

UTA INDUSTRY WATCH

Volume 6, Issue 5

Contact the UTA @ 1-877-GETS-UTA or www.uta.org

May 2004

President's Message...

We have finally caught up with our newsletter deadlines, and here I am in the middle of April writing the message for May. Hopefully, everyone was not as behind as we were. Our apologies to you, our members and readers.

Spring has sprung and as Robin Williams describes: "Spring is nature's way of saying, LET'S PARTY!"

With business busting out all over, it's almost like watching the wild flowers popping up everywhere. Sales were up in March and April, and there's no sign of things letting up.

Inventory is harder to come by but trucks seem to come from somewhere. If customers keep walking in, May will make us all happy.

I know you get tired of hearing me talk about our upcoming November convention but it seems to get better and better as we go along. Check out our web site and see who our main speaker will be. You can't help but get excited. The complete program is focused on helping you win in every avenue of our businesses.

I had the opportunity to be in Atlanta in early April and had a visit with Jim and Jenny Sundy. What a treat it was to see Jim and how good he looked. He is slim and trim and back to work full time. I'm happy to report that he didn't lose his touch with cooking steak on that Green Egg cooker he has.

Dianne and I enjoyed every minute of our visit with Jim and Jenny, and so did my two grandchildren. (Grant and Griffin). I know Nalley Trucks is happy to have Jim back in full stride.

For those of you that made the truck show in Louisville, you saw a crowded event with lots of activity. Lots of

new products and manufacturers displayed their changes, updates and incentives on certain products. The crowd was the largest since 2001. It's one thing to miss the show, but how does one miss the pork chop sandwiches? I brought one home in my briefcase.

A lot of us lost a good friend in April with the passing of Roger Tarlton. He was used truck manager for Ed Donohue's Southwest Peterbilt in Phoenix, AZ, before the Rush Group bought the dealership. Since then, Ed had been selling trucks for Rush. Roger and his wife, Linda, have been dear friends to a lot of us. Our love goes out to the family. Additional information on Roger's passing is contained elsewhere in this newsletter.

And so it goes. Life comes in and goes out as we travel along the highway, not knowing which day we might make the last stop. Let us all commit to living our lives fully, working in our businesses with honor and integrity and treating our family, friends and customers with respect, so that when we reach the end of the road, we will understand that it is actually a starting gate to a new experience and we will hear the words in our hearts and souls: "Ladies and gentlemen - start your engines."

Enjoying the journey along the way should remain our focus. Keep in mind the words of Phyllis Diller: "If you don't have wrinkles, you haven't laughed enough."

-- Eddie Walker
UTA President



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How are **YOU** supporting the UTA?

SHARE YOUR NEWS

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INDUSTRY NEWS BRIEFS

Alcoa Wheel and Forged Products has extended the warranty against corrosion on its Dura-Bright aluminum heavy duty truck and trailer wheels from two to five years.

ArvinMeritor's Complete Braking System, provided jointly with Meritor WABCO, has expanded its lineup of foundation brakes with the:

- Q Plus High Performance Package - Specifically designed to optimize stopping performance on tractor-trailer rigs, the Q Plus package is comprised of 16.5x5-inch front and 16.5x7-inch rear Q Plus brakes, enhanced friction materials and a Meritor automatic slack adjuster which provide 30-60% more brake torque than conventional cam brakes, translating into 20-25% shorter stopping distances. The larger front brakes also provide 65% more wearable lining volume than current front brakes, which increases service life.
- EX225 Air Disc Brake - Offers greater heat dissipation that provides increased stopping power, fade resistance and durability. Quick-change pads provide ease of maintenance, reducing downtime and potential service costs. The EX225 also provides the "maximum wearable lining volume in the industry."

Bendix Commercial Vehicle Systems will manufacture air disc brakes - its ADB 225 and ADB 22X - in North America starting in the fourth quarter of this year. It has also introduced a new line of pad brakes, Formula Blue, primarily for medium duty trucks, and expanded its wheel-end product line by adding remanufactured air brake shoes and kits.

Caterpillar says it is on track to meet stringent 2007 U.S. EPA standards for on-highway truck engines and will rely on advanced combustion ACERT Technology - which reduces emissions at the point of combustion - "as the foundation to meet the standards without sacrificing fuel economy, reliability or durability." Beginning in the fall of 2004, it will offer:

- "King of the Hill" 625-hp C15 engine with 2,050 lb-ft of torque at 1,200 rpm and constant torque to 1,700 rpm.
- 600-hp C15 with 1,850 lb-ft of torque.
- Five new horsepower ratings for the C13: 470-hp with 1,550 lb-ft of torque; 470-hp with 1,650 lb-ft of torque; an economy rating of 470-hp Multi-torque with 1,550/1,750 lb-ft of torque; 470-hp Multi-torque with 1,550/1,750 lb-ft of torque, which yields maximum fuel economy when spec'ed with Cat's "Gear-Fast-Run-Super-Slow" gearing recommendations and the Eaton RTLOC16909A T-2 transmission; 500-hp with 1,650 lb-ft of torque available as a field up-rate.
- Two new horsepower ratings for the C11: 350-hp with 1,450 lb-ft of torque and 370-hp with 1,450 lb-ft of torque.

Cummins has extended ISX and ISM engine oil drain intervals for customers using Valvoline Premium Blue oil. From 15,000 to 20,000 miles for severe service; 25,000 to 35,000 miles for normal service; 35,000 to 45,000 miles for light-duty service.

Dana's Commercial Vehicle Systems group has introduced several new axles:

- Dana Spicer D-600N and D-700N steer axles - Specifically for the Class 4 and 5 low-cab-forward

(LCF) market, they offer optimized weight and improved handling for increased vehicle productivity.

- Dana Spicer D170 series single-reduction, high GCW tandem-drive axle
 - Designed to improve truck performance in the more demanding applications such as logging, refuse, construction and other heavy hauling. Axle has gross axle weight ratings from 46,000 to 50,000 lbs., and "the industry's broadest range and greatest number of gear ratios" - from 3.07 through 7.17.



Ford's new low-cab-forward (LCF) medium duty Class 4 and 5 trucks are being built as part of a joint venture with International Truck and Engine Corp. While both Ford's and International's truck are built on a common steel frame, come in GVWRs of 16,000, 17,999 and 19,500 pounds, and use International's Powerstroke diesel engine, the cabs are completely different. Ford's new LCF trucks go into production in 2006.

Freightliner Trucks has added a new Class 8 model to its Class 5-8 Business Class M2 truck line, the M2 112V. It is engineered specifically for vocational applications such as refuse, mixers, snow plow and utility services. Standard features include the 12.8-liter Mercedes-Benz MBE4000 engine, providing 350 hp and 1,350 lb-ft of torque; front engine power take-off, stationary grille and L-section front frame rail extensions; 2,500-sq-in windshield with a sloped hood and low-profile dash for maximum visibility; up-to-50-degree front wheel cut and tight turning radius for improved maneuverability; front axles rated from 12,000 to 23,000 pounds and rear axles ranging from 23,000 to 58,000 pounds.

Great Dane Trailers' new Freedom line of straight frame and drop-deck platform trailers are a combination of steel and aluminum, "offering competitive weight and price without sacrificing strength and durability." The trailers are designed to be easily modified at the branch or dealer with add-ons such as toolboxes, tire carriers, bulkheads, winches and straps.

Kenworth has announced a number of new product enhancements and offerings. Among them:

- 12,000-pound wide track front axle option for its W900L and an improved turning radius to 35 degrees.
- Increased aerodynamics and driver comfort features on its wide-cab T2000 model.
- Dana Spicer ESD225 air disc brakes - which provide reduced brake wear as compared to standard brakes - are now available on selected models.
- Cummins enhanced ISL 8.9-liter, high-performance engine, in ratings of 310-350 hp and 1,050 to 1,250 lb-ft of torque, available on W900S and T800 short hood models.
- Now standard on its heavy duty truck models ordered with aerodynamic mirrors, an Outside Air Temperature gauge. Temperature reading appears in Celsius or Fahrenheit in the upper left-hand portion of the driver side mirror. A low temperature indicator that appears as a snowflake graphic in the mirror warns of near freezing temperatures. An optional dash-mounted gauge displaying outside air temperature is also available.

- Bendix AD-IS air dryer - a fully integrated air dryer system with a spin-off cartridge for quick and easy servicing - is now standard on all Class 8 models. It replaces the Bendix AD-IP air dryer.
- 2005 T300 now available with optional corner windows that aid in backing up and negotiating tight spots; a wire mesh grille with polished stainless steel center trim; standard complex reflector headlamps that provide a 50% increase in illumination; optional one-piece stainless steel-clad aluminum bumper with fog lights; optional workstation between the driver and passenger seat; optional Australian burl wood panel treatment.
- Extended Day Cab available on Kenworth's T600, T800 and W900 models. Cab runs 6 inches longer than standard models; has the cab roof raised five inches; allows for 2 inches of increased belly and leg room; 21 degrees of recline in the driver's seat; allows 2 cubic feet worth of extra storage behind the driver's seat.
- 86- and 72-inch AeroCab Diamond sleepers which offer a fixed 42-inch-by-80-inch lower bunk with an optional upper bunk; up to 69 cubic feet of storage with room for an optional refrigerator; weight savings of up to 150 pounds.
- Watson & Chalin Tru-Track Super Lite steerable lift axle as an option on T800 and W900 models to reduce weight and boost payload. The axle has a gross axle capacity of 8,000 pounds; axle assembly weighs 895 pounds with wheels and tires.

MHC Kenworth Texas has been honored as Kenworth's Medium Duty Dealer of the Year for the U.S. and Canada.

Mack Trucks has named Roger Kriete of Milwaukee Mack Sales, its 2003 U.S. Distributor of the Year and Richard "Rick" Mayer of Mack Sales & Service in Nanaimo, British Columbia, its 2003 Mack Canada Distributor of the Year. It has also added:

- New 60-inch mid-rise sleeper for its CH and Vision Models (which currently come in a 70-inch mid-rise, 48- and 56-inch flat-tops) and a day cab configuration.
- 12,000- and 14,300-pound versions to its family of UniMax front axles. These new axles "weigh less than comparable industry front axles and feature unitized wheel hubs that are permanently sealed with synthetic grease, virtually eliminating maintenance costs."

Market Outlook -

- Mack Trucks' president/CEO Paul Vikner believes the demand for new trucks is coming back "very strong." He forecasts 2004 Class 8 truck sales in North America (Mexico, Canada and the U.S.) in the low 200,000s.
- Kenworth general manager Bob Christensen predicts total 2004 retail Class 8 sales will "reach between 210,000 and 220,000 units in the U.S. and Canada, compared with 164,000 units in 2003. Class 6 and 7 sales are expected to remain stable at 85,000 units." Pushing sales, he says, are: improving economic growth, rising freight tonnage, an aging truck fleet and increased legislative attention to lower emissions and truck safety.
- Freightliner LLC president/CEO Rainer Schmueckle foresees a boom in North American (Mexico, Canada and the U.S.) truck sales this year for both heavy and medium duty trucks, with most of the

volume being driven by big linehaul fleets. He anticipates total Class 8 sales of 220,000 units, a 20% increase from the 180,000 sold in 2003, and expects North American medium duty truck sales to climb 12% to 150,000 units, up from 133,500 units last year.

- Wabash National CEO Bill Greubel says there is a burgeoning demand for new trailers because fleets haven't replaced their trailers in the last two years because of the recession. He predicts 2004 sales of between 225,000 and 230,000. "Normal market demand for trailers hovers between 200,000 and 225,000 units," he notes.

Peterbilt has announced a number of new product enhancements and offerings. Among them:

- New medium duty truck with enhanced styling and improved performance, the Model 335, available in Class 6 and 7 truck and tractor configurations.
- Special edition Model 379X - a "show ready," polished aluminum-on-chrome truck introduced specifically for owner-operators - will roll down the assembly line for the last time in December. The model, which began production last September, is equipped with a 70-inch Unibilt UltraCab and features unique styling and exclusive design elements which incorporate the special edition themes throughout the truck's interior and exterior.
- Several new programs with body companies to expedite order-to-delivery cycles for ready-to-work trucks with a single invoice for its new medium duty Model 335. Program with America's Body Company is for dry freight van or platform bodies. Program with London Machinery is for mixer bodies. Program with Heil is for dump bodies.
- Dana Spicer air disc brakes - which feature improved performance, reduced operating costs and lower maintenance requirements - are now available on Models 379, 378, 387 and 357 configured for on-highway applications and with set-forward front axles.
- Jost fifth wheels - which provide longer life and better performance and have fewer maintenance requirements - are now offered on heavy-duty Model 387, 379, 379X, 385, 378 and 357 tractors.
- Enhanced passenger-side cab visibility through a new larger side-view window and repositioned side-view mirrors. The size of the side-view window - located in the lower portion of the passenger-side door - was increased by 70 square inches, making it more than 85% larger than the previous version. The side-view mirrors were moved further forward by repositioning the mounting to the cab and cowl. Previously, mirrors were mounted to the wing window, creating a more unobstructed view. The larger side-view window and newly positioned side-view mirrors are standard on Models 379, 385, 378, 357 and 335.



(Continued on page 4)

INDUSTRY NEWS BRIEFS

(Continued from page 3)

- New 15-inch, cowl-mounted stainless steel Donaldson air cleaners - which improve filtration efficiency, reduce maintenance requirements and provide a polished appearance - are now available on Models 379, 378 and 357; standard on the special edition Model 379X.
- Premium Concert Class sound system is now standard with American Class and Canadian Class interiors in 48- and 63-inch sleepers; remains standard with platinum level interiors.

Sterling Truck has added enhancements for its medium duty Acterra truck, including factory-installed all-wheel drive, available with front axle ratings of 10,000, 12,000, 14,000 and 16,000 pounds; a two-speed transfer case with up to 13,000 pounds of input torque; two-pedal Mercedes-Benz Automated Gear Shift transmission, and new Eaton Fuller UltraShift 6-speed transmission. The company is also now offering a wide array of 2004 engines:

- Mercedes-Benz: MBE900 medium-duty engine in 4.8-, 6.4- and 7.2-liter versions and MBE4000 12.8-liter on-highway and vocational engine with air-to-air charge cooling with a matched turbocharger, electronically-controlled high-pressure injector pumps and data logging for monitoring fuel consumption. These engines use EGR to meet '04 emissions standards.
- Detroit Diesel: Series 60 in 12.7-liter and 14-liter versions available for Sterling's L-Line and A-Line models. Offers EGR cooler with lightweight design and new electronic fuel injector. EGR is used to meet '04 emissions requirements.
- Caterpillar: Mid-range C7 is available on Acterra and L-Line models; lightweight C9 and C11 available on A-Line and L-Line vehicles for

vocational and daycab operations; heavy-duty C13 and C15 are available on A-Line and L-Line models. ACERT Technology used to meet '04 emissions requirements.

Truck-Lite has introduced what it says is "the world's smallest LED lamp," the LED Mini-Marker Light, to meet clearance, side marker and identification applications. Part of its SingLEDiode family, the new Mini-Marker Light measures less than 3/4 inches diameter and depth. Two mounts are available: a grommet mount which facilitates installation, and a more permanent, theft-resistant flange mount design.

Western Star now offers a:

- 123-inch BBC configuration for its 4900 LoxMax model.
- Weight-optimized 4900 SA tractor intended for weight sensitive operations such as bulk and regional hauling.
- 68-inch Stratosphere Star Light Sleeper to complement its 82-inch version.
- Complete lineup of 2004 engines from Mercedes-Benz, Detroit and Caterpillar.

Volvo Trucks North America will offer the Bendix ABS-6 antilock brake system on its VN and VHD models. Beginning in early 2005, Volvo will offer Bendix ABS-6 Advanced with ESP (Electronic Stability Program). ESP selectively applies the brakes on individual wheel-ends, depending on driving conditions, vehicle speed and other inputs from onboard sensors, assisting the driver to reduce speed, keep the vehicle in proper alignment and reduce the tendency for the truck and trailer to slide or jackknife. The Roll Stability Program (RSP) - an element of ESP - monitors inputs from sensors and applies all available brakes on a vehicle to rapidly reduce rollover potential while turning.

2004 UTA Partners & Services

Heavy Duty Marketing Associates - Discounts up to \$100 on UTA training seminars; 10% off regularly priced in-house training programs.

Hertz - 10% discount, plus a one car class upgrade on Hertz's Standard Daily, Weekend, Weekly and Monthly Rates (all car classes). Discounts apply in the U.S. States and Canada. (CDP number required.)

Hiring Solutions - 10% discount for new members; 5% for existing members.

HTAEW.com - 10% discount on monthly membership fee.

Manheim Heavy Duty Auctions - \$25 refund on posted buy and/or sale fees for corporate UTA members and additional savings during UTA membership drives.

PREMIUM 2000 Warranties - \$50 Discount off the rate for any PREMIUM 2000 Warranty submitted.

SOARR.com (Interstate Online Software) - Up to \$500 in free options at time of sale on SOARR software. Additional discounts on other products and services.

Truck Blue Book - \$20 discount on annual subscription to the electronic *Commercial Blue Book*. \$10 discount on annual subscription to the print version of the *Commercial Blue Book*. Additionally, all UTA members receive a \$50 registration discount for the *Truck Blue*

Book Used Truck Seminar.

Please note that partnerships do not constitute an endorsement of the products or services by the UTA. UTA benefits are not valid with any other offer unless specified by participating partner.

NOVEMBER 2004						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
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28	29	30				

UTA's 5th Annual Convention



NOV. 3-6, 2004

Scottsdale, Arizona



For information and sponsorship opportunities contact Sue Dorso at (941) 492-2429 or dorso@verizon.net

Living In A Man's World

As the sole woman on the UTA board and one of the few women in the used truck industry, I am frequently asked questions about how I broke the barrier, what it's like to be a woman living in what is still largely a man's world, and if there are any secrets to my success. Recently a few of the board members thought this might be a great topic for our newsletter and asked me to share my insights on this.

As far as how I broke the barrier, I guess you could say I did it by accident. I have predominantly worked for and with men my entire adult life. The car business, the construction business and the truck business all have one thing in common...most of the executives and many of the other employees are men. So, by osmosis, I have modeled myself after men and their business practices.

As I became more mature and more strategic, I started watching men I admired and those that exemplified good managers. What were the things they did that made them successful? What were the things I did for them that caused them to recognize me? In analyzing this, I began to realize that there are many things men and women do differently in business and that in some ways, men do things better.

Not to say that women don't have a lot to bring to this business too – as a matter of fact, women usually have a penchant for multi-tasking and empathy that surpasses their male counterparts. If they can combine that with professionalism and some of the secrets I am sharing here, a woman in the used truck business (or any business) can wield a lot of power.

If you are a woman (or a man for that matter) who wants to advance in your career and command respect from your superiors, coworkers, and customers, I have some hints for you. If you are a man managing women and interested in helping them develop their careers, pass this article along.

What I have learned and why I am successful in a man's world:

1) Focus and compartmentalize

This is something men do well and women seem to struggle with more. If you are at work, what are you dwelling on? Your personal life or the job at hand? Very simply, if you are at work you should be focusing on work. When you go home, focus on that. Train yourself to put all your energy into whatever it is you are doing at that moment, not weakening your efforts by being distracted with other things.

2) Bring the problem AND the solution

Managers appreciate an employee who can identify a problem and also bring forth one or many solutions to it. Women sometimes tend to go to a manager with a problem and expect him/her to solve it. Your manager is not your husband. Managers appreciate employees who can think through problems and help them solve them.

3) Most things are not a big deal.

When situations, conflicts, or challenges arise, coolly assess them and take appropriate action. In other words, leave the theatrics at home.

One feature I have seen in men that I admire is their ability to have a very heated disagreement about business...and then go golfing together the next day. Men seem to understand that it is OK to disagree or argue without taking it personal. Some women, on the other hand, get into a disagreement and before you know it half the office is involved. And it goes on for weeks or months! This behavior does not create a productive working environment and only serves to strain professional relationships.

4) Perform for the job you want, not the job you have.

In my years as both an employee and a manager, I have found there are two types of people. The first type are those who go above and beyond the expectations and their paycheck, realizing that the reward will come later. They understand that if they set themselves up to be recognized as the one who always goes above and beyond the call of duty, they are in the perfect position to take the opportunity when it does come along.

The second type are those who say "as soon as they recognize how wonderful I am or as soon as they start paying me what I think I am worth, I will put forth more effort."

Be sure you are in the first category, and not the second!!

5) Network, network, network

For any and all people reading this article, I cannot stress enough the importance of networking. Some of my best opportunities in business have come through my focus on networking.

There are ways of networking that are better than others. Know how to work a room. At industry events, cocktail receptions, auctions, conventions, training sessions, or ANYWHERE in this business, make it a point to seek out as many people as you can to introduce yourself. When I "work a room" I usually go for the people I know first to acknowledge them with a smile and do a little catch up. If they are with someone I do not know, I gain an introduction. On my first go around the room I don't spend a long period of time with any one group or individual because my goal is to make sure I get all the way around. After I am finished, I then go back to specific groups or individuals.

I know it is so tempting, but try not to keep with the same clique all of the time. If you are always sitting, dining, and playing with the same people you will reduce your opportunities to meet someone new.

6) Keep your personal problems personal.

Successful managers do not want to hear employees constantly talking about their personal issues. While we all need to vent occasionally or may have something big happening, the insignificant stuff really only serves to dilute productivity. Unfortunately, if four of you stand around and spend a mere 15 minutes a day talking about your personal life, for your company that equates to 1 hour of wasted time a day, 5 hours a week, and 260 hours a year!!! In addition, I have found that male managers have a very low tolerance for this.

Time on personal phone calls is another issue. One or two calls a day to check up on children or spouse is customary. Talking to parents, spouses, friends, babysitters many times a day takes away from productivity in two primary ways: first, your actual time spent on the phone, and second, the fact that every call you engage in distracts your focus.

7) Dress for the job you want, not the job you have.

In my opinion, the advent of "business casual" dress in the workplace has been disastrous for women. Just because you CAN wear casual dress doesn't mean you SHOULD. Coming to your place of business in jeans, shorts, tank tops, etc. potentially sets a tone that you might not mean to. Many women who haven't analyzed this have sabotaged their own career advancement and don't even know it.

Unfortunately, as women, we are judged on our dress on a much more critical level. It might not be fair, but that's the way it is. And if you ever want to aspire to an executive level position, I can guarantee you that you won't do it quickly (if at all) in shorts and a tank top.

If you are aspiring to be a manager or executive someday, this truly becomes a critical issue. There is just something about a professionally dressed woman that inspires respect. Conversely, if a woman comes to work every day dressed casually, she is treated more like an equal. Especially when it comes to competing for positions with men, if the managers or owners don't think you inspire respect, you will be passed over. Ditto all of this around customers. Make sure you are conspicuous by your appearance – in a good way.

8) Stay away from the gossip

It is easy to get caught up in the latest rumor mill, but if you become known as someone who "tells tales" or is always listening to them, it can affect your potential advancement. If your customers or your managers don't think you can keep a secret, they may seriously question your ability to handle privileged, executive-level information.

9) Leave the feminist diatribes at home.

The guys don't want to hear it and most the women don't either. If you want to show the world that women are capable, don't talk about it...do it! "People pay more attention...to what you do than what you say".

10) Know your stuff

Being a woman will probably get you in the door a little easier,

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Closing Facts and Fiction

The act of closing a sale is one of the most misunderstood aspects of selling. From time to time I hear sales managers say that their salespeople need training on closing, nothing else, just closing. Providing training just on closing is like trying to put a roof on a house that has no foundation or walls. It's an impossible task.

Simply put, closing is the result of everything that came before it. If a salesperson does a good, thorough job from the start, then the close usually will go well. If things didn't go well early on, you can "bet the farm" that the deal won't close, or if it does, it will take too much time and the profitability won't be pretty.

I'm still confounded when I hear the expression that "so and so" is a good closer. It's just not true. "So and so" closes well because he or she is a good salesperson from start to finish. "So and so" establishes trust; qualifies well; selects appropriate product solutions; presents and demonstrates features that satisfy prospect needs; handle sales objections well, and asks for the order. "So and so" closes a high percentage of his or her deals not because they have a bag of magic closing tricks, but because they successfully complete the important preliminary sales processes leading to the close.

That said, let me say that "YES" there are some tactical things you can do to improve your closing percentages. Following are a few closing tips you'll want to own:

- Ask for the business. Forget about the fear of loss. If you don't ask, you can be assured that you won't get the order. If you just ask, your chances are virtually doubled.
- Be positive and assume the order. Ask at the right moment: "Why don't we just go ahead and wrap things up," or ask some other similarly structured positive questions that can produce great results.

- After you ask a closing question, stop talking and wait for your prospect's reply, no matter how long it takes.

- Be patient with your prospect. Give him or her time to mentally process your closing question. They may need a few moments to think through the purchase decision.

- Avoid using emotionally charged words. Substitute more customer friendly ones like own for buy, OK for order, sign for execute and agreement for contract.

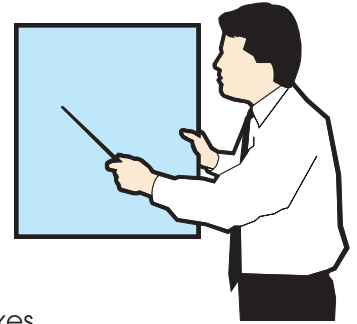
- When you have the order, *stop selling*. Some salespeople talk their way out of a sale by bringing up additional sales points that may end up being counterproductive and unwind the deal.

In summary, if you want to substantially improve your closing ratios, practice improving the following sales process steps:

- Build confidence and trust.
- Qualify to find prospect needs.
- Present and demonstrate product solutions that satisfy needs.
- Handle objections tactfully and smoothly.
- Negotiate "win-win" solutions.
- Ask for the business.
- Stop selling once you have the business.

Good luck in implementing these ideas.

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UTA 2004 Convention Sponsors

The following companies have already committed to sponsoring the UTA's 2004 Convention:

Best Used Trucks of Texas
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Caterpillar

Cobalt Financing

Fastline Publications

Freightliner

Heavy Duty Marketing Associates

Highline Capital Transportation

HTAEW.com

International Truck & Engine

Intersafe

Mack Trucks

Manheim

National Truck Protection

Peterbilt

Premium 2000 Plus Warranties

Roadranger - Eaton & Dana

SOARR - Interstate Online
Software

The Truck Blue Book

Truck Paper

USA Flap

Wholesale Trucks of America



Supporting the UTA

Supporting the UTA can lead to great things. But, being supportive and advocating the standards of the UTA can lead to great things while increasing your professionalism and industry image. A few suggestions:

- Renew your annual membership promptly.
- Register your sales staff and other locations.
- Offer to serve as a committee member or run for a board position.
- Include the UTA logo on stationary products, brochures, websites and advertisements.
- Schedule a regular lunch appointment with nearby UTA dealer members.
- Write a letter to the editor of our *UTA Industry Watch* on a topic you are knowledgeable or passionate about.
- Make a contribution to the UTA-Jerome Nerman Family Foundation.
- Suggest activities, programs, initiatives to the UTA Board.
- Pass along association news to your staff and employees.
- Not only attend, but also participate, in the UTA Annual Convention.

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Upcoming UTA Sales Training Programs



Registration is underway for the following UTA training programs:

Course: Deal Winning Used Truck Selling Skills

Location: Buffalo, NY

Date: May 2-3, 2004

Course Objectives:

- To assist participants in selling and delivering one more truck per month every month.
- To increase average gross profits by 10%.

Program Agenda: Covers building relationships, qualifying, presentations, handling objections, negotiating and closing. All sales strategies and tactics covered are time tested and field proven: no "ivory tower stuff."

Course: Twenty-First Century Sales Prospecting

Location & Date:

- **Lincoln, NE, May 12, 2004**

(day before the *Truck Paper* Forum)

- **Orlando, FL, June 16, 2004**

(day before the *Truck Blue Book* Seminar)

This new one-day workshop will assist all dealership sales people increase their prospecting performance and results.

Course Objectives:

- To assist salespeople in building their business through increased sales consistency in sales commissions.
- To increase sales volume and profitability through applying proven prospecting strategies and tactics.

Program Agenda: This new one-day workshop has been designed to assist all dealership salespeople increase their prospecting performance and results.

In Memoriam

Roger Tarlton, Dead At 64

Roger Tarlton, 64, passed away unexpectedly on April 5 while vacationing in Cozumel, Mexico, with his family. Roger was a used truck sales rep at Rush Truck Centers, Phoenix, AZ. He is survived by his wife, Linda, three children and five grandchildren.

Roger was born in Oconto Falls, WI, but resided in Arizona for the past 22 years.

Services were held Saturday, April 10, at 11:00 a.m. at the Messinger Indian School Mortuary, 7601 East Indian School Road, Scottsdale, AZ.

Roger served this industry very honorably for many years. He was the used truck manager for Ed Donohue at Southwest Peterbilt in Phoenix, AZ, before the Rush Group bought the dealership.

Roger enjoyed a first-class reputation among his peers and his loyal customer base. He served on manufacturer and publication advisory boards throughout his career. He also earned honors and awards while working within the industry he loved.

One can honestly say our used truck industry is better today because Roger was a part of it yesterday.

The UTA family sends its love to Roger's wife Linda and their family.

The UTA would also like to extend its condolences to the family and friends of **Wayne Morgan** of Michigan Truck and Equipment who recently passed away.

UTA Accepting Nominations for the Marvin Gordon Lifetime Achievement Award

Each year, at the annual convention, the UTA honors a used truck industry leader with the UTA/Marvin F. Gordon Lifetime Achievement. The award recognizes a person's contributions to the used truck industry, as well as their community.

The UTA is currently accepting nominations for this prestigious award. Nominations are open to anyone in the used truck industry. The nominee need not be a

member or past member of the Used Truck Association.

What's more, anyone can nominate someone who they believe is worthy of being honored with this award.

If you would like to nominate someone, please go to the UTA website at www.uta.org to obtain a nomination form, as well as instructions on submitting the nomination.

Educational Endowment Fund

The planning is under way for the 2nd Annual UTA-Jerome Nerman Family Foundation Fund Golf Tournament to be held in conjunction with the 5th Annual UTA convention on Saturday, November 6th. This is a net tournament allowing one's overall skills on the links to shine above all others and walk away with the trophy as the best golfer. In addition to an overall winner other prizes will be awarded. The annual tournament was a stellar success raising over \$7,000 for the educational endowment fund, and we want to build on this success. To make a donation, contribute your time or ideas, please contact Terry Williams at 913.967.7507.

- Quintessential Quote -

"After you've heard two eyewitness accounts of a traffic accident, you begin to worry about history."

Anonymous

The UTA in action at ATD

UTA broad members, Al Hess, Ethan Nadolson, Terry Williams and Justina Faulkner represented the UTA at the ATD convention in Seattle, WA April 17th through 19th. This was the second year the UTA had a booth at the ATD, and again it proved successful as it garnered seven new members, including our first dealer from Mexico, and allowed the UTA to carry its message to a wider audience. Please welcome these new members:

Oscar W. Gil M., Tractocamiunes Kenworth de
Monterrey, Mexico

Mark Yacobozzi, Chicago Mack, Summit, IL

Don Pasiuk, Peterbilt Pacific, Surrcoy, BC

Dean Hertenstein, Auctio, Dallas, TX

Lawrence Smith, Celli Truck Center, Schiller Park, IL

John Anderson, Anderson Motors Inc.,
E. Providence, RI

Don Lindsey, My Little Salesman, Eugene, OR

Living In A Man's World

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but once in there you better know what you're talking about. It always makes me smile a little bit when I go into someone's office that doesn't know me and they automatically assume that I am dumber than a box of rocks. During the introduction I shamelessly name drop and deliberately use truck industry jargon so within the first 5-10 minutes they know I am a knowledgeable professional in this business, not just a blonde who showed up to sell an ad.

To conclude, I have found the truck industry to be warm and welcoming to me. I know many men who have helped me in my career and have met some wonderful professional

women. I feel lucky to count many of these people as personal friends. I am grateful that this business is open to women who are serious about making a successful career, and I hope the above tips will help other individuals in their quest for success. Good luck!

*Justina Faulkner
UTA Board Member - Secretary
American Trucker - Associate Publisher*

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