

Art of upselling with Wialon

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Agenda

- What is upselling?
- Maximise your profits
- Wialon as a business tool. CMS Manager for upselling



Approaching new clients

- Make full research on a new customer
- Indicate strong and weak points
- Present only selected features
- Keep in touch with your client
- Present true value



What can be sold as an extra?

- Number of reports
- Number of geofences, notifications, etc.
- Enabling/disabling entire modules
- Branding
- Data storage



Selling package examples

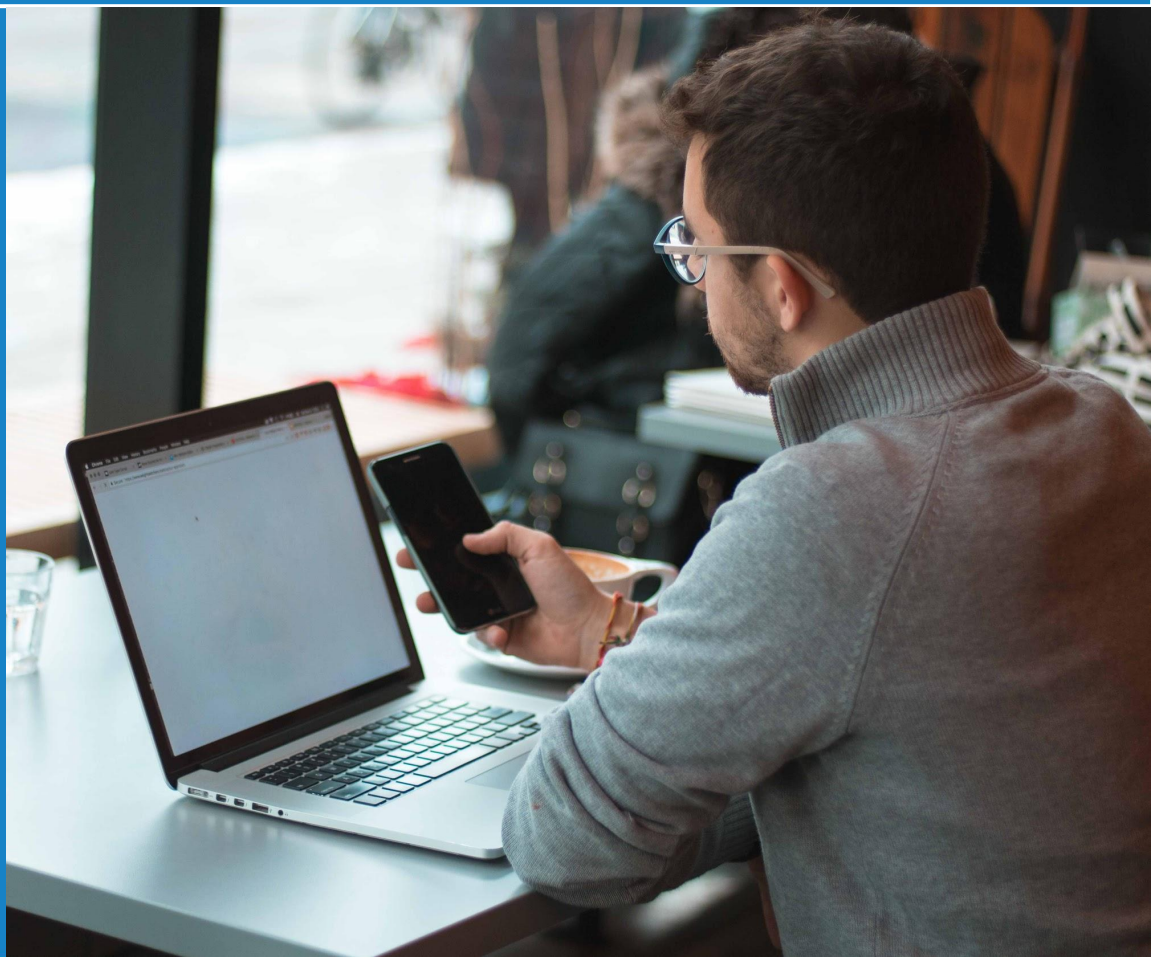
Basic

Features:

- Live location
- 1-2 notifications
- 1 report

Potential client:

- Rent-a-car
- Private individuals



Selling package examples

Medium

Features:

- Drivers
- Several geofences
- 3-4 notifications
- 5-10 report types
- Jobs

Potential client:

- Delivery company

Potential price is about 40-50% higher than a Basic package



Selling package examples

Advanced

Features:

- Fuel control
- Temperature control
- Other sensors
- Unlimited reports
- Unlimited notifications
- Other

Potential client:

- Logistics company

Potential price is somewhere 30-40% higher than a Medium package



Setting up billing plans in CMS

Services	Basic	Medium	Advanced
Unit history	30	90	365
Reports	10/hour/day	30/hour/day	∞
Jobs	50/hour/day	300/hour/day	∞
Notifications	20/hour/day	100/hour/day	∞
Commands	10/hour/day	30/hour/day	∞
Email notifications	100/hour/day	500/hour/day	∞
Locator	x	100/hour/day	∞
Maintenance	x	100/hour/day	∞
Video	x	100/hour/day	∞
....	x	custom limited	∞
Websites	x	few cool ones	∞
Web apps	x	selected ones	∞
Mobile apps	x	∞	∞
SDK/API	x	∞	∞
Google maps	x	✓	✓

Setting up billing plans in CMS

Unit history	30
Reports	10/hour/day
Jobs	50/hour/day
Notifications	20/hour/day
Commands	10/hour/day
Email notifications	100/hour/day
Locator	x
Maintenance	x
Video	x
....	x
Websites	x
Web apps	x
Mobile apps	x
SDK/API	x
Google maps	x

Basic

Unit history	90
Reports	30/hour/day
Jobs	300/hour/day
Notifications	100/hour/day
Commands	30/hour/day
Email notifications	500/hour/day
Locator	100/hour/day
Maintenance	100/hour/day
Video	100/hour/day
....	custom limited
Websites	few cool ones
Web apps	selected ones
Mobile apps	∞
SDK/API	∞
Google maps	✓

Medium

Unit history	365
Reports	∞
Jobs	∞
Notifications	∞
Commands	∞
Email notifications	∞
Locator	∞
Maintenance	∞
Video	∞
....	∞
Websites	∞
Web apps	∞
Mobile apps	∞
SDK/API	∞
Google maps	✓

Advanced

Working with Wialon-based apps



Fleetrun



NimBus



Logistics



Eco Driving

How to sell Fleetrun. Example

- The average cost of owning a truck company is \$3,570 per month/per vehicle
- Price increases with variable costs, such as fuel and maintenance
- Unplanned repairs = \$560 per month per vehicle. 10 vehicles = \$5,600 per month
- Planned maintenance schedule could resolve this issue



How to sell Logistics. Example

- Small restaurant owner
- Late deliveries
- Negative customer feedback
- Requirement to control the delivery process



How to sell Eco Driving. Example

- Applicable to a variety of fleet owners
- Eco-driving as a universal upselling tool
- Reduce penalties and improve fleet performance

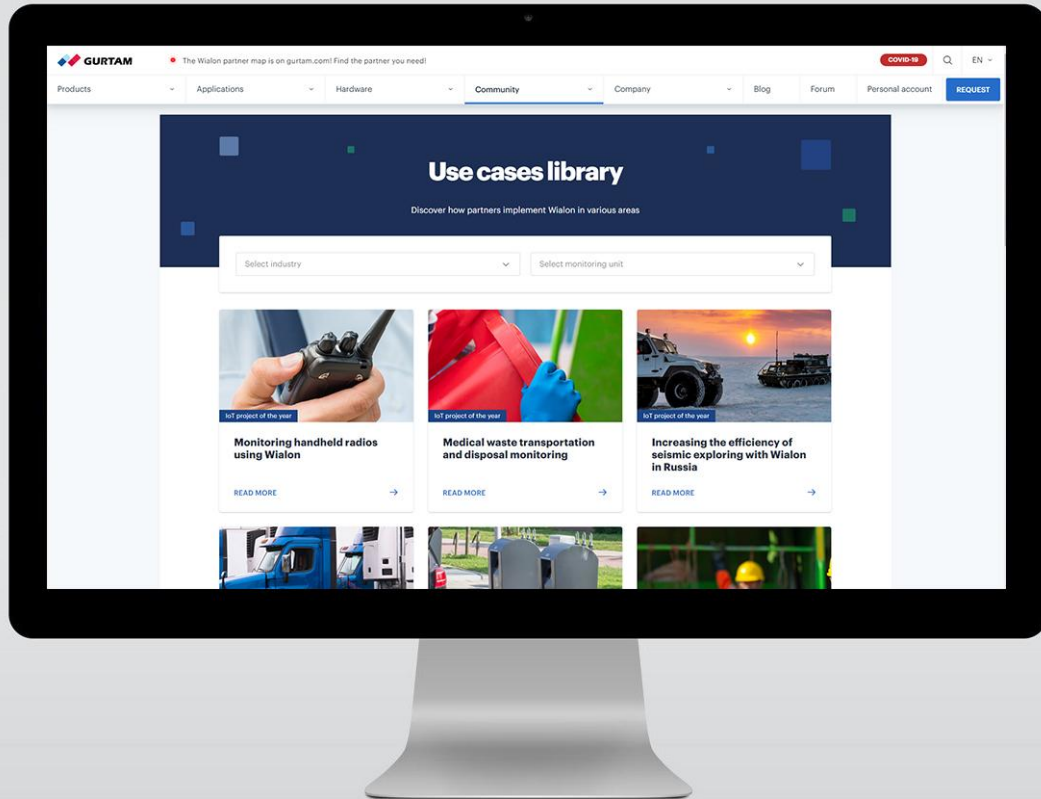


How to sell NimBus. Example

- Owner of small and medium fleet of busses
- Public transportation scheduling
- Optimizing routes and adding stops



Use cases library

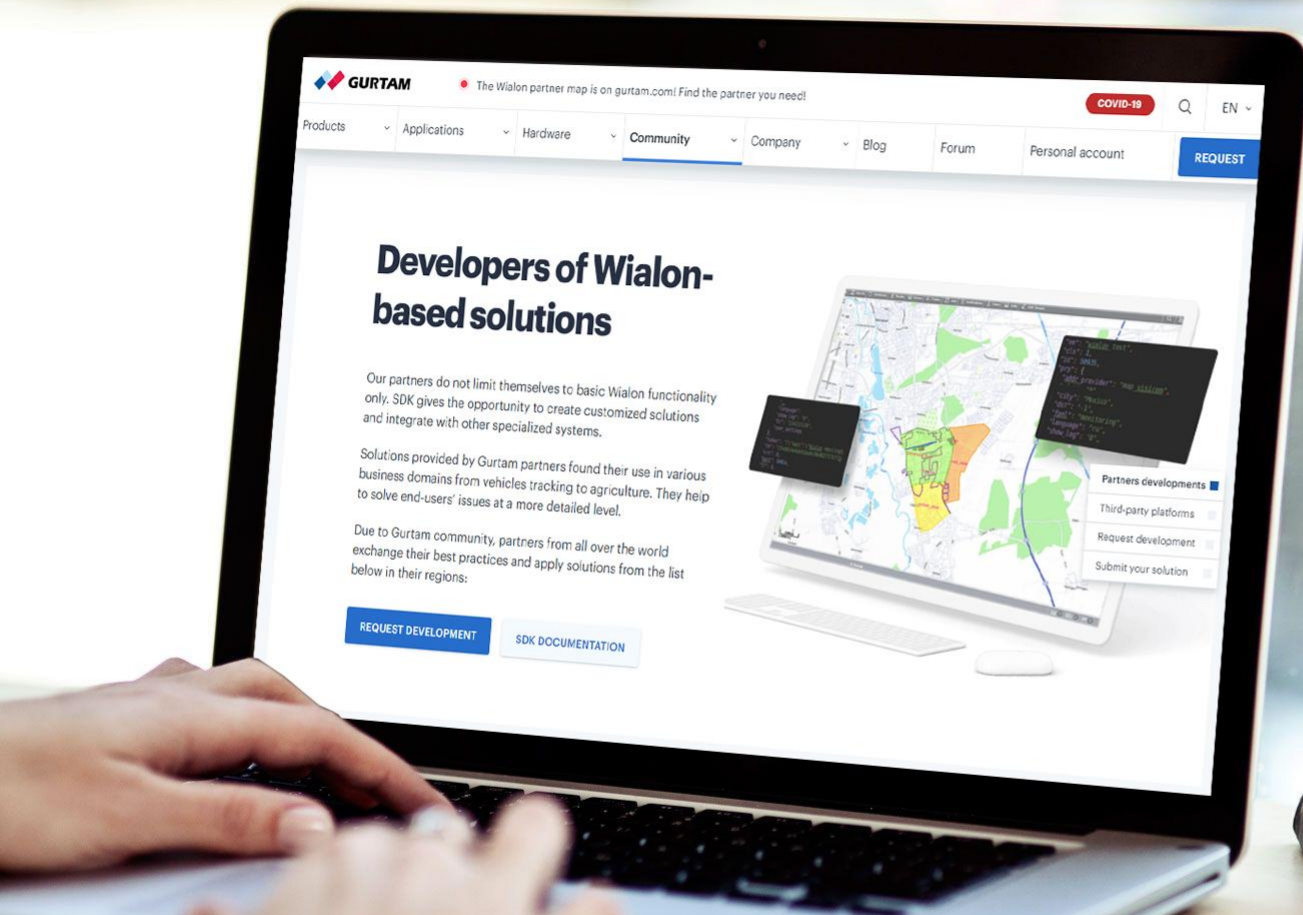


Selling custom developments

- Custom developments
- Customized web and mobile apps
- Custom integrations
- ERP system integration options
- 3rd party system integration options



Developers of Wialon-based solutions



Q&A

Thank you for your attention!

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