

SEPT 2019

PATRIOT MOBILITY COMPANY NEWSLETTER

THE OFFICIAL MONTHLY NEWSLETTER FROM PATRIOT MOBILITY



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Our **NEW** Accessible Van Showroom

On August 20th we opened up our Long Island Accessible Van Showroom

With our new showroom now open to the public, we move into our next phase of effectively growing the Accessible Van Retail division of our company. With our new facility customers will have the opportunity to see our Vans in practical use. This environment is tailored with the utmost intention to create a comfortable retail space for our future accessible van customers.



Let's Inform Our Customers

All our employees are brand ambassadors from our expert techs, operations coordinators and sales department. As brand ambassadors it's our duty to inform our customers of this major step in Patriot Mobility. Let's make sure we're actively informing all our customers that Patriot Mobility has a brand new Long Island, Accessible Van Showroom with vehicle options guaranteed to fit their needs!

"Our goal is to become one of the top dealers in the Tri State area"



NEW Tech Training Facility

Next door to our showroom is our revamped technician training facility. We'll be holding in house training sessions and hosting a full equipment educational program on site. Tech's will have access to seeing the installation process of stairlifts, vpl's, carlifts, and wheelchair ramps in our updated facility. We continue to make strides to make sure our techs are the most highly trained and efficient techs in the mobility industry!

Striving to make our technicians the most knowledgeable and efficient techs in the mobility industry.

Retail Updates

August 2019

Texting Opt-in

- Customers can Text “Patriot” to 779-56 for more information
- “PatriotStatus” - for repairs or maintenance

Maintenance Program

- Stairlifts
- VPL
- Car Lifts

ZOHO CRM

- Automated Eval Form Emails
- Customer Database
- Follow-up Calls & Emails (Thomas)

Web Updates

- Tech Center
- PPC Landing Pages
- Customer Service Center

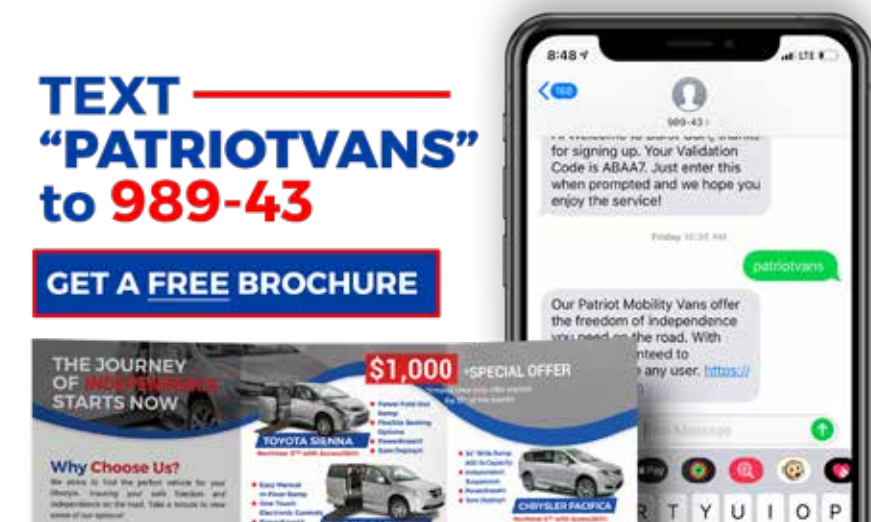
Call Rail Tracking

- Tracking Online and Print Ad Calls



IMPLEMENTING NEW STRATEGIES FOR PROFITABILITY

A set of various marketing strategies have been introduced in August to aid in retail revenue growth. Programs like our Zoho CRM have allowed us to track incoming leads and monitor their sales journey. Our Text Opt-in is a new program designed to bring down call volumes by directing customers instantly to our website for more information or sending an automated message on how to resolve their issue.



Maintenance Program

Our maintenance program which covers stairlifts, vpl's and carlifts will begin full retail introduction this September. We're excited as this provides yet another revenue opportunity and most importantly an opportunity to better serve our customers with the highest QUALITY customer service in the industry.

Web Updates

Our Tech Center now features all the forms our Techs need to accomplish every evaluation and delivery fulfillment. Our Customer Service Center is a tool to direct our customers to register their product with the manufacturer, leave us a google review and very soon we'll be taking payments through our digital payment system coming in September.

NEW EMPLOYEES

We've added some new talent and fresh faces this month to assist with our national and local growth.



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