

## Colleagues,

Roland's article is a timely reminder to start thinking about your ancillary revenue strategy and tactics for the forthcoming seasons in the northern hemisphere.

Typically, rental companies take a top-down approach, trying to figure out "what will sell well at all my locations" and doing nationwide deals. The article suggests a different approach, reflecting the likelihood that your location staff have a good idea of what customers, especially leisure renters, will be spending money on **after** driving off in your cars.

Empowering local managers to do local deals in order to promote local services could yield great national results. All of this, of course, works best with a great incentive scheme and by fostering healthy competition between locations. Cars+ helps support such schemes. Unsure how to go about it? Ask your Thermeon account manager

Andy  
[Andy Thorburn](#), CEO

## "New season, new incremental items to sell!" by Roland Keogh, Chief Sales Officer

**One thing is true in car rental**, regardless of the market you operate in, you need to sell items to the renter as they arrive at your rental counter or when you meet them at the dealership, hotel or other venue.

By the time a customer reaches the counter, you are no longer competing with other rental companies. You are competing with others "further down" the value chain.



How do you remain competitive having logical and well-priced products for your rental staff to offer to customers? Remember, the trick is offering the right product, at the right price at the right time. Here are some ideas.

Deciding what items to sell to renters this year requires collaboration between your Head Office **and** Locations. First work out how these compare with items or products you sold last season. Use your **cars+** reports to establish the items sold **by location** or **by vehicle class** or **by rate** or **by contract**. There are great reports in **cars+** to help you with this task.

Next, at a location level, look at what products are offered by competitors, such as hotels, near those rental locations. If the hotels offer free Wi-Fi, you will struggle to sell "paid for" Wi-Fi products yourselves. However, you may offer items hotels cannot or "get in first" with items they **do** offer. These can be travel-related products but are specific to the locality of your rental stations. Think:

- Tourist attraction vouchers
- Convention parking
- Even, folk music CDs

Finally, liberate (and incentivise) your counter staff to sell these items. However, don't forget to make the most from your fleet. Some rental companies today are offering a diesel vehicle as an optional charge, rather than a class choice. Even though this is often offered at time of reservation, counter staff still have an upsell opportunity here: "I see you've booked a VW Golf sized car, I can give you a diesel version for just a \$1/day...". A win-win? Offer choice to renters with a simple revenue earning opportunity.

[Meet Roland at ITB in Berlin.](#)



**Meet us at:**  
 ITB  
 6-10 March

If you are going, [let us know](#) so we can meet up!

## cars+ Tips & Hints

Did you know.....  
 ... that by using the space bar you can blank out and thus remove a class from the Upsell Matrix?

[Learn how](#)

## New in cars+...

All Release Notices can be found at the online [cars+ Manual](#)

### January Releases

- [Can now require entry of renter's personal auto insurance data](#)
- [Ability to Search for a return location by location name](#)

### New reports

- [Filled Res Cancelled Report](#)
- [Print Corporate Accounts](#)
- [Print Corporate Contracts](#)
- [Print Special Documents](#)

## Staff Pick

Our favourite change to cars+ this month is...



Ability to search for Rental Agreements by the renter's Purchase Order#.

[Read more](#)

## Training

Each month we run a webinar for *New Features*. The session content is therefore different; it being a great way for us to show you new ways in which cars+ can help you run your daily business.

In March we are also running webinars for *New Users and Reporting*

[Register Online](#)

**Webinar**  
 Web-based seminar  
 live online educational presentations can submit questions via slides while the speaker sees interactive elements - the a!

## XML News

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