



Case Study #1: Car Rental

ADVANTAGE
RENT A CAR

"I have known the Chris for over 10 years. With his leadership we completed the most successful sales and management program in the automotive rental industry. I have met hundreds of good people over the past 30 years but only a few great people. Chris is one of GREAT ones. Honesty, integrity, intelligence and focus on objectives are a few traits that make him a great asset to any challenge. He is one of the best and I was lucky to have the opportunity to work with and learn from Chris."

- Mark Haws, Former Executive VP Fleet and Revenue, COO
Advantage Rent a Car
Texas

Profile:

Top ten car rental company operating in thirty U.S. cities
One of the largest independent firms in the world
Moderate level of sales management infrastructure
Strong initiative executive support
Incremental sales performed over-the-counter

Challenges:

Decentralized workforce operating across five time zones
Limited internal knowledge of what or how to scale the sales effort effectively
No formally designated, internal sales management personnel



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Approach:

Two-year revenue partnership, extended for two added years
Collaboration on enhanced sales process and training curriculum
Consulting deployment of curriculum designer, speakers, five on-the-drive coaches and an account principal
Full-court press through recurrent monthly visits in all thirty markets and headquarters

Partnership Impacts:

Year 1: +\$8M over-the-counter incremental revenue gain
Year 2: +\$12M over-the-counter incremental revenue gain
Year 3: +\$14M over-the-counter incremental revenue gain
Year 4: Identified and mentored seven internal Advantage top salespeople to assume the nationwide sales effort in Year 5 and beyond
Improved sales process consistency across brand
Gains achieved with zero increase in guest service complaints