Passenger Transport Software Ltd.

Sales Strategy - Starts 1st January 2026

We are Passenger Transport Software Limited ("PTS") and have our own development company in Ahmedabad India.

We have written a new Passenger Transport Software System for SEND & Mainstream Children to supply to UK Councils, Transport Providers and Taxi Companies. the first version was launched in March 2022.

There are now 9 full time India developers with a total monthly cost of £12,000 and one UK staff member. The software was authorised for the UK Government GCloud marketplace for GCloud 12, 13 and 14 which has led to several UK Council sales in a short period of time.

PTS now has 5 UK Council Clients, 3 UK Transport Companies and the largest passenger transport company in Mauritius, Logidis, using our system. We have significant Council interest in our software but need more UK staff, improved marketing and new features development to make the system more attractive to larger County Councils.

https://www.passengertransportsoftware.com

https://www.passengertransportsoftware.co.uk

https://www.missiongps.co.uk

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Revenue Targets

Our annual sales and forecasts are:

2023 - £121,884	Actual
2024 - £197,103	Actual
2025 - £211,657	Actual
2026 - £468,589	Forecast if we can get funding
2027 - £1,018,389	Forecast if we can get funding
2028 - £1,782,089	Forecast if we can get funding
2029 - £2,955,889	Forecast if we can get funding

Made up of new business and existing clients.

Existing Signed Contracts are £142,950 per annum

London Borough of Haringey	£29,700	
Bristol City Council	£26,750	
Achieving For Children	£10,200	*LB Richmond & Kingston*
IBL Mauritius	£40,000	
A2B Couriers	£ 9,600	
Knowsley Council Liverpool	£26,700	

New Council Client Won in 2025

Knowsley Metropolitan Borough Council	£125,872	3 year GCloud agreement.
Knowsley Metropolitan Borough Council	£ 13,950	Customisation.

Clients Lost in 2025/26

London Borough of Enfield	£23,500	Moved to Flexiroute to cut costs.

Opportunities Lost in 2025

Notts County Council	£180,000	3 Year Deal. Lost tender to Trapeze, the existing supplier. We did not have enough "must have" features
Warwickshire County Council	£1,000,000	10 Year possible contract, we didn't do the tender as we were missing some features they said were "must have".
Dorset County Council	£350,000	3 Year possible contract, we don't have a financial accounting package in our software so never made the final two.

Losing these tenders simply because we do not have the money or time to develop features, hurts a lot.

Current Pipeline – "in discussions" total contract value

Leeds City Council – 4 Year GCloud Tender – In Progress	£271,000
Birmingham City Council - 4 Year GCloud Tender – In Discussions	£210,000
London Borough of Camden - 4 Year GCloud Tender	£135,000
General Pipeline – early stage discussions	£186,000
Liverpool Wide multi-Council System – 10 Authorities – per year £250,000	£750,000
Bristol City Council – existing client custom development project	£60,000

Sales Plan 2026/2027

This sales document establishes a tactical plan with timelines and accountabilities that will enable us to sustain profitable growth within target markets, find new clients, avoid customer loss and maximize revenues. The recommended plan of action is:

Phase 1 – January to March 2026

Consolidation

Agree plan of action for 2026 & funding.

Marketing of the rental product - *£100 per user per month – multi-tenant on AWS.*
UK Web Presence – *constant enhancement of websites & SEO*
SEO – *running but not generating leads*
Social Media – start Instagram, LinkedIn and targeted campaigns.
Focus on "How do we help Councils with their financial issues in UK market?"
Sales and Marketing campaign – *12-month plan – with fixed monthly funding commitment*
Constantly review of SWOT

Target markets and key features/requirements

UK Councils
Contractors with DPS council contracts
Logidis Mauritius – expand GPS usage (possibility of £4800 per month)
Island Transport Companies like Logidis
Island Transport – HR managers of large hotel chains

Our Value Proposition – to be developed

Why should a customer purchase from us rather than anybody else?

We need to be able to state clearly –

- What are our USP's and why are we better than the competition?
- What problems do our target clients have and how specifically do we solve them?
- What do they want? What would they value?
- What are our target markets and what size of organisation are we aiming for?
- What are the next larger and smaller bands for targets – who/where are they?
- What is our aim?

We want to tell potential clients that our company:

Is Proven, Trusted, Reliable
Puts Quality & Excellence first
Is UK Government Standard & Authorised
Cutting Edge
Improves efficiency, streamlines processes, saves money

New Sales Targets & Revenue (New Business Only)

4 – 8 Council GCloud Sales – New Clients
100 users paying £100 per month

Q1 2026 - £29,000 ***new sales this quarter target***

Product	Users Qty	Revenue Per Month	3 Month's Revenue Total
Rental - £100 Per User - New Users	20	£2,000	£6,000
UK Councils	1	£0	£23,000

Q2 2026 - £35,000 ***new sales this quarter target***

Product	Users Qty	Revenue Per Month	3 Month's Revenue Total
Rental – Existing Users	20	£2,000	£6,000
Rental - £100 Per User – New Users	20	£2,000	£6,000
UK Councils	1	£0	£23,000

Q3 2026 - £64,000 ***new sales this quarter target***

Product	Users Qty	Revenue Per Month	3 Month's Revenue Total
Rental – Existing Users	40	£4,000	£12,000
Rental - £100 Per User – New Users	20	£2,000	£6,000
UK Councils	2	£0	£46,000

Q4 2026 - £70,000 ***new sales this quarter target***

Product	Users Qty	Revenue Per Month	3 Month's Revenue Total
Rental – Existing Users	60	£6,000	£18,000
Rental - £100 Per User – New Users	20	£2,000	£6,000
UK Councils	2	£0	£46,000

Q1 2027 - £76,000 ***new sales this quarter target***

Product	Users Qty	Revenue Per Month	3 Month's Revenue Total
Rental – Existing Users	80	£8,000	£24,000
Rental - £100 Per User – New Users	20	£2,000	£6,000
UK Councils	2	£0	£46,000

Our client Knowsley Council said that they reviewed all of our competitors and feel ours is by far the best smaller "Non County Council" system. They now want to put together a "Whole of Merseyside & Liverpool" shared system for 10 Councils.

Prospecting Tactics - Calling

The following table shows the typical prospecting activity required to generate new business and reach the planned sales target.

Next year's Sales Target	£324,000	
Average sales size	£12,500	
Sales required	26	**1.75 Sales Per Month**
(sales target ÷ average sales size)		**£21,875 Per Month Revenue**
Opportunities required	78	**Double check all lists in CRM**
(sales required × 3)		
Meetings required	166	**12 Meetings Per Month**
(opportunities required × 2)		
Completed calls required	443	**30 Per month**
(meetings required × 4)		**7 Per Week**
Dials	1,772	**443 Per Month**
(Completed Calls required × 4)		**111 Per Week**
Dials per day	7	
(dials ÷ 250)		

High Level Plan for 2026/2027

Stephen Hill to spend time in India working with the programmers and finalising the new V7 system to complete all known development items and completely finish the new version. Review & agree budget costs of India Development Studio up to June 2027.

Q1 2026 complete application for Government GCloud 15 to ensure approval in marketplace. **Our Current GCloud PTS Link.**

Q1 2026 sales and marketing campaign begins to start selling Mission V7 as a monthly rental product at £100 per user per month. This will be supplemented with an emailing campaign and constant cold calling. If sales start to happen we will increase this budget. S Hill to also do cold calling and selling. This is the rental brochure.

Q1 2026 complete the renewal of the London Borough of Haringey 4 year contract worth £84,435., Chris Beckwith has confirmed the 4 year renewal.

Q1 2026 complete the passenger features in the GPS App, finalise Schools App designs and Driver Walkaround App. This will become a free to use part of the PTS system. We will start a campaign to sell this as a standalone product for Councils and transport companies that want GPS but do not want a transport management system.

Q1 2026 LTS Mauritius (our biggest client) has confirmed they plan to stay with us for 3 years to 2028. We have discussed converting their Microsoft Dynamics system into PTS (£12,000), rewrite ala-lila APP and also they need a Failover solution quoted at £9,000 per year. Client Development and another trip to Mauritius planned for this before end of 2026.

LTS want to increase the number of drivers using the app daily from 50 to 450. This will mean 400 @ £12 per month in fees, £4,800 and £57,600 annually. Discussed and approved with LTS.

Q1 2026 Design how we can expand our "Island Transport Solution" and get sales worldwide.
Q1 2026 Design how we can expand our "Workforce Transport Solution" and increase sales.

Q1 2024 Contact as many UK councils as possible prior to the new budget and financial year that starts 5th April 2026.

Finance

Entering 2026 we are in a good but not strong position, in the bank we have enough to cover the next 4 months costs, even with no sales. We must try and close at least 3 new Council deals to put is in a comfortable position and extend our sales budget.

All taxes are paid and liabilities are covered.

RL Datix is our biggest competitor, they raised a £3 million investment and have purchased several companies to produce a large single solution. They bought 365 Response– Tax & Accounts Info entry on the Government GCloud with pricing – They bought this company and closed them down – KL2 (renamed Flexiroute) RLDatix bought 365Response but are increasingly focused on health transport and ambulances.

Selling Strategies

New business acquisition strategies

Increase awareness of our products and services – sales campaign
Add new clients each month
Press Releases, Articles in magazines and features (500/1000/1500 words)

New business acquisition tactics

Tidy & start again with our prospect lists – Pipedrive
A full analysis and grouping/prioritising of our master list in Pipedrive
Review calling and script path (below) – multiple steps to achieve what we want
Start a monthly mailshot Newsletter email campaign
Consider letters of introduction to targeted prospects each week
Salesperson to make the targeted cold calls to new prospects each week
Must try and set face-to-face meetings and demos
Find professional associations and organisations that our prospects would belong to
Attend any and all trade shows and conventions that prospects would attend
Promotional mousemats, deskpads, jotters, mugs for mailouts
Obtain referrals and introductions from existing clients
Constantly do new Case Studies
Consider our Geographical Territories – strategise the next nearest potential areas.

Existing business growth strategies

Existing products to existing customers

The lowest-risk option; try to increase sales to the existing customer base; increasing the frequency of purchase, maintaining customer loyalty, upgrades, training, consultancy
Try and get more development work each year from clients
Force clients to pay for all support/consultancy in excess of support hours.

New products to existing customers

Taking the existing customer base, find entirely new products that they may be interested in – GPS, BI, Dashboards, DPS, Staff Availability & Absence.

Existing business growth tactics

Contact existing customers no less than once per month with new ideas & features
Create a monthly newsletter.
Consider a user-group.
Ask each of my existing customer contacts to introduce us to one other person.

Marketing Plan

Contacts

- Continue to use Pipedrive for leads, CRM & Sales Management.
- Emailing Campaigns and contact management – Mailchimp?
- Salesperson to do cold calling and demo planning 1 day per week.
- Use V7 Demo system to do demos and close deals

KAM – Key Account Management

- Improve existing user management, never lose a client.
- Referrals – approach all live and past clients to see if we can get some referrals

Campaigns

- Emailing Campaigns
- Press Releases

Events

- There are no Passenger Transport Conferences or exhibitions planned – look for Transport Providers events to attend/display at

Journalists

- Try and win awards?
- Press Releases to get coverage in magazines of the new product and possibilities

Campaigns

Providers Campaign

Island Transport for Hotels

Brochures

Our Standard Brochure	Click To read
Our User Guide	Click To Read
Initial Rental Guide	Click To Read
Case Study #1	Click To Read
Case Study #2	Click To Read

SWOT Analysis

Strengths

Better than our competitors – why?
Our users love the software/Interface/Support/Fast Dev – Monthly Support
Competitive pricing and cheaper rates than larger companies
Our product saves much more than it costs
We are a smaller, more dynamic and flexible than our competitors
UK Government approved – useful for Enterprise selling.

Weaknesses

Smaller and less financially sound - we don't look "big enough"
In the middle of two versions of the software
GPS not good enough
Sales and Marketing is not good enough, underfunded
Awareness of our product needs to be better

We need more staff – so we need more sales
We need to complete the new version quicker
We need more features development such as
    Credit card payments / Customer Account
    Tickets & Timesheets / Quotes & Orders

Opportunities

Current depressed economy makes efficiency & cost-saving products more attractive
We have a unique system for Island Transport
Can sell cheaply to Contractors with large Council transport contracts

Threats

Continued under cutting on price by 365Response
Continued expansion by Capita
Failure to increase sales or raise finance

PTS Sales Process & Scripts for all callers/Salespeople

Initial purpose of all cold call is to get a demo

Introduction to

Need to find out who is best person to speak to!
- Head of Transport
- Transport Manager
- Head of Operations
- Person in charge of your transport software

Try and arrange a meeting
Or
Further explanation on the software and
Can I explain how we work with LB Brent/LB Barnet / Croydon/ Enfield ?
Or
Can I explain how the system works for other providers like yourself?

Q What does it do?
- Explain briefly
- Then
- Confirm the meeting

Or

Objections

- Have a system (Don't Need)
- Not Interested / Not For Us
- Not Now – Haven't got time

Just Before I Go

Introductions
General

Good Morning xxx this is [Yourname] from Passenger Transport Software– have you heard of us? (always no) – well, our software is used by many London Boroughs and transport providers to manage their SEND Passenger Transport routes. It has schedules, route sheets, mapping, drivers DBS, Timesheets, accounting and one click route optimising. Who should I speak to in your organisation about this?

Mr X are you the person I should talk to about SEND Passenger Transport management software?

Mr X are you the person I should talk to about software to manage all your SEND routes, drivers & attendants?

Mr X who should I talk to about software to manage all your SEND routes, drivers & attendants? A complete software system?

Mr X we have been working with the LB Brent/Barnet/Enfield for nearly 20 years, supplying SEND Passenger Transport management software – Who should I speak to in your department about this?

Mr X we are currently helping LB Brent/Croydon, Barnet/Enfield save time and money with our SEND Passenger Transport management software, Who should I speak to in your organisation about this?

Mr X – over the last 25 years we have been working with LB Brent/Croydon/Enfield/Barnet with our dedicated SEND passenger Transport Software system, Who should I speak to in your organisation about this?

Mr X – over the last 25 years we have been working with LB Brent/Croydon/Enfield/Barnet with our dedicated SEND passenger Transport Software system, I can show you the many benefits in a short chat, no longer than it takes to have a coffee.

We work with SEND transport departments like yourself who are looking for a better way to manage their SEND routes, drivers, attendants and schedules, we supply SEND Passenger Transport management software that does exactly that, Who should I speak to in your organisation about this?

Head of Transport

Mr X - We work with many heads of transport who use our software to manage their routes, scheduling, passengers, drivers and attendants. It also includes optimising, scheduling, mapping, DBS, Stats analysis, Accounting and full Back to School procedures. We are one of the UK market leaders and I would love to have the chance to introduce this to you–no longer than the time it takes to have a cup of coffee.

Mr X - We have a proven system that solves many of the headaches of SEND Passenger Transport management. We are one of the market leaders and I would love to have the chance to introduce this to you–no longer than the time it takes to have a cup of coffee.

We can do a web screenshare or visit you, if you prefer.

Not the person in charge of your transport software

Good morning – over the last 25 years we have been working with LB Brent/Croydon/Enfield/Barnet with our dedicated SEND Passenger Transport Software system. Do you currently use a product like this?
Who should I speak to in your organisation about this?

What does it do? What are the big benefits - USP's

PTS helps you to manage your SEND transport operation, improve processes, increase compliance & reduce costs.

It is a bespoke solution for Council SEND transport departments or providers of transport services to Councils. It runs on the web, phones and all web enabled devices.

With PTS software, you can easily manage your SEND trips, one-off and recurring jobs, passengers, venues, vehicles and accounts. staff timesheets, police DBS checks, training courses and licences for drivers - as well as tax, MOT, licence requirements and servicing for vehicles.

The software includes a route scheduler and optimiser that allows you to plot the best route options for up to 300 passengers in one go - simply state the maximum time each passenger can be on a vehicle and the system will build the optimum route plan for you.

There is a self-service system for Passengers, Drivers, Attendants & Providers to manage their own personal data.

Whether you are a small or large operation, we have a flexible online software solution for you starting from just £100 per user per month.

We believe this is the only web based passenger transport software payable on a flexible monthly rental basis. Start when you want and end when you want - no restrictive contracts or tendering.

Arrange Meeting

Can I arrange a time to meet for a coffee and a chat and show you how this service could benefit you?

Why don't we arrange a brief chat to introduce our software, and show you why so many councils are using this service, what do you say?

We think this service will surprise you and be of real interest, all we ask is that you have a look [openly and honestly – give us a chance] and then you decide if it meets your needs and will help you – you be the judge?

We are not going to try and sell to you at the meeting – just show you some of the reasons so many organisations like yours have bought and continue to buy our services – then you can be the judge?

I have some dates available for an informal chat to show you how it works. It takes no more than 15-30 minutes on-site or we can use Screenshare and do a web meeting– give them some dates

Would you be available next Tuesday to have a brief chat about how this can help you? It would just need 15 minutes to show you and you can judge for yourself

Consider a web meeting/web demo/screen share

Many people we speak to like a web screen share session initially – would this be good for you?

I can email you a link to a 5 minute web video of the service to share among your team. Who should I send it to? [Gather prospect's email address at least, and try to get the others]

Objection Handling

Really - Not Now

When would be a better time?

May I call back in a couple of [months/weeks] to see if things have changed?

Can we keep you updated by email of some of our new features and offers?

Is there anyone else in your organisation you think this would be relevant to?

Already have this

Well that's great news do you have one click route scheduling, Automated Back to School Procedures, integrated automatic drivers and attendants timesheets and payslips? (full list).

How long do you have left on your contract? // Can we give you alternative options when you consider your renewal? // We would love to try and make you a better offer than your current system.

Are you completely happy with your solution?

If you were going to change, when do you think you might start looking at another system? Who would be involved in that project?

Do you have any other needs or requirements that your current software systems do not do?

Not interested/Not for us

Well - can I tell you how we work with LB Croydon? LB Brent?
Well - can I tell you how we work with other transport providers like yourself?

The feel, felt, found

Mr X, I know how you feel, many of our best clients felt the same way when I first called them, but what they found was this is a fantastic solution written especially for SEND transport operations and fits like a glove. Why don't we arrange a brief chat and you can decide? It's just introducing our services, what do you say? When is a good time to meet?

Mr X - Many of our best clients said that initially, but after a short meeting and once they saw our range of options, the experience we have and the potential cost savings this offers, nearly every one of them wanted more information. Why don't we arrange a brief chat and you can decide? It's just introducing our services, what do you say?

We just want to show you some of the reasons so many organisations like yours have bought and continue to buy our services, all we ask is that you have a look openly and honestly and then you decide if it will help you – you be the judge? This is exactly what Aon, Willis etc did and they have gone on to be some of our biggest clients. Can we set up a free trial?

By what you're saying – I sense that you probably don't need this service right now – (they will say No we don't)

Can I ask you a very quick question? (they always say yes)

- Would a multi-user system which streamlines every part of your SEND transport management help you at all in the next 12 months?
- Do you currently schedule and plan all your routes by hand?

This is exactly why I would like to introduce our services to show how we could help in future

Many clients told us they wanted to improve their overall management and effectiveness in optimising routes and only using the lowest cost providers. They were looking to always achieve best prices and have best practice throughout. We helped implement these systems, train the staff and assist with sms messaging, route mapping, DBS checks, training, timesheets, accounting and management reporting, we do all of this.

The way we typically work is an initial meeting to introduce and explain the benefits we can offer. Then a free trial for anyone in your organisation, most people really like the extra options this will give them and we simply activate you as full user after that. Can I arrange a time to meet for a coffee and a chat and show you how this could help you?

Just before I go - Questions to ask

Can I just ask you one question before I go?

Our route optimiser allows you to redesign all of your routes to a school or venue with one click, you can choose 60 minutes maximum passenger time on a bus, 75 minutes, 90 minutes and the system suggests a whole new set of routes – are you doing this at the moment? Would this be of help to you?

In terms of your day to day route and service management, what is the biggest problem you are currently faced with and need a solution for?

Is there anyone else you think may be interested or could benefit from this service?

Do you have any other needs or requirements that your current software systems do not do?