



TRUCK WORKSHOP QUESTIONNAIRE

COMPANY: _____ **Date:** _____

Address: _____

CONTACT NAME: First: _____ **Last:** _____

Title: _____

1. Lead in questions:
What type of Truck Shop do you have? (i.e. Independent Shop, Truck Dealer, Truck Stop, etc.)

Are you part of a national chain? (i.e. OEM Dealership, Truck Stop Chain, national buying group)
(Circle One) Yes / No

If Yes: Coordinate this opportunity with the Fleet group.
If No: Continue to question 2.

2. We would like to learn more about your business to show you how the Castrol offer can help you increase your profit and grow your business.

CURRENT OIL SUPPLIER? _____ **BRAND?** _____

3. What diesel engine oils do you carry in bulk?

Product: _____ Size of bulk tank: _____ gallons

Product: _____ Size of bulk tank: _____ gallons

Product: _____ Size of bulk tank: _____ gallons

Product: _____ Size of bulk tank: _____ gallons

4. What are the volumes and prices for the diesel engine oils you carry in bulk?

Product: _____ Monthly Volume: _____ gallons \$ _____ /gal

Product: _____ Monthly Volume: _____ gallons \$ _____ /gal

Product: _____ Monthly Volume: _____ gallons \$ _____ /gal

Product: _____ Monthly Volume: _____ gallons \$ _____ /gal

5. Do you have a contract with your current oil supplier? (Circle One) Yes / No

If Yes, how long remaining? _____

6. Do you have any loaned equipment? (Circle One) Yes / No

If Yes, how much? \$ _____

7. What equipment needs do you have at this time? _____

PROGRAMS

8. Who are your customers? (i.e. Owner/Operators, Fleets, both, etc.) _____

Owner/Operators

9. Do you offer your customers any kind of retention program? (Circle One) Yes / No

10. Do you offer your customers any mail-in rebates? (Circle One) Yes / No

11. How does your current supplier help to increase your customer retention or gain new business?

Owner/Operators

12. Do you offer your customers any kind of oil analysis program? (Circle One) Yes / No

13. How does your current supplier help you add value to your customer?

14. How do you get new customer leads?

Thank you for your time. We will take the information you gave us today and put together a Program that will increase your profitability per oil change. When would be a good time to schedule a meeting?

Date: _____ Time: _____

