



**Alan Craig**  
 New Truck Sales Manager  
 Daimler Trucks Laverton  
 Truganina, Victoria

“The TruckScience Axle Weight Calculator is more than a weight calculator; it’s a sales tool!

It’s safe to say that we’re selling more trucks as a result of adopting the TruckScience app.”

Daimler Trucks Laverton is one of Australia’s largest dealerships, stocking an extensive range of Mercedes-Benz, Freightliner and Fuso trucks, Mercedes-Benz vans and quality used vehicles.

Part of AP Eagers, Australia’s largest motoring group, the flagship dealership employs over 50 staff.

## DAIMLER TRUCKS LAVERTON



### Before TruckScience

Alan Craig is the Sales Manager for Mercedes-Benz & Freightliner brands at Daimler Trucks Laverton, and has been selling trucks since 2012. Before trying the TruckScience Axle Weight Calculator, Alan had been using a program called TrailerWIN. He was on the lookout for a tool that was easily updated with his new product lines, was user-friendly, and had a modern look and feel.

Alan saw a demo of the TruckScience Axle Weight Calculator in 2018. “When we saw how user-friendly it was, we were sold straight away. It was so easy to use and the automatic cloud updates were a big factor for us.”



### Implementing TruckScience

“It was easy to get started with TruckScience, as our guys picked it up quickly. We started by sending through details of our vehicles to the TruckScience team. We’d email a spec, and it would be uploaded within a few days.

As we have gained more experience using the tool, we have been sharing our ideas for new features, and many of them have been implemented already. The tool is always evolving; it is literally becoming even more user-friendly all the time.”



### Impact of TruckScience

“The most important thing in truck sales is building relationships, and providing this level of service shows we care.

In our industry, everything is urgent. If you don’t get back to a customer quickly, someone else will, so saving time is very important to me. I don’t want my salespeople spending hours doing a drawing. Since we’ve implemented TruckScience, I’ve been encouraging my team to do a drawing with the customer sitting in front of them. The TruckScience name says it all really. Accuracy is built-in and it makes everything a lot easier for our salespeople.”



### Favourite Feature

“My favourite feature is the ability to share calculations. My salespeople can send me a drawing, and I can check it before they share it with the customer. Because we’ve shown what can be achieved in terms of payload, the onus is on the customer to load the truck legally. The app not only improves communication internally, but with our customers as well.”