
UTA INDUSTRY WATCH

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Plans Expand for UTA Convention

The UTA's Third Annual Convention is set for Nov. 8-10 at the Arlington Resort Hotel & Spa in Hot Springs, Ark. The resort is nestled in the historic downtown district of the Hot Springs National Park in the Ouachita Mountains.

The convention theme is: "Revisiting the Fundamentals of the Used Truck Industry."

While the convention program is being finalized, one thing is certain: there will be plenty of fun, scrumptious food, stimulating speakers, learning and networking opportunities and a continuation of the UTA Think Tank. Watch the newsletter for updates.

For additional convention information, or for details on sponsorship opportunities, contact Sue Dorso at 701-293-6941.

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How are YOU supporting the UTA?

President's Message

Preparing for a short talk for the Truck Paper Forum in St Louis, an interesting realization came to me. My speech was to be on the Used Truck Association, with the expectation for recruiting new members. We were actually having a membership drive in conjunction with Lee Chapin's Truck Paper meeting.

During the preparation, I realized how many man-hours of work different individuals have devoted to this association over the past 12-to-14 years - from coming up with the idea, to raising the funds needed to get started and to keeping the idea alive through the hard times. The names of all these individuals are too many to name here.

To look at the evolution of this association is very interesting. The normal businessperson does not have a clue as to what has transpired in bringing this association to the level it is today. Countless volunteers have spent utterly thousands of hours in this labor of love.

One point stands out: all this effort has been donated at no visible cost to the members or the association. Because over all these years, dedicated men and women have volunteered their time, knowledge, experience and money to keep the dream alive.

Was it hard for me to stand up and ask a group of professional people to consider

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Top 10 Tips For A Good Submission

1. Detailed narrative explaining the history of your company (including products and discontinued products), management experience and complete description of business operations.
2. Fully completed ACORD (industry standard) application for each line of coverage.
3. Fully completed program supplemental application.
4. Five years of recently updated loss information.
5. Detailed explanation of any loss greater than \$10,000.
6. Updated driver information.
7. Accurate list of Vehicle Identification numbers.
8. Make, model and serial number for all equipment covered.
9. Name and social security number of those employees that hold an ASE certification.
10. Detailed description of safety program with supporting documentation.

This information provided by Affinity Programs, Commercial Insurance Solutions, Nashville, Tenn.

President's Message (continued)

consider joining the UTA? No, it wasn't. When I look back and consider the ones that worked to make it possible for me to be standing there, I feel it is a privilege and an honor to do so. And I can assure you that as a member of the UTA, you are among some of the finest businessmen and businesswomen in the world today.

Never hesitate to ask a colleague if he or she is a member and, if not, ask if they would they like to join. The association is only as good as its members and if you take a look, some incredibly honorable people have brought this organization along. A special thanks to Marvin Gordon, Jerry Nerman, Jim Sundy, Bruce Jodarski, Jerry Sharp and all the others that helped give birth to the UTA.

*-- H.E. "Eddie" Walker
President, UTA*

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Board Views & News

NOT MY BRAND

Time was, just a few short years ago, when a customer asked for a used truck you would search the market for just "your brand." Today, if you're still operating that way, you're missing sales.

Quality control, engines, rear axles, transmissions and other operating mechanisms have ascended to a new level of truck quality. Most dealerships are authorized service centers for a multiple of these products.

Therefore, I believe that you can broaden your horizons by learning more about the various competitive brands, how they can meet your customers' needs and still generate a profit for you, as well as a satisfied customer.

Values of the products are now based on content, features, mileage and available remaining warranties. Customers are looking for items that may or may not be available on your product, yet they are important features to them. Computer workstations, modular sleeper boxes, rear axle ratings, "belly room," turning radius and overall length are just a few. These items have brought the truck value system to a new place, where pricing is determined by the above rather than the brand.

In an over-the-road configuration, the W900L and 379-127 were the champions - hands down - and are still very fine products. However, the Volvo 770, Century Class Condo and Mack Vision have narrowed the gap. IHC's new 9900 Pro Sleeper is right there, too.

It is beneficial to be aware of all of the products and their features so that you can fill your customers' desires and no longer be afraid of selling various brands.

The bottom line is that you'll make more money, appeal to a wider variety of buyers and take more trade-ins. You become more knowledgeable and increase your value to your company.

The information is out there and available. Become a pro-active truck salesperson by gaining this knowledge and using it to increase your used truck sales.

Don't drive by that trucking company running competitive brands; stop in. Talk to the people. If you're well versed on their needs, you'll be surprised as to how well you'll be accepted.

Who knows, with great service from you, they may decide to try "your brand."

-- Al Hess
UTA Board Member

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Annual Industry Service Award

Nominations are still being accepted for the UTA's annual award that recognizes individuals who have made significant contributions to the used truck industry.

To qualify for the UTA's Marvin F. Gordon Lifetime Achievement Award, a candidate must have a proven career record of accomplishments within the used truck industry, have demonstrated his capacity for maintaining the highest business practices and standards, and have advanced the goals and objectives promoted by the UTA.

Nominations for the Award may come from anyone, including the nominee. Membership in the UTA is not a requirement.

The UTA created the Award to commemorate, Marvin Gordon's extraordinary accomplishments and his lifetime achievement in the used truck industry. He was the recipient of the inaugural Award, presented in 1999.

This year's Award will be presented during a dinner banquet at the UTA's annual convention, Nov. 8-10 at the Arlington Resort Hotel & Spa in Hot Springs, Ark.

For an Award nomination form, visit the UTA's web site at www.uta.org or contact UTA Vice President Doug Dressen at 651-260-6878.

The deadline for nominations is Aug. 23, 2002.

20 Rules for 'Knock Your Socks Off Selling'

1. Believe in yourself first. If you don't think you can do it, who will?
2. Learn the fundamentals. Adapt proven sales techniques to your own style.
3. Believe in your company and what you're selling. Or quit.
4. Know each prospect's industry, business and priorities. Do your homework.
5. Make each presentation conversational. Talk to prospects like friends.
6. Take notes as customers talk. You'll make them feel important.
7. Become a resource to your customers. Go to sales calls with helpful information.
8. Use humor. Have fun selling, and make your prospects laugh.
9. Sell solutions, not features. Customers want to know how a product will help them.
10. Never put down the competition. Set yourself apart with

actions, not boasts or bashes.

11. Anticipate objections. Have clear answers to (at least) the 10 most common objections.
12. Use testimonials. Get letters from satisfied customers.
13. Ask for the sale. It's simple, it works and it isn't done nearly enough.
14. Follow the rules. Breaking them could get you fired by customers, if not the boss.
15. Never argue with a prospect. Even if you win, you lose.
16. Deliver more than expected. Customers remember good surprises, too.
17. Treat each customer like royalty. Deference and respect are impressive, and rare.
18. Make it easy for anyone to do business with you.
19. Stay physically fit. It will improve your performance by (at least) 20%.
20. If it wouldn't make your mother proud, don't do it.

Adapted from the book "Knock Your Socks Off Selling" by Jeffrey Gitomer and Ran Zemke.

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