



**ACTUAL
INSIGHTS**
LOGISTICS • AGRICULTURE • MINING

Elora: Streamlining the Future of Fleet Maintenance

How A.I. LAMB's "Strategic Plan on a Page" provided the operational clarity for Australia's first automated exterior wash provider to scale.





The Situation

Elora is Australia's pioneer in automated exterior fleet maintenance, specializing in acid wash solutions for concrete agitators. Founded by Greg and Blair, the company evolved from manual, air-operated systems into a groundbreaking Elora Automation System.

While their "cost-per-month" pricing model was highly attractive to fleets, the founders faced the growing pains of a manual, door-to-door sales approach and the complexity of managing a volume-based pricing model across hundreds of vehicles. To move from a localized footprint to a national scale, Elora needed a foundation for data-driven growth and process efficiency.




The A.I. LAMB Delivery: Strategy & Sales Alignment

A.I. LAMB facilitated a high-intensity, two-day Strategic Plan on a Page workshop. This engagement was designed to move the founders from working in the business to working on the business:

-  Strategic Roadmapping: Clarified business goals for the upcoming financial year and defined a clear pathway for national expansion.
-  Sales Process Refinement: Sharpened the "door-to-door" technique into a structured sales process backed by data analysis.
-  Operational Clarity: Refined the volume-based pricing model to ensure long-term profitability and transparent customer reporting.
-  Data Analysis: Introduced frameworks to turn fleet maintenance data into actionable insights for Elora's clients.

The Outcome: Tangible Growth & Renewed Vision

Twelve months post-engagement, Elora has successfully implemented the strategies defined in the workshop, resulting in:

-  Improved Sales Velocity: A more structured and technical approach to client acquisition.
-  Operational Efficiency: Precise, data-driven vehicle wash profiles that provide total transparency to fleet owners.
-  Foundation for Scale: A clear strategic alignment that has supported sustained growth across the East Coast.

"The support and structure that Steve and Mirza created led to Elora improving its overall sales process, technique, and data analysis. The workshop provided the foundation we needed to clarify our goals and drive growth."

Blair McDonough
Founder, Elora Solutions