

Here are some key questions to ask when speaking to new prospects to gain insight into their business and to ensure Route Manager is a good fit for their needs.

## COMPANY ASSESSMENT

- Can you describe to me what your company does?
- Who are your biggest competitors in the market?
- How many vehicles do you have to manage?
- Fleet is owned or outsourced?
- How are you planning routes now?
- Which geography?
- How many orders/customers do you serve per day?
- Do you already have a technology for routing/tracking your fleet? If so which one?
- Do you have an order management system or a CRM? If so which one?

## FEATURE NEEDS

- Do you need to respect **time windows** when delivering?
- How do you **communicate** the routes to your drivers?
- Do you need to **increase** your delivery **rate**?
- Do you need to collect **proof of delivery**?
- How **often** do your routes change? Every day/week/month?

## PAINS

- **What** do you want to **improve** in your delivery process?
- Is it important to arrive **on time** at your stops?
- How long does the **planning** process **last**?
- Are you able to measure the quality of your delivery activity?
- What is your experience with last-minute delivery/pickup planning?

## ECONOMIC IMPACT

- Do you have **penalties** for late delivery?
- What is your **cost model** ( per stop, per km, per vehicle)?
- Do you have a defined **budget** for this project?

## RISK OF NO ACTION (USUALLY NOT IN A WRITTEN MESSAGE)

- If you are not compliant to a standard, are you risking fines or penalties?
- Can you afford not to have control over your fleet?
- Will staying with your existing provider expose your customers to problems?
- Are you responsible in case of delivery problems?

## COMPELLING EVENTS

- Do you have a deadline for the project?
- Are you in need to comply with regulation?

## SALES PROCESS

- What is the timeline?
- Where does the budget for this project come from?
- Is the company willing to make a change?
- Are there predefined decision criteria?
- Are there other options to not proceeding?

## PROSPECT ROLE

- Where are you in the process of evaluating options?
- How will you decide?
- Who else in the company cares about this project?

## NOTES:

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