

# UTA INDUSTRY WATCH

Volume 6, Issue 7

Contact the UTA @ 1-877-GETS-UTA or [www.uta.org](http://www.uta.org)

July 2004

## President's Message...

How many of you would be surprised if I told you the association celebrated its 16th birthday this past May 16? It certainly doesn't seem to have been that long, does it?

Over the years, our course has stayed steady and our belief in what we can accomplish has not weakened from the original dreams of the founders of this association: Marvin Gordon, Kurt Collins, Jim Fowler, Bruce Jodarski, Jerry Nerman and Jerry Sharpe.

They had dreams of having an **educational program**. We now have one.

They had dreams of a **stand-alone yearly convention**. We will be holding our fifth one this November.

They had dreams of having a **formal business plan**. We now have one and use it like a road map.

They had dreams of having **benefits for the members**. We now have them in abundance. Not only in savings - if you should use someone's products or services - but benefits that pay you a cash incentive of more than double your cost of being a member.

They dreamed of a **monthly newsletter**. We now have such a publication and have been producing it for more than two years.

They dreamed of **networking opportunities**. We now provide the setting and promote it in all our activities.

They dreamed of building an association **that would give something back to this industry** they loved so much. We now do that in a number of ways.

They dreamed of establishing **an association that was solvent**. And we are.

One never knows how far they travel without stopping, turning and taking the time to look back down the hill. That original group can be proud of what they started and how far we have climbed.

Our Mission Statement says: "The Used Truck Association is an impartial organization comprised of used truck professionals and associated businesses committed to strengthening the used truck industry. We are dedicated to providing a source of direction in the areas of professionalism and ethics, while promoting the highest standards of service and conduct. We provide a platform to foster the sharing of knowledge and supply resources to support the efforts of those involved in the used truck industry."

I feel that those involved in the governing of this association and the membership body as a whole is doing just that. Each one of us dreams, as the founders did sixteen years ago, of taking this association to a higher level. With everyone's help we can continue to make great strides.



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## SHARE YOUR NEWS

*UTA Industry Watch* is published monthly. Submissions, ideas and comments are most welcome. Contact:

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## INDUSTRY NEWS BRIEFS

**ArvinMeritor's Commercial Vehicle Aftermarket** has put into place new initiatives and processes at its U.S. remanufacturing plant in Plainfield, IN, to make it "the heavy duty trucking industry's most complete resource for quality reman aftermarket parts."

**Aspects of Marketing and Economics in Heavy-Duty Truck Parts Distribution and Service** is a new manual being offered by Wade & Partners. The publication looks at what is needed to turn a profit in this marketplace and discusses the importance of customer service. For more details, phone (847) 772-2003.

**Bendix Commercial Vehicle Systems** and **Dana Corp.** are forming a joint venture for commercial vehicle foundation brake components and technology in North America. The new business, Bendix Spicer Foundation Brake, will function as a separate company.

**Demand for trucks and trailers** for the remainder of 2004 is strengthening, according to the second quarter *Fleet Sentiment Report* from CK Marketing and Communications. Some 70% of the fleets responding to the Report's questionnaire said they plan to purchase power units by year's end; 69% said they would purchase trailers. For more information, e-mail [chris@ckkemmercomm.com](mailto:chris@ckkemmercomm.com).

**Goodyear** is making its 4-TIRES-NOW roadside tire assistance program available to owner-operators, regardless of the brand of tire they are running. By calling the number, the trucker will be put in contact with a Goodyear commercial tire dealer or other qualified tire service location in the immediate area to handle the tire repair. The service is available 24 hours per day, 365 days a year, anywhere in the U.S. or Canada.

**Grote's new**, fully-illustrated *Accessories Catalog* makes it possible to get everything needed to complete electrical repair jobs right from one source. For a copy, call (800) 457-9540.

**Holland Group** has launched its new website, [www.thehollandgroup.com](http://www.thehollandgroup.com), to provide better access to product information, service and sales contacts, product literature, service video presentations, news and events.

**International Truck & Engine Corp.** has introduced two new models: 7300 4x4 Commercial Use Vehicle (CUV) and a commercial variant of its SmarTruck III military vehicle platform. The six-ton payload capacity, all-wheel drive CUV has a four-door air-ride cab which can seat six people and a DT466 210-255 hp engine and Allison automatic transmission. It is targeted at fleets that have off-road heavy-duty hauling needs but don't need a CDL-vehicle. The 4-door SmarTruck III, intended to compete with the heavy-duty Hummer, comes in a 16,000- or 20,000-pound GVW version, has a VT275 230 hp V-6 diesel and 5-speed Allison automatic transmission.

**Kenworth** has honored its outstanding dealer sales professionals for 2003. Named one of its Top 10 salespeople were: Norm Gossett, GreatWest

Kenworth; Glen Meuwissen, Rihm Kenworth; Tim Grace, Kenworth Sales Co.; Dean Willerton, Custom Truck Sales; Terry Mannlein, MHC Kenworth - Denver; Jim Hawkins, MHC Kenworth - Kansas City; Ralph Campbell, MHC Kenworth - Oklahoma City; Colin Petrie, Bay Area Kenworth; Jeff McQuillan, MHC Kenworth - Kansas City; John Kenney, Kenworth Mid-Iowa. Top sales managers were: Bob Bowden, MHC Kenworth - Dallas (represents all Texas locations); Harry Flint, GreatWest Kenworth; Gilles Robert, Edmonton Kenworth; Jim Niedringhaus, MHC Kenworth - Denver (represents all Colorado locations); Mike Sullivan, Kenworth Mid-Iowa.



**Mack Trucks** in June unveiled its new Advantage chassis which will be used in all Mack Vision and CH models starting this month (July). The chassis - available in four rail options, all with increased resistance bending moment for greater strength - provides up to 50-degree outside wheel cuts for improved turning diameter; has enhanced riding and handling due to new front taper leaf suspension springs, reduced spring rate and an lowering engine mounting; has reduced noise and vibration levels due to a combination of new engine support crossmembers, cab mounting system and cab sound dampening material. The Advantages' rear engine mounts are designed to simplify transmission removal and reduce the amount of time it takes to do so.

**Oshkosh Truck** has agreed to acquire 100% of the stock of towing and recovery equipment business **Jerr-Dan**, and will operate it as a wholly owned subsidiary.

**Parish Truck Sales**, St. Rose, LA, was named Independent Used Truck Dealer of the Year and **Midwest Truck Sales**, Olathe, KS, was named Franchised Used Truck Dealer of the Year during the recent *Truck Blue Book* Used Truck Seminar.

**Six important things that can harm tires** - both new and retreaded - are: underinflation, overinflation, failure to use valve caps, failure to match inflation pressure on duals, failure to match diameters on duals and misalignment, according to the Tire Retread Information Bureau.

**U.S. Department of Commerce** is producing *Commercial News USA*, its official export promotion magazine, to promote U.S. goods and services in more than 145 countries. Published six times a year, it has a circulation of 80,000 leading overseas buyers and an estimated total readership of 400,000. More

(continued on page 10)



# Welcome New Members Joining in 2004



List as of June 1, 2004

The UTA welcomes the following new members. Please do the same when you meet them in your travels.

A Better Used Trux, Oklahoma City, OK; Brian Vetter

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

Arrow Truck Sales, Kansas City, MO; Pete Monize

Arrow Truck Sales, Kansas City, MO; Frank Oliveira

Arrow Truck Sales Inc-Atlanta Branch, Conley, GA; Mike Atkins

Auctio LLC, Dallas, TX; Dean Hertenstein

Barloworld Freightliner, N. Little Rock, AR; Ken Adams

Best Used Trucks, Kansas City, MO; Mark Hess

Best Used Trucks, Bethel, PA; Bob Yeager

Best Used Trucks of Kansas City, Kansas City, MO; Ken Kasic

Carolina International Trucks, Columbia, SC; Eddie Altman

Chicago Mack Sales & Service, Summitt, IL; Mark Yacobozzi

Commercial Truck Source, Allentown, PA; Richard Held

Cooks Truck Center, Scottsboro, AL; Jay D. Burgess

Covenant Transport, Chattanooga, TN; Doug Carmichael

Enterprise Motors, Whittier, CA; Jody Johnson

Fort Worth Vehicle Auction, Ft Wayne, IN; Janie Arreola

Intercoastal Truck & Trailer Sales, Conroe, TX; Jeffrey Bearden

Interstate Truck & Equipment Sales, Jefferson, GA; Bill Shultz

Interstate Truck & Equipment Sales, Jefferson, GA; Joey B. Wright

Joseph H Whitlock, Rosemont, PA

Ken Wilson Sterling Trucks, Canton, NC; Darryl Ponder

Mitsubishi Fuso Truck of America, Logan Township, NJ; Bill Lyons

My Little Salesman, Eugene, OR; Don Lindsey  
National Truck Protection, Carlstadt, NJ; Gary Humphries

North Central Equipment, Pine City, MN; Terry H. Hegge

Omaha Truck Center, Omaha, NE; Steve Casselman

Peterbilt of Fargo, Fargo, ND; Gary W. Klein

Peterbilt Pacific, Surrey, British Columbia, Canada; Don Pasiuk

Regier Truck & Equipment Co., Madrid, NE; Phillip Regier

Reicherts Truck & Equipment Sales, Springfield, MO; Rick Reichert

Ruxer Ford-Sterling/Ruxer Truck Center, Jasper, IN; Doug Abbett

Schows Western Star of Idaho, Heyburn, ID; Jeff Pederson

Seabrook Truck Center, Seabrook, NH; Arleigh Greene

Standard Truck Center, Alsip, IL; George Dolinaj

Stewart Brown Inc., Wayne Brockman

Suncoast Truck & Equipment Sales, Tampa, FL; Stephen Brown

Tractocamiones Kenworth de Monterrey, Laredo, TX; Oscar W. Gil M.

Transport Sales, Charlotte, NC; Michael Moore

Triple T Trucks, Wilmington, NC; Stewart Brown

Wise International Trucks, Fort Wayne, IN; George Diller

## MEMBERSHIP REPORT

As of mid-June, the UTA had 301 members:

- 180 Corporate Members
- 32 Allied Members
- 24 Satellite Members
- 39 Sales Professional Members
- 23 Professional Allied Members



# WOW!!!

The UTA board of directors has been working overtime to make our 5th Annual Convention, set for Nov. 3-6, 2004, in

Scottsdale, AZ, our best event yet. Plans are being finalized and we look forward to an outstanding turnout!

Why not escape everyday life and come and have fun with us at the Radisson Resort and Spa. You'll love the resort atmosphere, fine dining, heated pools, tennis, a world-class spa and fitness facilities.

Vince Lombardi Jr., this year's keynote speaker, will share the formula for achieving high performance in the workplace.

A *State of the Industry* forecast, updates on new products and developments, leadership forum, panel discussions and the "Think Tank" are only some of the things that you will not want to miss.

Our scramble golf tournament will take place on Thursday, Nov. 4, at McCormick Ranch Golf Club's Pine course. This course is located amidst gorgeous scenery in the heart of Scottsdale.

For those who don't golf, we have a guided tour

of the Carefree/Cave Creek area and a trip to an Arabian horse Ranch. Your private tour covers the history, background and breeding of these elegant creatures and a behind the scenes look at one of Scottsdale's most exclusive industries. You'll also enjoy lunch at the Satisfied Frog.

Fire pits and Mexican food will guarantee a "hot" opening reception at the Arroyo, a complete western town under the stars.

The Friday Awards Dinner and Dance will again be a convention highlight. Collect your membership reward dollars, meet the new board and find out who is the UTA/Marvin F. Gordon Lifetime Achievement Award winner.



Saturday is the 2nd Annual Putting for Scholars Tournament benefiting the UTA-Jerome Nerman Family Foundation, an education endowment fund.

Registration booklets will be mailed out shortly.

We look forward to seeing all our old friends once again, and to making new ones, at this year's convention!

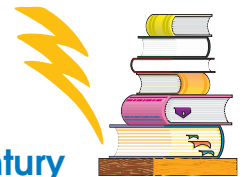
## Lifetime Achievement Award Deadline Is July 15, 2004

The UTA is accepting nominations for its 2004 UTA/Marvin F. Gordon Lifetime Achievement Award until July 15, 2004. If you would like to nominate someone who you believe has made a positive impact on the used truck industry, now is the time to act.

To submit a nomination, go to the UTA website at [www.uta.org](http://www.uta.org) and select the heading "Lifetime Achievement Award." Everything you need to submit a nomination is contained therein.

An independent committee of business school instructors selects the Award winner from the nominees. The award will be presented at the UTA's 2004 Convention this November in Scottsdale, AZ.

## UTA Education Opportunities



**Program:** **Twenty-First Century Sales Prospecting**

**Date:** **Monday, August 9, 2004**

**Location:** **Baltimore, Maryland**

**Cost:** **Tuition - \$222** (10% tuition discount for members); **Fees - \$16**

**Program:** **Fundamentals of Used Truck Sales**

**Dates:** **September 8-11, 2004**

**Location:** **Dallas, Texas**

**Cost:** **Tuition - \$695** (10% tuition discount for members); **Fees - \$90**

**To register or to obtain more information:** Go to the UTA website at [www.uta.org](http://www.uta.org) or call the Heavy Duty Marketing Associates Academy at (336) 643-1961

# UTA's 2004 Business Partners

Two more industry-leading companies have partnered with the UTA, Auctio LLC and Equipment Search.com. A full listing of UTA Partner Services and benefits can be found at [uta.org](http://uta.org). Please be advised that these partnerships do not constitute an endorsement of the products or services by the UTA.

**Equipment Search.com** is an Internet Based Marketing System specially designed for transportation equipment dealers. ECS has been bringing buyers and sellers of trucks, trailers and equipment together since 1996. ESC will give UTA members a single source, one-time entry, for all of their equipment which will allow them to sell over the internet retail, wholesale and/or auction. With the ESC System you will receive a complete custom built website. Through this web portal you can easily list any or all of your inventory (no limits) into the ESC internet search engine, show up to 8 pictures and list as much detail as you choose. The website also includes a free email registration, newsletter manager, credit application, payment calculator, location map, service department specials, factory specials and more useful features. At the same time gain entry to the ESC Dealer's Only Wholesale Network, allowing products to be traded, wholesaled, price pointed, etc., with hundreds of your counterpoints across the country. Also with ESC Auctions you gain a unique automatic interface with eBay Motors as each item can be easily clicked over to auction on eBay.

For UTA Members

1. 50% off the Start-Up Fee (Regular \$250)
2. 20% off the Monthly Fee (Regular \$200/Mo)
3. Negotiated discounts on various professional business services and direct mail programs, call 877.NPPS.USA for more details.

**AUCTIO** is a platform converting surplus assets into opportunities. AUCTIO's state-of-the-art system combines interactive television, the Internet and a touch tone telephone to transport distant buyers and sellers to live private auctions. AUCTIO combines a world-class auctioneering team with BidCatcher's real-time bidding technology and delivers "invitation only" private auctions to participants located anywhere. All it takes is a television or internet connection and a touch-tone telephone.

AUCTIO is offering UTA members \$25 off buy or sale fees limited to two offers per sale. They will also match these offerings with a donation to the



UTA-Jerome Nerman Family Endowment for every UTA member registering for their auction, which is no charge to the member. More benefits are in the work with AUCTIO, so keep an eye on [www.uta.org](http://www.uta.org). For additional information call 972.248.1072

## **Heavy Duty Marketing Associates**

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

## **Truck Blue Book**

\$20 discount on annual subscription to the electronic *Commercial Blue Book*; \$10 discount on annual subscription to the print version *Commercial Blue Book*. Additionally, all UTA members receive a \$50 discount on the *Truck Blue Book Used Truck Seminar*.

## **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 provided.

## **HTAEW.com**

10% discount on monthly membership fee.

## **Hiring Solutions**

10% discount for new members; 5% for existing members.

## **Manheim Heavy Duty Auctions**

\$25 refund on posted buy and/or sale fees for corporate UTA members. Additional savings during UTA membership drives.

## **Hertz**

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

## **PREMIUM 2000 Warranties**

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

## **National Truck Protection**

Offers all corporate UTA members in good standing up to \$100 per month to put towards their advertising in any approved ad placed in either *American Trucker* or *Truck Paper* publications in which the member displays both the UTA and National Truck Protection logos. (NTP requires the member to submit its ad for approval to qualify for this benefit.)

UTA benefits are not valid with any other offer unless specified by participating partner.

# UTA 2004 Convention Sponsors

The following companies have committed to sponsoring the UTA's 2004 Convention. Their participation is sincerely appreciated.

AMERICAN TRUCKER

BEST USED TRUCKS

ATD/NADA COMMERCIAL TRUCK GUIDE

BLACK BOOK - NATIONAL AUTO RESEARCH

CATERPILLAR

COBALT FINANCING

FASTLINE PUBLICATIONS

FORT WAYNE & FORT WORTH VEHICLE AUCTIONS

FREIGHTLINER MARKET DEVELOPMENT

HEAVY DUTY MARKETING ASSOCIATES

HIGHLINE CAPITAL TRANSPORTATION

HTAEW.COM

INTERNATIONAL TRUCK & ENGINE

INTERSAFE

KENWORTH TRUCK COMPANY

MACK TRUCKS

NATIONAL TRUCK PROTECTION

PAYLOAD MAGAZINE

PETERBILT MOTORS COMPANY

PREMIUM 2000 PLUS WARRANITES

R.L. POLK & CO.

ROADRANGER - EATON & DANA

SOARR - INTERSTATE ONLINE SOFTWARE

TRUCK BLUE BOOK

TRUCK PAPER

TRUCKMOVERS.COM

UTILITY TRAILER SALES OF DALLAS

VOLVO TRUCKS N.A.

WHOLESALE TRUCKS OF AMERICA

## Mark Your Calendar

NOVEMBER 2004						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
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](mailto:dorso@verizon.net)

## In Memoriam

Marilyn Mei-Varcadipane, Jim Diminich's "better half," has passed away after a long battle with cancer. Her funeral was held June 29, 2004, in Hackensack, NJ. In lieu of flowers, Jim and Marilyn's families are requesting that donations be made to the Hackensack University Medical Center (HUMC) Foundation in New Jersey in Marilyn's name. Donations can be made online by going to the center's website, <http://www.humed.com>, and then going to the memo portion, "Breast Cancer Research."

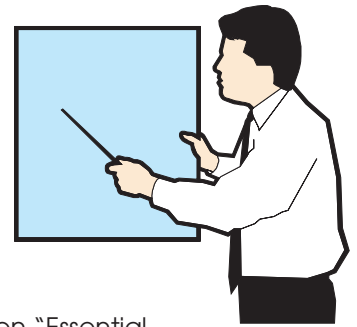
## Your UTA In Action



President Eddie Walker attended the recent *Truck Blue Book* Used Truck Seminar in Orlando, FL. He made a presentation on behalf of the UTA and also sat on a Finance Panel along with two finance company representatives. "We had a table at the trade fair and, with the help of other board members and UTA members, we were able to sign over 50 new members for our association," reported Walker.

## SUCCESSFUL SELLING STRATEGIES

# Practical & Effective Tips For Developing Sales Training Programs



Some of the very best sales training programs I've seen are internally developed and driven. Conversely, some of the absolute worst also happen to be internally driven programs.

What separates the best from the worst programs? It often boils down to four key areas: vision, evaluation, planning and commitment.

Let's examine how utilizing these four elements can help you develop highly effective dealer driven sales training programs.

### Element 1 - VISION

Success in getting to where you want to go depends heavily on having a clear picture of the destination. Define your sales destination by answering five "what" questions:

- What does your perfect salesperson look like?
- What do they act like?
- What do they know?
- What skills do they have?
- What do you want them to do?

Document your answers, because you're writing the spec's for your perfect sales rep.

Once identified, divide the characteristics between things that can be readily taught and learned, and things that can't. For example, if your "super rep" is highly organized, recognize that you can teach someone organizing skills. However if "super rep" is happy, self confident, and positive, these attributes are very difficult to teach, as they come from within and are best left to behavioral specialists. Yes, they're important, but for your purposes here, concentrate on those attributes that can be practically taught and learned.

### Element 2 - EVALUATION

Start an Excel spreadsheet by listing each identified attribute on the left-hand vertical column. Then list your salespeople's names along the top horizontal row.

Now, rate each salesperson on how strongly they possess each attribute. Use a weighting scale of 4 to 1, with 4 for excellent down to 1 for poor.

Upon completion of the analysis you'll see all the individual as well as departmental areas requiring strengthening.

### Element 3 - PLANNING

Start the planning with the department-wide issues revealed through your analysis, then go to the individual needs. For example, if you have four poor qualifiers and one who's outstanding, plan a series of short lessons on qualifying to be conducted within your weekly sales meetings. Have your top qualifier prepare the lessons.

Be sure to structure demonstration and practice into the lessons. Adults learn better through watching then

doing. Have your top performer deliver the lesson.

The first lesson might focus on "Essential qualifying information," the second could be on "Key qualifying questions and how to ask them."

To help skill reinforcement, have your salespeople report their successes with these new skills at succeeding meetings.

Determine your training topics, your methods, who you will use to deliver it, and finally, create a schedule with agendas for additional sessions. If you don't have a superstar in a need area, find other training resources, i.e., OEMs, vendors or audio/videotape training programs and or hire an outside trainer.

For unique individual development needs, review your choices. Look inside first. You may want to consider using your sales reps' by partnering them by strength to weakness. A "weaker" salesperson can shadow a "stronger" rep through actual transactions, learning how it's done.

You'll also want to consider outside training programs sponsored by OEMs, vendors, trade associations, AMA, training companies, local colleges and universities. Get on their mailing lists to determine their program offerings, schedules and pricing.

### Element 4 - COMMITMENT

Nothing creates a commitment like cash, so budget for training. Your evaluation element identified needs and your planning presents tactics, which fold nicely into a training budget. Consider both individual and departmental needs.

Even programs you create internally have costs. Compensation stipends to the top salespeople who develop and teach the sales meeting lessons, as well as the mentors who provide the "as needed" guidance, will spark enthusiasm. Remember the cliché: "You get what you pay for."

Don't "wimp out" when things get slow. Many businesses cut training during downturns, but these are the best times to train. Develop your people when it's slow so they'll be primed and battle ready when things pick up.

Try some of these ideas. I'm confident you'll get excellent results.

Good luck and good selling.

(Note: This article first appeared in *Successful Dealer Magazine*.)

Paul Spokas  
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Heavy Duty Marketing Associates  
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# Professionalism, Us, Our Future And The UTA



Our companies' future is dependent on our sales teams' daily commitment to being professional. The only way we can expect our sales team to be professional is by leading by example on a daily basis.

We need to show our team how a professional salesperson respects and partners with the public. We must make a daily commitment to professionalism because our sales teams look to us every day to set the benchmark on our companies' business values.

Don't forget that especially on the bad days, professionalism standards start and stop at your desk.

In the used truck industry we have to doubly depend on our sales teams to meet the public as professional salespeople. The public has been trained not to trust used equipment salespeople. We must follow the golden rule of sales: sell your customer like you would like to be sold. We must also adhere to the mission of the UTA, which is to serve those companies, organizations and individuals involved in the used truck industry in support of their primary business activities, and to be a leader in promoting professionalism, ethics and the highest standards of service and conduct in the used truck industry.

The good news is that leading our sales teams by being business professionals is not an act that UTA members perform. It is just who most of us are.

Being professional means we not only belong to the UTA but we continue to learn new ways to help ourselves and our staffs improve our knowledge and our professionalism in the used truck industry.

Being professional is not rocket science, but it is our key to a successful future. Our future depends on our sales teams doing a few things professionally over and over again:

- Sell the right truck for the job.
- Don't over sell.
- Sell the best truck we can for the money.
- Sell the truck based on our customers' needs, not ours.
- Listen more than we talk.
- Live by the golden rule.
- Become a trusted partner for our customers.
- Be honest.
- Follow up after the sale.
- Empower our employees.
- Foster a win-win business environment.
- Sell for the future, not for the day.
- Care



As our eyes are the windows to our soul, our sales teams are the window to our values. Our future depends upon our daily quest to be good UTA members and to be professionals.

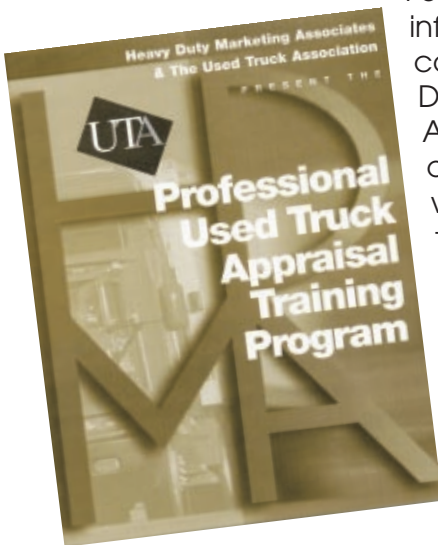
*Lee Chapin  
UTA Board Member  
Truck Paper  
e-mail: [lee-chapin@truckpaper.com](mailto:lee-chapin@truckpaper.com)  
phone: (402) 479-2140*

# Used Truck Appraisal Training

The UTA has an interactive, video-based, eight-part, "in-house" training program on appraising used trucks. The information is presented in an easy-to-follow, step-by-step process intended to improve the quality and integrity of used truck appraisals. The overall objective of this training program is to help protect profits by minimizing errors and maximizing consistency and accuracy.

Participants watch and listen to a portion of the video, then read a related supporting section in the workbook. After this, they perform various appraisal exercises.

The training program sells for \$149.50 (UTA members receive a 10% tuition discount), plus a small shipping and handling fee. There is a 30-day 100% satisfaction guarantee.



For more information, contact Heavy Duty Marketing Associates - the organization which conducts the training programs for the UTA - toll free at (866)-454-4362.

## UTA By-Laws Changes

Watch your July mail for your ballot to approve or reject changes to the UTA By-Laws.

The UTA's charter requires a vote of the membership to change the UTA's governing By-Laws. Every Corporate and Allied member is entitled to cast one ballot in this referendum.

It's important to the UTA that you cast your ballot, so please follow the instructions on your ballot and vote.

## UTA Accepting Nominations for its Board of Directors

If you would like to serve on the UTA's Board of Directors, please submit your name and a short biography to Craig Kendall, co-chairman of the UTA Elections Committee. Please email your nomination to Craig before the end of July 2004 at [craig.kendall@paccar.com](mailto:craig.kendall@paccar.com).

The UTA's Board of Directors is an extremely active group. So, if you like to roll up your sleeves and make a difference, you'll enjoy working on the UTA board.

## Industry Events Calendar



**Aug. 9 -**  
**UTA Twenty-first Century Sales  
Prospecting Training Program**  
Baltimore, MD; (866) 454-4362,  
[www.uta.org](http://www.uta.org)

**Aug. 18-21 -**  
**Great Salt Lake Truck Show**  
Salt Lake City, UT; (801) 877-1320;  
[www.saltlaketruckshow.com](http://www.saltlaketruckshow.com)

**Aug. 22-28 -**  
**National Truck Driver Appreciation  
Week**

**Sept. 8-12 -**  
**UTA Fundamentals of Used Truck Sales  
Training Program**  
Dallas, TX; (866) 454-4362, [www.uta.org](http://www.uta.org)

**Sept. 13-16 -**  
**Technology & Maintenance Council  
(TMC) Fall Meeting**  
Nashville, TN; [tmc.truckline.com](http://tmc.truckline.com)

**Sept. 16-18 -**  
**National Trailer Dealers Association  
(NTDA) Annual Convention**  
Hilton Head Island, SC; (800) 800-4552,  
[www.ntda.org](http://www.ntda.org)

**Sept. 23-25 -**  
**California Trucking Association  
International Trucking Show (ITS)**  
Anaheim, CA; [www.intltruckshow.com](http://www.intltruckshow.com)

## **INDUSTRY NEWS BRIEFS**

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information is available online at  
<http://www.export.gov/cnusa/flyers.html>.

**Volvo Trucks North America** has named Wayne Robertson of Nacarato Volvo & GMC Trucks, Nashville, TN its Volvo Trucks Salesperson of the Year. Recognized as Gold Master Sales Leaders, its highest-achieving dealer sales professionals, in pre-owned sales were: Jason Ker, Mid-Ontario Truck Centre, Barrie, Ontario, Canada; James Anderson, Premier Truck Centers, Fultondale, AL; Todd Schaub, S&S Volvo & GMC Truck, Lima, OH; Trevor Pasmann, Mountain West Truck Center, Salt Lake City, UT. Honored Gold Master Pre-Owned Sales Managers were: Dennis Sheehan, Sheehan's Truck Centre, Burlington, Ontario, Canada; Danny Everhart, Central Carolina Trucks, Kernersville, NC.

**XM Satellite Radio** is now offering its Instant Traffic and Weather service in 21 metropolitan markets and some interstate highway corridors nationwide. Among other things, the service provides travel times for major roadways, average speeds on these roads and delays caused by accidents, lane closures and construction.

## **President's Message...**

*(continued from page 1)*

My personal **THANKS** to everyone that has played a part in bringing this association to this point and for their dedication to future growth.

If you missed the *Truck Blue Book Seminar* in Orlando, you missed a treat. Terry Williams and his group did a great job of promoting and supporting the used truck industry. The turnout was excellent and the networking opportunities were outstanding.

Terry, you and yours earned a standing ovation. Please take a bow.

I know everyone's business is good, and according to all indications it will continue if fuel prices continue to drop a little.

Certain trucks are still hard to find, as always, but look for good opportunities for the remainder of this year.

Don't forget our upcoming convention in November. With all indications, it will be our best yet.

*-- Eddie Walker  
UTA President*

### **- Quintessential Quote -**

"The only way to succeed beyond your wildest expectations is to have wild expectations."

*Anonymous*