

# Trucks & buses sales factsheet

From obsolete sales tactics to the  
fulfillment of growth visions



**annata**  
Powering possibilities



# Sales challenges faced by trucks & buses businesses



Lead  
management



Price & discount  
management



Forecasting &  
inventory



Pre-delivery  
& trade-in  
inspections



Order  
processing



Test-drive  
management



Customization



# Seamless sales operations from beginning to end with A365

A365 enhances the engagement between businesses with their customers. It utilizes engaging and hyper-personalized interactions to provide unparalleled customer experience at every touchpoint, creating a more convenient path to purchase, simultaneously building trust and brand loyalty.

With A365, businesses can leverage advanced technologies and analytics to drive shorter, faster, and more tailored customer engagement. This helps businesses redefine their sales strategy by expeditiously automating customer engagement, driving unique marketing campaigns, and accelerating the conversion of potential leads.

01

Tailor and  
configure upselling  
opportunities

02

Discover profitable  
service and finance  
packages

03

Elevate customer  
retention and  
dealership  
profitability

04

Optimize  
communication for  
enhanced customer  
interactions

## A365 trucks & buses sales features



Inventory  
management



Warranty  
management



OEM  
integration



Configuration  
management



Trade-ins/multiple  
trading cycles



Quoting  
&  
pricing



Pre-delivery  
inspection  
(PDI) &  
commissioning



Lead  
tracking &  
conversion



Insurance  
& finance  
contracts



Customer  
relationship  
management  
(CRM)

# A365 trucks & buses sales functionality coverage



## └ Sales management

### **Quote & fulfill new vehicles sales**

Quotes and fulfills new vehicles sales, ensuring customer satisfaction and streamlined transactions.

### **Quote & sell used vehicles**

Simplifies the process of quoting and selling used vehicles for a hassle-free customer experience.

### **Virtual dealer**

Leverages the power of a virtual dealership for an enhanced and convenient customer experience.

### **Manage campaigns & opportunities**

Enhances campaign and opportunity management for better customer engagement and revenue growth.

### **Manage customer contracts**

Optimizes customer contract management with advanced tracking and features.

### **Accessories & attachments**

Manages accessories and attachments for a comprehensive product range.

### **Maintain prices & agreements**

Maintains prices and agreements to ensure accurate and transparent transactions.

### **Manage customer loyalty**

Optimizes customer loyalty programs and initiatives for enhanced customer relations.

### **Quote & sell services**

Simplifies the process of quoting and selling services, meeting customer needs efficiently.

### **Special prices for competitive parts**

Offers special pricing for competitive parts to attract and retain customers.

### **Demo & loan vehicles**

Manages demo and loan vehicles for enhanced customer experiences.

### **Predict fleet renewal**

Predicts fleet renewal needs, ensuring proactive customer service.

### **Business development center**

Leverage a business development center for enhanced customer relations and growth opportunities.

### **Multiple makes, models & configurations**

Manages multiple makes, models, and configurations seamlessly for a diverse product offering.

### **Used vehicle sales**

Simplifies used vehicle sales processes for efficient transactions and customer satisfaction.

### **Insurance & finance contracts**

Simplifies insurance and finance contract management for a transparent and customer-friendly experience.

### **Vehicle configuration options**

Optimizes vehicle configuration options to meet specific customer requirements.

### **Engineering-to-order**

Manages engineering-to-order processes for customized vehicle solutions.

### **Sales pricing management**

Streamlines sales pricing management for accurate and competitive offerings.

### **Trade-ins/multiple trading cycles**

Streamlines trade-ins with support for multiple trading cycles, ensuring flexibility.

### **Custodians-owners & drivers management**

Manage custodians, owners, and drivers for better asset control.

### **Warranty sales**

Optimizes warranty sales for enhanced product support and customer satisfaction.

### **PDI & vehicles commissioning**

Manages pre-delivery inspections and vehicle commissioning for quality assurance.

### **Assembled-to-order**

Optimizes assembled-to-order procedures for efficient vehicle assembly.

### **Customer data & segmentation**

Utilizes customer data and segmentation for personalized and effective marketing strategies.

### **Trade-in & sell vehicles (new and used)**

Streamlines the trade-in and sales process for both new and used vehicles, enhancing customer convenience.

### **CKD**

Manages completely knocked down (CKD) assembly processes for customized vehicle solutions.

### **Customer 360°**

Provides a comprehensive 360° view of customers for better service and relationship management.

### **Service agreements**

Optimizes service agreement management for superior service delivery and customer loyalty.

### **Bodybuilder planning**

Streamlines bodybuilder planning for efficient vehicle customization.

### **Manufactured-to-order**

Streamlines manufactured-to-order processes for tailored vehicle manufacturing.

### **Custom vehicle homologation**

Streamlines custom vehicle homologation processes for efficient compliance and delivery.

### **Vehicle registration process**

Simplifies the vehicle registration process for customer convenience and compliance.

### **Delivery plan**

Optimizes delivery planning for efficient and on-time vehicle deliveries.

### **Maintain sales, franchise & commission configuration**

Manages sales, franchise, and commission configurations with precision and efficiency.