



Wayne Gibson

President
L&M Truck Sales,
Washington, USA

“The TruckScience program is the best value sales aid that money can buy. There is not a week that goes by where it doesn’t help us to sell.

It definitely makes it easier for our customers to buy from us than from the competition. If there are any installers out there who aren’t using this program, they’re missing out!”

L&M Trucks was established in 1968, as a used truck center. Wayne Gibson later bought the company and grew it to the established company it is today. L&M now specializes in custom-designed new and used job-ready trucks and equipment, including booms, buckets, dumps, flatbeds and water trucks.



Before TruckScience

As President, Wayne Gibson plays a hands-on role at L&M Trucks, liaising between the Sales team and the Workshop.

Before TruckScience, Wayne was using a combination of NTEA’s AxleMod spreadsheet and scissors and glue!

He would also get information from crane suppliers, but only for their own products, only for current model ranges, and often following a delay of a few days.

While he was happy with the accuracy of the calculations, he was on the lookout for a next-level solution, with center of gravity calculations and true-to-life graphics.



Implementing TruckScience

“I’m a truck equipment guy, not a computer guy, but I just found the program intuitive from the start.”

“Some of the truck manufacturers stipulate that calculations of weight distribution and center of gravity are kept on file. As well as saving the calculations on my profile in the cloud, I print out a copy for the folder, as you never know what will happen in the life of a truck, and I want to have this information at my fingertips.”

Some of our customers are not interested in reading minute details – “Just show me what it’s going to look like!”. The engineering-standard drawings with key dimensions are powerful in their simplicity, as well as looking really professional. And our customers get a clear understanding of how much they’re going to be able to haul.



Impact of TruckScience

Adopting TruckScience has allowed us to include a really professional report with every bid, whether it’s for a new or used truck.

We can ‘build it on paper first’, testing out different scenarios and layouts. Even highly experienced people can learn something new from this kind of experimentation.

Our customers love the graphical nature of the reports, the engineering and compliance people are totally satisfied by the level of detail, and I can sleep easy, knowing I’m delivering safe, legal and efficient trucks!



Favorite Feature

“I love the library of OEM truck specs, and the templates for all the commonly-used equipment. The program is highly customizable. I can override weights if I need to, and have been importing my customers’ logos to take the reports to the next level.”