

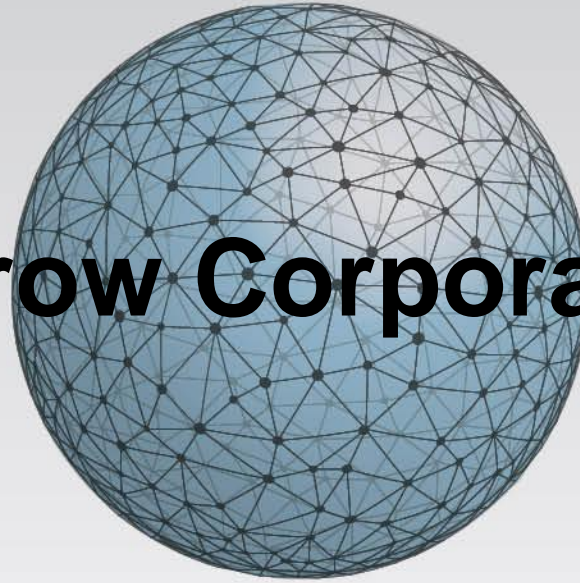
# International Car Rental Show

April 17-19, 2016 • Bally's Las Vegas

THE GLOBAL MARKETPLACE  
FOR THE CAR RENTAL INDUSTRY



# How to Grow Corporate Rentals



## International Car Rental Show

April 17-19, 2016 • Bally's Las Vegas

THE GLOBAL MARKETPLACE  
FOR THE CAR RENTAL INDUSTRY



BROUGHT TO YOU BY  
**Auto Rental**  
NEWS

IN CONJUNCTION WITH  
**ACRA**  
AMERICAN CAR RENTAL ASSOCIATION

# Presenters

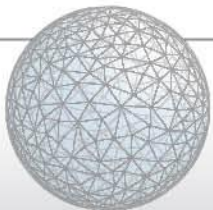
Jorge Juan de la Guardia



Elizabeth Alonso

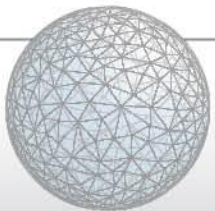


Angela Margolit



# But first...

## TURN OFF THOSE PHONES!!



INTERNATIONAL  
**Car Rental**  
SHOW

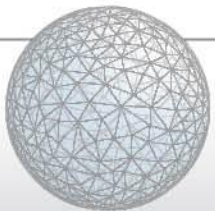
BROUGHT TO YOU BY  
**Auto Rental**  
NEWS

IN CONJUNCTION WITH  
**ACRA**  
AMERICAN CAR RENTAL ASSOCIATION

# Welcome to the CRS Panel on Corporate Business

**We want your FULL ATTENTION.**

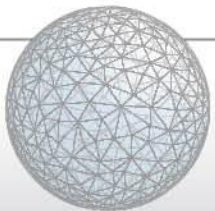
**If you give it to us, we will  
GUARANTEE to increase your  
CORPORATE BUSINESS!**



# What IS Corporate Business?

- Local/National/International Accounts
- Insurance Replacement
- Dealerships

*Basically, any type of company with which YOU have established a direct relationship!*





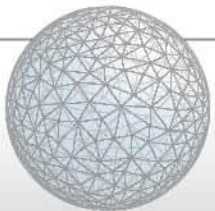
# Now, PLEASE STAND

(Take this opportunity to go grab a cup of water!)

Please remain standing if Corporate Business  
comprises:

at least 10% of your total Revenue...

And to the winner goes:





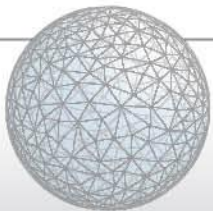
*An exceptional experience in Quality,  
Efficiency, and Price*





# Growth of Dollar Rent a Car Panama

- Started Business in May of 2003 with less than 60 cars in 2 locations
- Business has grown to more than 2,300 cars and 14 locations
- 185+ employees
- Average annual growth of more than 200%
- More than 70% of revenue comes from Corporate Business



# New main office building

## New Headquarters

- ✓ Efficient Operations
- ✓ Better Service
- ✓ Lower Price









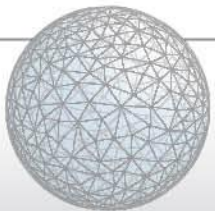




# 5 Keys to Corporate Revenue Growth

## 1) GET INVOLVED

- Manager/ owner has to get out on the street and visit clients
- Get to know decision makers on a personal level, give cell phone
- Sales reps have to schedule at least 1 meeting per week with Manager in order to get benefits
- Respond to all emails... quickly

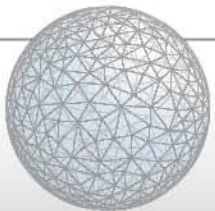




# 5 Keys to Corporate Revenue Growth

## 2) IT'S A NUMBERS GAME

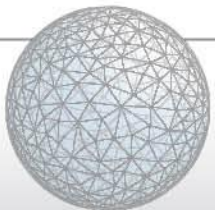
- "Business is a function of calling"
- Plant many seeds and harvest later
- Establish minimum daily visits by corporate sales
- Weekly sales meetings every Friday 8AM
- Know the client, know the price



# 5 Keys to Corporate Revenue Growth

## 3) KNOW WHAT MAKES YOU DIFFERENT

- Is the competition different? How?
- SERVICE! Automatization, Counter system, CRM.
- Understand and adapt to customers needs (Example: Vehicles with Mining Specifications)
- Cater to customers needs in order to differentiate yourself Ex: Waiting area

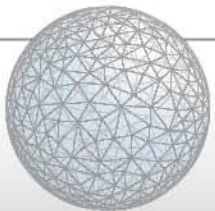




# 5 Keys to Corporate Revenue Growth

## 4) BUILD YOUR TEAM

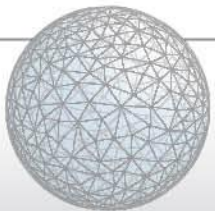
- Took us over 5 years to build current sales team
- Pay them well, will get snatched up
- Constant training- customer visits
- Give them the right tools: Laptops, Smartphones
- Hire a Corporate sales Assistant



# 5 Keys to Corporate Revenue Growth

## 5) DELIVER

- Train your operations personnel to respond to customers' needs
- Give your people training and support
- If there is a complaint, be the first one to step up



## Tip for your local Market- Insurance Replacement Vehicle

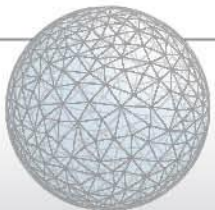
# COBERTURA ESPECIAL PARA COMPAÑÍAS ASEGURADORAS



HEMOS CREADO UN PAQUETE ESPECIAL PARA SU MAYOR PROTECCIÓN,  
COMODIDAD Y TRANQUILIDAD.

### BENEFICIOS:

- Protección de daños para el vehículo (CCA) por hasta \$2,000. Esto le evita pagar su deducible nuevamente.  
*(Cubre llantas, copas, rines, parabrisas y daños causados contra objetos fijos. El precio regular de este producto es de \$16.99 al día).*
- Asistencia Vial (ERA) en caso de que requiera, incluye: cambio de llantas, rescate de gasolina en caso de quedarse sin la misma, rescate de la batería muerta, rescate de llave trancada, perdida o dañada y grúa.
- Además le ofrecemos **UPGRADE GRATIS** de hasta 2 categorías mayores al vehículo reservado, según disponibilidad. La exoneración del deducible es válida al presentar el parte policivo.  
*(El precio regular de este producto es de \$10.00 - \$20.00 al día.)*

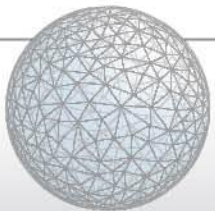


270-0355  
800-RENT (7368)  
info@dollarpanama.com  
dollarpanama.com  
f t i



# Fueling Corporate Growth

Elizabeth Alonso | Area Manager



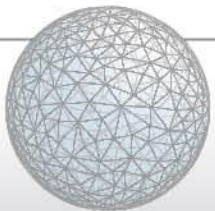


# Elizabeth Alonso

I have a slight accent. A few of you may notice.

If it gives you trouble, please visit:

<https://translate.google.com/>

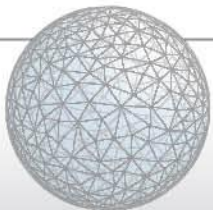
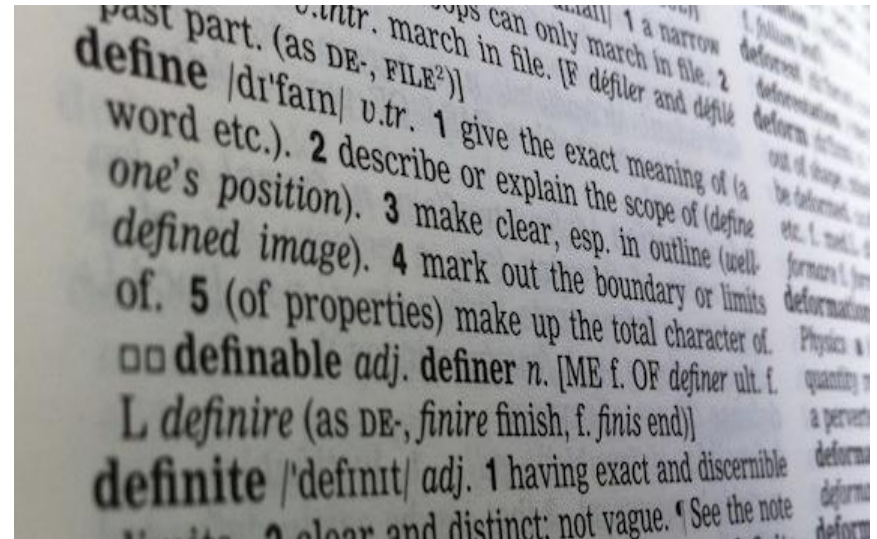


# Let's Ground Ourselves...

- What is Corporate business?
  - For today: everything but retail
- Issue => Non-retail business

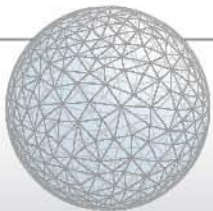
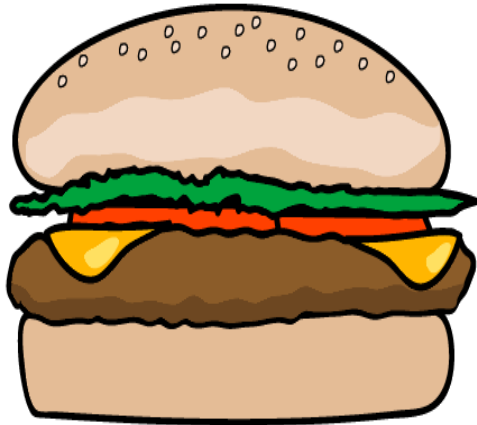
takes many forms:

- Corporations
- Hotels
- Insurance replacement
- Dealership loaners/replacements
- Entertainment industry



# What are we selling?

- Retail = Hamburgers. One size fits all.
- Corporate = Clothing. No two clients are alike.

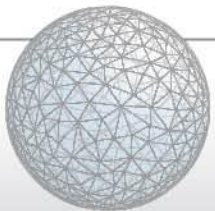


# Prerequisite

In Retail, Customer Service provides a competitive advantage

...but you can also win on price if that's your thing

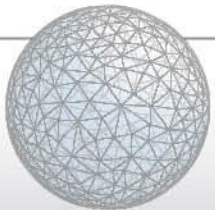
For Corporate clients, Customer Service is a MUST.



# Prerequisite

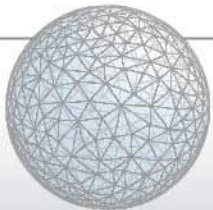
At MCar, our culture drives everything we do.

**Committed. Customer-oriented.  
Tireless.**

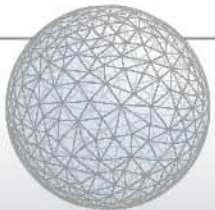
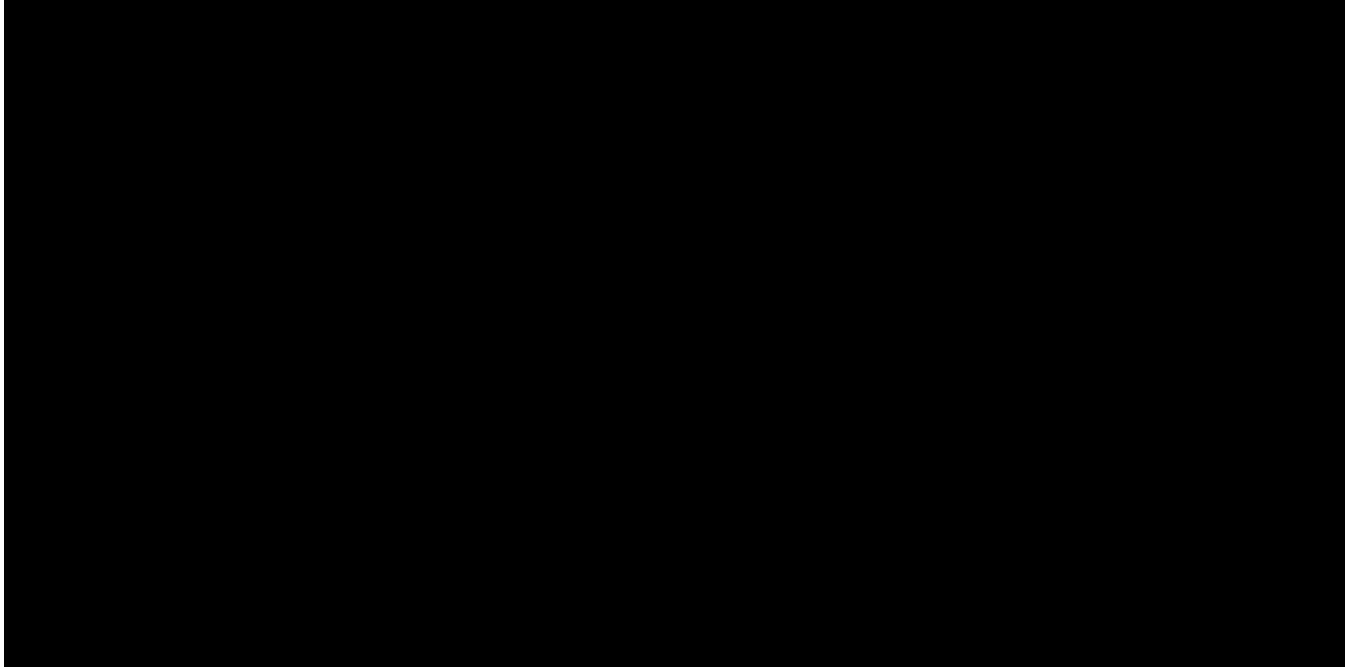




**CORPORATE CLIENTS =  
ALL KINDS OF NEEDS**

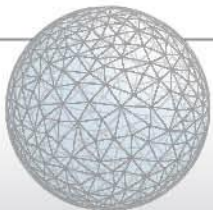


# Corporate Clients => Unique Needs



# Keys to Corporate Success

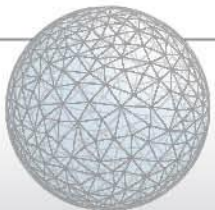
1. Dedicated resources
  - Focused, professional customer service
2. “Mass customization”
  - Tailored solutions, standardized & institutionalized for each corporate client
3. Breadth and depth of offering
  - Varied needs => Varied solutions



# 1. Dedicated Resources

Focused on understanding and serving the unique (and often confounding) needs of corporate clients

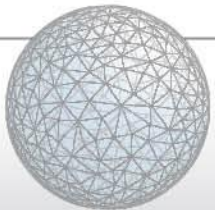
- Rates
- Billing
- Logistics



# 1. Dedicated Resources

Dedicated resources in each key operational area

- Reservations
- Sales
- Operations

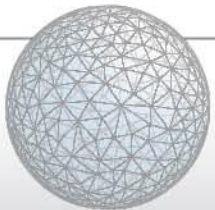




# What This Looks Like at MCar



## Dedicated Resources



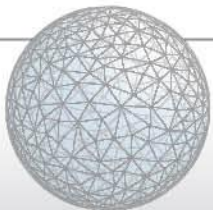
# 1. Dedicated Resources

## Special Services

- Split billing
- Deliveries & pick-ups
- Baggage meets
- 3<sup>rd</sup> party billing
- Direct billing
- PO tracking
- Unique work weeks

## Operational Structure

- Separate VIP and Retail reservation teams
- Specialized sales teams
  - Studio Rentals
  - Hotels & Concierges
  - Travel Agents
  - Insurance Replacement Rentals
- Even locations with varying specialties
  - Beverly Hills: Corporate and VIP clients
  - Airport locations: Retail clients

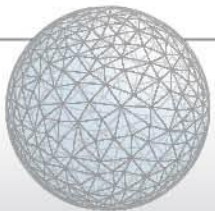


## 2. Mass Customization

Corporate clients typically have a variety of unique needs and wants.

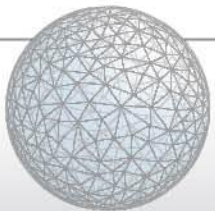
*The keys to success:*

1. Custom-tailor the solution to meet their needs
  - Inclusive rates, negotiated fuel charges, other special services



# 2. Mass Customization

2. Institutionalize the custom-tailored solution so that it is repeatable and reliable
- Sweat and determination are a great starting point...
  - ...but real success lies in incorporating their special requirements into your ongoing processes

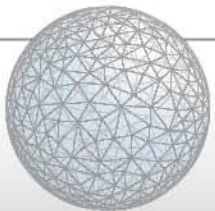




# What This Looks Like at MCar



## Mass Customization

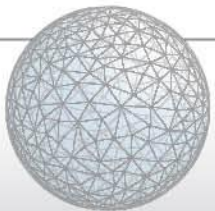
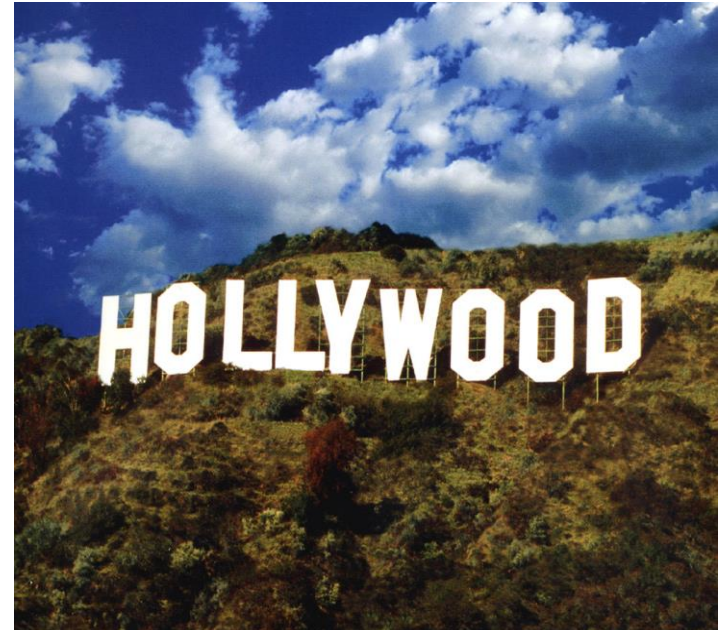


# 2. Mass Customization

Our home, southern California, is also home to the Hollywood studios...great corporate clients.

We've institutionalized:

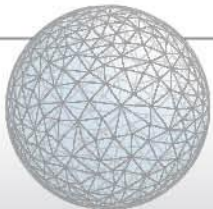
- Billing aligned with production schedules
- Deliveries & pick-ups
- Studio rates
- Blanket coverage for multiple drivers
- Direct & Split Billing



# 3. Breadth of Offering

Corporate accounts have widely varying needs:

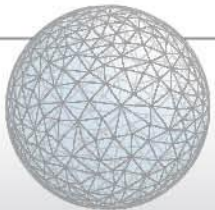
- Insurance replacements: Customers prefer a like (or better) vehicle.
  - Exotic car owners crash too
- Corporations:
  - Middle management may be relegated to a Taurus...
  - ...while the executive suite travels in Mercedes E-Class or better
- Hotels:
  - 5-Star hotel guests demand anything and everything
  - Airport hotel guests seek low prices



# What This Looks Like at MCar



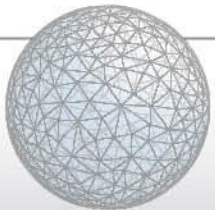
## Breadth of Offering



# 3. Breadth of Offering

## Our Fleet: Alphabet soup

- Aston Martin
- Audi
- Bentley
- BMW
- Cadillac
- Chevrolet
- Chrysler
- Dodge
- Ferrari
- Fiat
- Ford
- Hyundai
- Jeep





# 3. Breadth of Offering

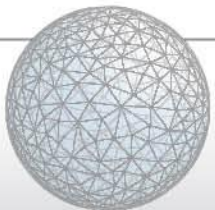
## Our Service

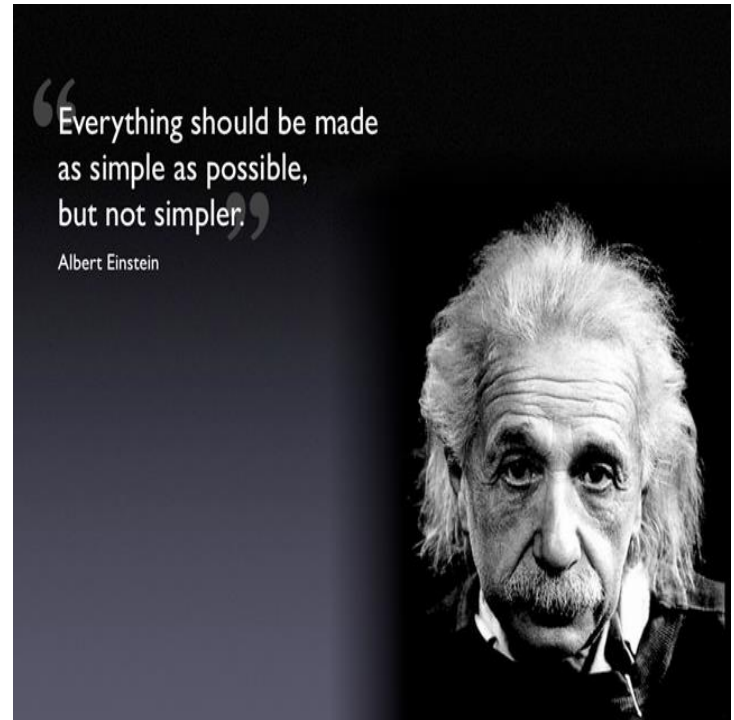
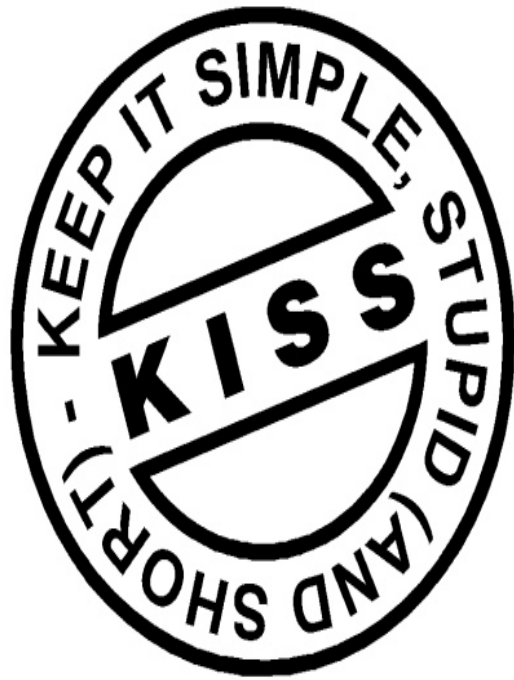
- Rentals from Fiat to Ferrari
- A cornucopia of special services



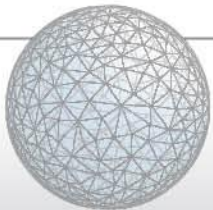
AND...

- Chauffeured Transportation
  - Sister company = Wilshire Limousine Services



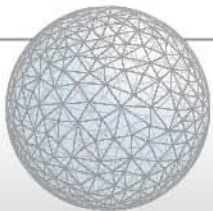
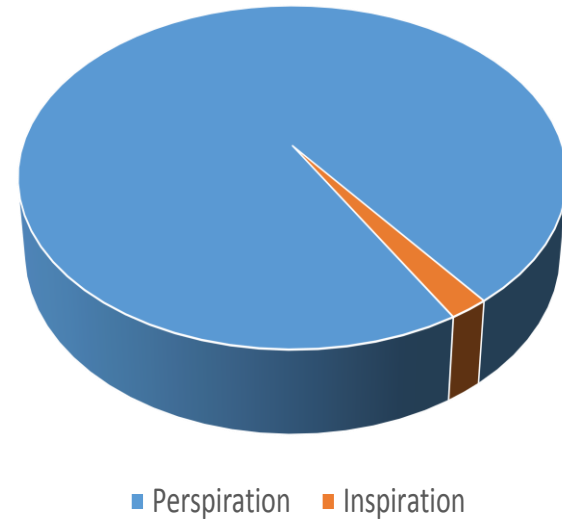


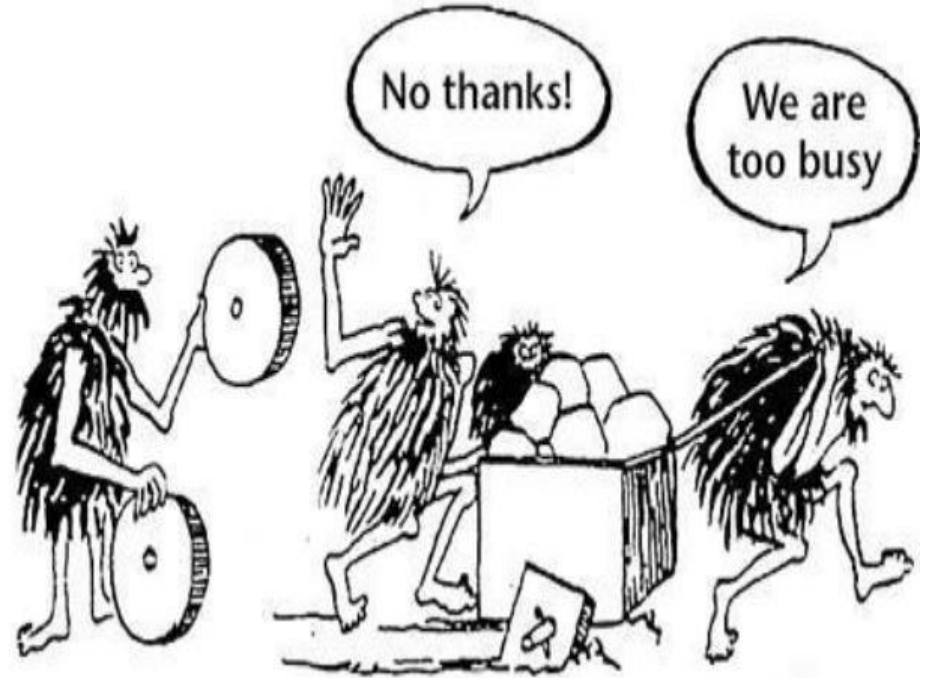
# SUMMARY: KISS



# Hard Work, but not Hard

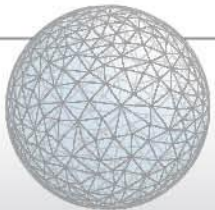
1. Dedicate resources to corporate business
  - Reservations
  - Sales
  - Operations
2. Offer custom-tailored solutions to you
  - Rates
  - Services
  - Billing
  - Institutionalize these solutions
3. Provide them with the breadth of product
  - From the hot seat to the corporate suite





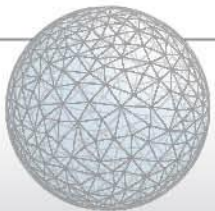
Questions accepted in Spanish only

# WE HOPE THIS HELPED!



# Angela's Agenda

- ❖ Corporate Profiles
- ❖ Reporting
- ❖ Web-Enabled Reservations





# Corporate Profiles

Company Details

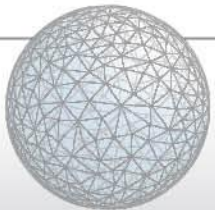
General

Purchase Order Numbers & Credit Limits

Company-Specific Rates

- Rate Codes
- Overrides
- Packages

Notes



Admin

- Companies
  - Cash Receipts
  - Company Categories
  - Local
  - Purchase Orders
- Locations

- Favorites
- File
- Admin
- Fleet
- Marketing
- Counter
- Inquiries
- Reports

Dashboard Local

General | Billing | Rates | Corp Cust

Company: ABC LTD

Address: 385 Main Street

Address 2:

City: Dover St.: NJ

Zip: 07801- County:

Country: USA

Currency: USD

Sales Rep: None

Categories:
 

- Accounting Firm
- Agencias de Viajes
- Bank
- City Government
- Condo
- Construction**
- Dealer
- Federal Government
- Hotel
- Insurance Company
- Law Firm
- Military

Inactive

Code: Phone: (973) 396-7936 Ext.: 110

Fax: (973) 396-3626

E-Mail: accounting@abcltd.com

SIC Code: 0 Followup: 05/10/2016

Insurance Information

Copy insurance info onto contracts

Insurance Co: State Farm

Policy Number: 43-39769267 Exp. Date: 12/31/2016

Notes:

Added By: Added: Last Rental: 03/25/2016 Company ID: 113

**RentWorks 4.1 Demo User: Jane Doe - (C5)**

File Help


First Previous Next Last New Copy Edit Delete Undo Save Logout

Admin

- Companies
  - Cash Receipts
  - Company Categories
  - Local
  - Purchase Orders
- Locations

Dashboard Local

General **Billing** Rates Corp Cust

Company: ABC LTD 

**Billing Information**

Contact:  First Name:

Address:  Address (2):

City:  St.:  Zip:

Phone:  Ext.:  Fax:

Exclude from invoice batch

Tax ID#:   Taxable E-Mail:

A/P#:   Control # Req.


**Credit Information**









Direct Bill  A/R#:







PD Required Maximum Open Rentals:  Credit Limit:

Credit Hold On Account:

**Alternate Billing Company**

Company:  

 Favorites  
 File  
 Admin  
 Fleet  
 Marketing  
 Counter  
 Inquiries  
 Reports

Admin

- Companies
  - Cash Receipts
  - Company Categories
  - Local
  - Purchase Orders
- Locations

Company: ABC LTD

Misc Charges, Fees and Taxes

Charges without the (I)Included or (O)Override flag indicate that no company override exists and the company will be charged the normal rate for that charge.

Type	Code	Location	Product	Class	Percent	Per Unit	Per Day	Per Week	Override	Auto-Apply
Misc. Charge	Credit		Vehicles		0.000	0.00	0.00	0.00		No
Misc. Charge	Damage		Vehicles		0.000	0.00	0.00	0.00		No
Misc. Charge	GARS		Vehicles		0.000	0.00	5.00	0.00		No
Misc. Charge	Map		Vehicles		0.000	5.00	0.00	0.00		No
Misc. Charge	No Show		Vehicles		0.000	50.00	0.00	0.00		No
Misc. Charge	PT		Vehicles		0.000	0.00	0.00	0.00		No
CDW	CDW		Vehicles		0.000	0.00	12.00	72.00	O	No
CDW	CDW000		Vehicles		0.000	0.00	12.00	60.00		No

Charge Details



Code: CDW      Product: Vehicles  
 Type: CDW      Class:  
 Auto-Apply: No      Location:

Hourly:       Weekly:   
 Daily:       Monthly:

No Override       Auto-Apply  
 Company Override  
 Included in Company Rate

Show:  All Rates     Company & Web Rates

Filter:

Company Rate	Web Rate	Notes	Rate Code	Description
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	MONTHLY	MONTHLY
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	RACK	Rack Rate

Double-click a rate to view details    Right-click to access notes

★ Favorites

- File
- Admin
- Fleet
- Marketing
- Counter
- Inquiries
- Reports

System tray icons: Home, Refresh, Stop, Start, Help

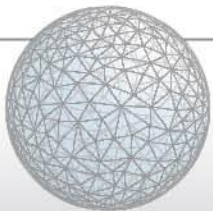
# Reporting

Company Listings by:

- Revenue,
- Sales Rep
- Category

Follow-Up Dates

Incremental Sales





# Reporting

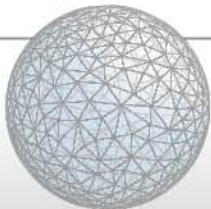
Run date: 11-APR-16

BBDEMO

Customer Local Company Report 01/01/2013 - 04/08/2016 Job: 7182

Renters Name	Added by Emp.	Last Rental	Rentals	Net T&M	CDW	PAC	PEC	SLI	Fuel Upgrade	Other	Fees & Taxes	Total
Adir, Sam	007	03/11/2016	1	869.99	0.00	0.00	0.00	0.00	0.00	0.00	591.82	1,461.81
Adir, Sam	REH	03/11/2016	1	589.58	0.00	0.00	0.00	0.00	0.00	0.00	149.45	739.03
<b>Total for Company: Donvito</b>			2	1,459.57	0.00	0.00	0.00	0.00	0.00	0.00	741.27	2,200.84
<b>Sales Rep: Zadrozny, David Company Type: Tour</b>												
Palermo, Martin	1	03/19/2015	1	497.98	156.00	0.00	0.00	0.00	25.00	0.00	147.58	826.56
Palermo, Martin	MikeW	03/19/2015	1	1,433.96	0.00	0.00	0.00	0.00	0.00	0.00	328.95	1,762.91
<b>Total for Company: EASI DRIVE CAR AND VAN</b>			2	1,931.94	156.00	0.00	0.00	0.00	25.00	0.00	476.53	2,589.47
<b>Sales Rep: Rios, Harry Company Type: Renter</b>												
Zensen, Susanne	1	02/22/2016	1	52.80	12.00	0.00	0.00	0.00	0.00	0.00	5.00	81.85
<b>Total for Company: IBM</b>			1	52.80	12.00	0.00	0.00	0.00	0.00	0.00	5.00	81.85
<b>Sales Rep: La Rosa, Adrienne Company Type: Corporate</b>												
Jones, Jill	BBARS	03/26/2015	2	2,479.99	768.00	0.00	0.00	0.00	13.75	0.00	829.23	4,090.97
<b>Total for Company: NEW LIMITED</b>			2	2,479.99	768.00	0.00	0.00	0.00	13.75	0.00	829.23	4,090.97
<b>Sales Rep: Hano, Rob Company Type: Renter</b>												
Vandelay, Art	1	01/25/2016	4	512.20	0.00	0.00	0.00	0.00	26.84	0.00	94.40	643.90
Vandelay, Art	10	01/25/2016	1	4,022.92	0.00	0.00	0.00	0.00	0.00	0.00	171.14	5,210.68
Vandelay, Art	BBARS	01/25/2016	1	760.98	0.00	0.00	0.00	0.00	0.00	0.00	36.29	951.38
Vandelay, Art	MikeW	01/25/2016	5	4,350.08	0.00	0.00	0.00	0.00	0.00	0.00	5,417.47	10,850.10
Willits, Mike	10	05/28/2015	1	450.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	496.34
Willits, Mike	MikeW	05/28/2015	1	1,248.68	0.00	0.00	0.00	0.00	0.00	0.00	305.51	1,554.19
Willits, Mike	MikeW	01/23/2015	1	250.95	0.00	0.00	0.00	0.00	0.00	0.00	25.00	330.74
<b>Total for Company: Vandelay Industries</b>			14	11,595.81	0.00	0.00	0.00	0.00	26.84	0.00	5,660.36	20,037.33
<b>Sales Rep: Willits, Mike Company Type: Corporate</b>												
JONES, TOM	1	01/23/2015	1	869.99	300.00	0.00	0.00	0.00	60.00	0.00	277.21	1,507.20
<b>Total for Company: ab/ab</b>			1	869.99	300.00	0.00	0.00	0.00	60.00	0.00	277.21	1,507.20
<b>Sales Rep: Hano, Rob Company Type: Renter</b>												

REPORT ITEMS 182      REPORT TOTAL    247    250,221.22    15,277.95    416.95    70.15    395.05    1,540.94    505.00    8,910.90    63,609.70    340,947.86



# Reporting

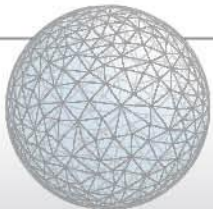
Run date: 11-APR-16

BBDEMO

Company Sales Report 01/01/2012 - 12/31/2013 Job: 7180

Company	Last Rental	Follow Up	Location	Sales Rep	Rentals	Net T&M	CDW	PAC	PEC	SLI	Fuel	Upgrade	Other	Fees & Taxes	Total
ABC LTD	09/10/2012	05/10/2016	Main	None	1	699.99	275.00	0.00	0.00	94.60	0.00	0.00	0.00	179.00	1,248.59
Antoine's Body Worx	02/03/2012	04/27/2016	Main	None	1	3,950.00	0.00	0.00	0.00	0.00	0.00	0.00	395.00	304.15	4,649.15
DoverCP	12/08/2012	06/01/2016	Main	None	4	670.14	0.00	0.00	0.00	0.00	0.00	0.00	0.00	136.30	806.44
Ford	06/04/2013	05/18/2016	Main	None	2	114.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	28.82	142.82
REPORT ITEMS 4					<b>8</b>	<b>5,434.13</b>	<b>275.00</b>	<b>0.00</b>	<b>0.00</b>	<b>94.60</b>	<b>0.00</b>	<b>0.00</b>	<b>395.00</b>	<b>648.27</b>	<b>6,847.00</b>

END OF REPORT



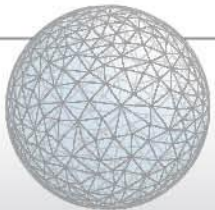
# Web

Unique Logins

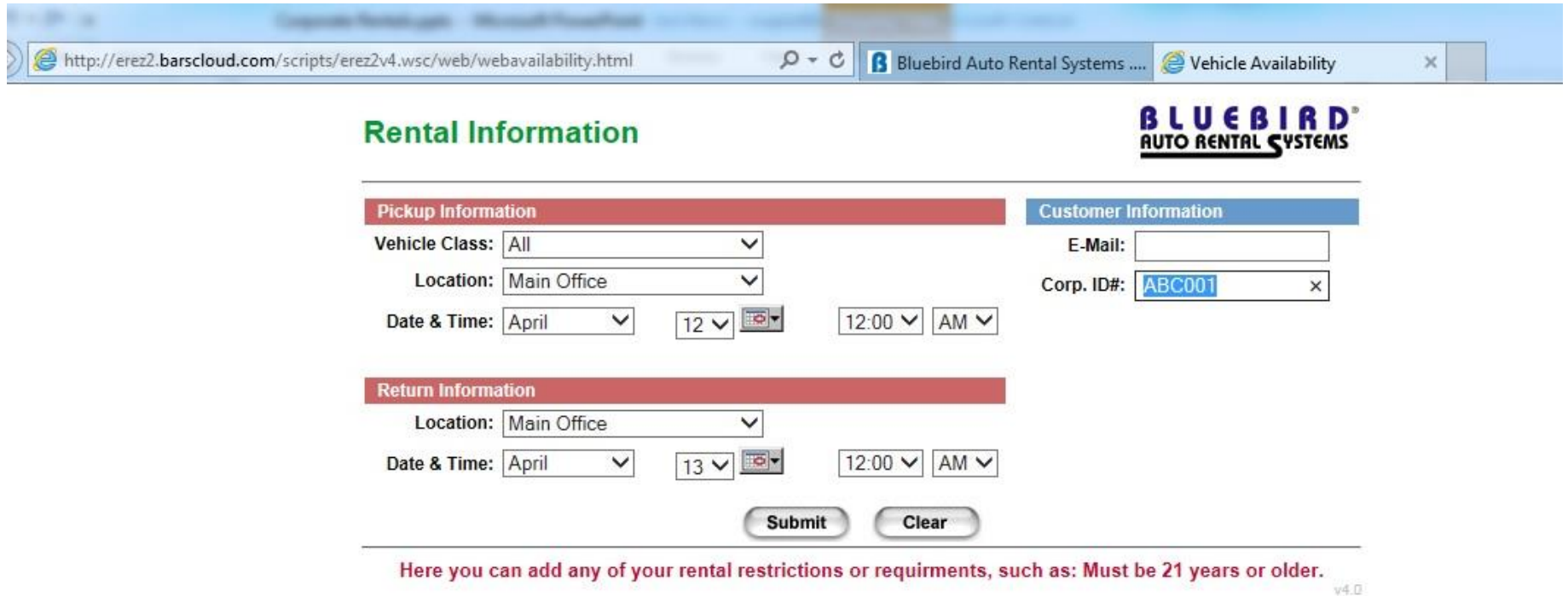
Automatic Rate Quote

Real-time rates & availability

Reservation Booking



# Web



http://erez2.barscloud.com/scripts/erez2v4.wsc/web/webavailability.html

Bluebird Auto Rental Systems ... Vehicle Availability

## Rental Information

**BLUEBIRD<sup>®</sup>**  
**AUTO RENTAL SYSTEMS**

**Pickup Information**

Vehicle Class: All

Location: Main Office

Date & Time: April 12 12:00 AM

**Customer Information**

E-Mail:

Corp. ID#: ABC001

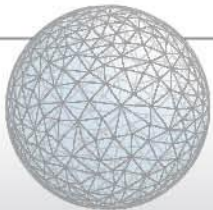
**Return Information**

Location: Main Office

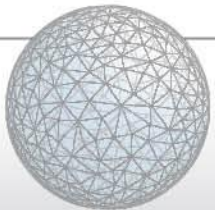
Date & Time: April 13 12:00 AM

Here you can add any of your rental restrictions or requirements, such as: **Must be 21 years or older.**

v4.0



# Thank You!





**If you would like a copy of this presentation, please give us your business card.**

