I am sure that you understand the need to have the correct people in the right job and it is my belief that this is what you have achieved. It is truly a pleasure to work with Mike and the rest of your team. Thank you!

*Val Beasley
Area Customer Service Manager
Hill's Pet Nutrition Sales Inc.*



MAKING YOUR WEBSITE A BRAND CHAMPION

Lonnie Hackney, Marketing and Brand Manager

IS YOUR WEBSITE UP TO DATE?

When was the last time you asked your marketing manager or IT manager to update your Idealease page to follow our new Idealease brand standards, and leverage the new brand messaging, logos and current Idealease terminology?

USE THIS SIMPLE CHECKLIST TO MAKE SURE YOUR WEBSITE IS A BRAND CHAMPION. DOES YOUR WEBSITE:

1. Feature the new Idealease logo? Visit the IRC for the Idealease logo.
2. Mention our Core Values of Expertise, Responsiveness and Stability on the Idealease landing page?
3. Have sub-pages for Full Service Leasing, Rental, Dedicated Maintenance, Mobile Service, and Refrigeration Service (if offered)?
4. Include a credit application form on your Rental page?
5. Include updated truck images from the Idealease Picture Library on the IRC or current photos with current logo from your own collection?
6. Use updated copy and tone of voice from the current Idealease sell sheets?
7. Use correct terminology? Terms like 'Contract Maintenance' and 'Mobile Maintenance' have been replaced by Dedicated Maintenance and Mobile Service.
8. Include a link to www.idealease.com?

The new Idealease 360° Marketing Plan has website content suggestions that will allow you to easily and effectively promote the Idealease brand and our products and services in your market area. Download your copy today from the IRC.

As an added feature, you can customize sell sheets for Full Service Leasing, Rental, Dedicated Maintenance, and Mobile Service from the IRC, create a PDF file and post it on the relevant page of your website.

We urge every Idealease affiliate to closely examine your website and remove outdated images and terms to keep your site up to date with current branding. We need every location to do a search for rainbow logos, and old terms like Mobile Maintenance and Contract Maintenance. If these live on your site, please remove them!

WHO'S DOING IT RIGHT?

RWC Idealease is one example of a location that is *'Doin' it right!'* RWC Idealease recently overhauled their entire website and a key part of that overhaul was to align the Lease & Rental pages with the new Idealease branding, visual standards and messaging. RWC Idealease created separate pages for Full Service Lease, Rental, Dedicated Maintenance, Mobile Service, Refrigerated Service, and their locations with a list of contact names and hours. These pages feature content that supports the Idealease sell sheets and they use current Idealease terminology like 'Mobile Service' instead of the old term, 'Mobile Maintenance.'

IRL Idealease is another example of a location that has recently completed a major overhaul to their Idealease website. IRL uses www.irlidealease.com for their standalone website and all their pages conform to the new Idealease branding standards. IRL leveraged the Idealease 360 Marketing Guide which helped them streamline the copywriting process. They are also using the marketing guide for posts for their Facebook page.

If you have any questions about the new Idealease marketing materials or need help making changes to your website or other local marketing collateral, please contact me at 847-304-3218 or lonniehackney@idealease.com. I will be happy to help you move forward and I can link you up with some qualified marketing assistance. 

Register Your Marketing Manager

Make sure your location's marketing manager, or any individual responsible for marketing support such as website updates, Facebook posts, flyers, etc., is registered in the Idealease location Profile located in the Idealease Portal under Affiliate Tools > Idealease location Profile. Only 28 Marketing Managers are currently listed in our system, but we know there are many more individuals who also handle marketing duties at the dealerships and Idealease locations. Please make sure that your location is represented!

FULL SERVICE LEASING

Full Service Commercial Truck Lease - A Better Alternative to Truck Ownership!

Do you really want to be in the transportation business?

Commercial truck ownership is getting more challenging and costly to manage every day. For most well-run businesses, truck leasing is a superior financial and operational alternative because your cash flow improves, your truck uptime improves, and your transportation costs are more consistent.

With an Idealease Full Service Lease, you get industry-leading vehicles that are backed by superior maintenance and services like 24/7 Roadside Assistance. We offer sleepers, day cabs, flat beds, box trucks, and more. Our professional vehicle maintenance improves vehicle uptime at a fixed and guaranteed monthly cost.



If you need to own your own trucks for tax reasons or truck application, our Full Service Equity Lease (FSEL) is a great option. With our Full Service Equity Lease, you retain vehicle ownership and benefit from IRS accelerated tax depreciation rules (in the U.S.). Plus you



PRESIDENT'S CLUB—DRIVING PERFORMANCE AND RESULT

Kevin Kure, Manager, Training

This year's Presidents Club program included increased standards of performance. This coupled with improved market conditions helped to drive up gross margins, rental utilization and brought more focus to converting ownership companies to Full Service Leasing.



To make sure that your Idealease team is in the top 10 percent of the sales force, send your team to training! Idealease University offers five courses to sharpen skills and develop in-depth working knowledge in: General Management Training, Rental Sales & Management, Account Manager Training, Fundamental of Lease and Dedicated Maintenance and Fleet Services Comprehensive Training. Our training classes fill up fast, so watch for the fall schedule in the coming weeks and make sure everyone on your sales team has the training they need to succeed.

To achieve Platinum status in President's Club, Idealease Account Managers need three new FSL customers for Division 1 & 2, and five new FSL customers for Division 3 & 4. Don't forget to fill out the new FSL customer report on the Idealease portal to receive credit! The new customer registration is located on the portal under the President's Club tab. First, log into the Idealease portal <http://portal.idealease.com> and click on the President's Club Tab. The New Customer Report is on your main screen. Then click on New Customer Registration to add a new customer. 

TAKE FIVE 5 MINUTES FOR IDEALEASE

Cherie Gauthier, Marketing Manager

To support the implementation of our new brand standards and to keep affiliate staff members armed with the latest tips on sales and marketing, Idealease created a new program called, "TAKE FIVE—5 Minutes for Idealease."

Our TAKE FIVE email messages are provocative, quick reads that provide some fresh ideas to staff members at every Idealease location—these are internal messages not meant for customers.

Some recent topics include:

- Overcome Objections and Convert Companies to Full Service Lease
- Take time for a website check-up—Is your location a brand champion?
- Cold Calling Tips for Idealease Account Managers
- Generating and Qualifying Leads
- Words Matter—Is your location using current terminology?
- Vehicle Identification 



Staff Updates



Lonnie Hackney has joined Idealease as Manager Marketing and Brand. Lonnie reports to Lance Bertram, Sr. VP, Sales, Marketing & Distribution. Lonnie has B.A. of Arts in Advertising from the Illinois Institute of Art-Chicago. Lonnie is a marketing, social media and graphic design professional who has been connecting consumers and businesses with both products and services for nearly a decade.

Lonnie comes to Idealease from TableCraft, an International manufacturer and distributor of tabletop and catering products for the Hospitality industry, where she managed marketing communications, website, graphic design and packaging divisions for their US, Europe, and China entities. Lonnie can be reached at 847-304-3218 or Lonniehackney@idealease.com.



Cherie Gauthier is now the Manager of Communications and Programs. Cherie also reports to Lance Bertram. Cherie oversees the process of communicating between Idealease and our locations, as well as customer communications. Most recently, Cherie helped to establish our TAKE FIVE email program. Cherie can be reached at 847-304-3167 or CherieGauthier@idealease.com.



Stacy Carlsen joined Idealease as National Accounts Marketing Strategist. Stacy reports to Keric Kennedy, COO & Executive VP and is responsible for developing and implementing marketing plans and processes to support the growth of existing National Accounts Customers in locations where we do not already have business. She will work closely with National Account AVP's and Idealease General Managers to identify opportunities and create marketing strategies that are targeted for each account.

Stacy comes from Wonderlic, Inc. Wonderlic publishes tests to measure cognitive ability, personality and skills for pre-employment and career school admissions. As the Director of Marketing, she was responsible for leading the strategic development, management and implementation of all marketing activities for the company. Stacy can be reached at 847-304-3182 or StacyCarlsen@Idealease.com.

IN MEXICO, IDEALEASE IS THE FORCE OF ONE AND READY TO RENT!

Idealease locations in Mexico have embraced our Idealease rebranding with enthusiasm, commitment and the long-term goal to be the Number ONE player in the Full Service Leasing and Rental industry. The Idealease brand in Mexico is **Ready to Rent**. Rental sales drive revenue in Mexico with the rental to lease ratio at 1-to-1, compared to the 4-to-1 ratio in the U.S. In 2014 and 2015, Idealease Principals in Mexico invested \$1.75 million US in comprehensive marketing that includes the creation of the **Ready to Rent** Idealease brand, nationwide print magazines, digital media, radio advertising and interviews with top Mexico radio journalists, public relations, and implementation of the Salesforce CRM system among the entire rental sales force and member locations.

“In Mexico, we are building on our Idealease core values of **Expertise, Responsiveness** and **Stability**,” says Fernando Noriega, President of Idealease de Mexico. “We recently held our first two-day ‘Force of 1 —Power Your Sales’ **Ready to Rent** seminar that allowed participants to learn about new sales tools to optimize their personal and professional growth in key areas such as marketing, sales skills, Salesforce CRM, legal topics and new products.”

The seminar opened with a teambuilding activity to bring the group together as one, and closed with a discussion around “The Force of 1.” Participant feedback about the seminar was extremely positive, with comments expressing appreciation and commitment: “Excellent organization and execution... We feel pleased to participate and to



share experiences with different Idealease salespeople from other locations... We are committed to reaching our ‘Mega Goal’ of 5,000 units in 2018... We are happy to be part of this **Ready to Rent** / Idealease successful story!”

“We are certain that we accomplished our goal of increasing participants’ skill and knowledge which will help the entire organization work as **ONE Idealease**,” Noriega says.

The commitment and dedication of Mexican Affiliates has resulted in impressive growth in the Idealease fleet. In December 2013, there were 500 units in the fleet, and today there are 890 units representing an investment of \$27.7 million US in equipment, and the expectation is to finish 2015 with more than 1,300 units in the fleet.

“The successful execution of our marketing strategy and business plan resulted in annual utilization rates increasing from 72% in 2013 to 82% in 2014,” says Noriega. Next year’s “Force of 1” training program will be focus on both Ready to Rent and Full Service Leasing with the goal to grow FSL and increase the fleet lease to rental ratio to 4-to-1 as it is in the U.S.

Dan Murphy, Idealease CEO, notes that the pride and dedication of the Idealease organization in Mexico is inspiring: “Their commitment, follow up and enthusiasm for the **Ready to Rent** marketing initiative, and their investment in growing the fleet, will assure success for the long-term, and is an example of the **Expertise, Responsiveness** and **Stability** that our Mexican Affiliates bring to customers every day.”

SCHWAN’S CONSUMER BRANDS HONORS McCANDLESS IDEALEASE OF LAS VEGAS AS “AFFILIATE OF THE YEAR”

Schwan’s Consumer Brands named McCandless Idealease of Las Vegas as the 2015 Idealease Affiliate of the Year. The award recognizes key factors such as billing accuracy, billing portal timeliness, and following recommended service intervals.

Paul Storey, Director Field Sales Strategy, presented the award in. Representing Idealease were Jerry Ring, Schwan’s Dedicated Account Analyst, Tom Cure, Director National Account Operations, and Gary Rolph, Senior VP, National Accounts.

On behalf of Schwan’s, Paul Storey presented Chris McCandless and his Idealease team with a large plaque recognizing their service and support for the past 12 months. They also hosted a luncheon for the 90 Idealease, dealership, and Sierra Truck Body employees.

Gary Rolph, Sr. Vice President, National Accounts, thanked the McCandless Idealease team “for keeping our promise to be the best leasing partner Schwan’s could select.” Storey thanked the organization for their “commitment to keep our fleet running, the excellence in the billing process, and the communication our two organizations enjoy.”