



# INDUSTRY WATCH

Volume 4, Issue 2

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

March 2003

## President's Message...

March has begun with a gust of wind that has brought higher fuel prices and more higher mileage pre-owned trucks. We can do little about the price of fuel and we can't roll back the miles on the used trucks in our market places. But, we can learn to deal with the situations that come into play. We can concentrate on fuel-efficient trucks and we can educate our customers on how miles affect the modern day Class 8 truck.

There are many ways to look at fuel-efficient trucks. It does not necessarily mean aerodynamics in every case. Type of haul, location of travel, materials hauled, type of trailer pulled and highways traveled are just a few items to be aware of that affect fuel consumption.

Today, more than any other time I can remember, sales professionals need to actually work at selling their products. We must now fit our product not only to the customer's wants, but, we must also make sure the product fits what our customer is going to do with it. We need to do our homework and be prepared to explain the results of a misjudged purchase.

Over my years of operating and selling trucks, I am convinced a truck will perform better if it has the proper specs for the application. With used trucks, we don't have that luxury but, **we can** get close in most cases. Just selling a truck does not always build long-term relationships and building relationships is the key to success.

In selling higher mileage trucks, educating and offering warranties are the most rewarding ingredients in the transaction. Use the tools the UTA gives you for free - for example, the "What is a Low Mileage Truck?" brochure.

The UTA is actively working on getting it published in a number of the more popular magazines for our industry. It is needed even more today than when it was written a few years back. If you don't have them in your dealership, you should. The UTA will be glad to send you some.

Used truck warranties are a must in this market. Most finance companies encourage having warranties and most will finance the cost right in with the truck. By all means don't be afraid to ask. You might be surprised. It is helpful to read Rick Clark's newsletter from National Truck Protection. He consistently has some good information for our industry. He does an excellent job educating on the values of warranties.



In regards to our association, the wheels are beginning to turn and ideas are continuing to surface. It is always exciting to see new ideas become reality. It's like watching a picture develop in the dark room. The image starts taking shape and begins to form something that makes sense.

Thanks to our board and committee members, this year looks to be a very interesting year. Even though everyone is busy with their own jobs they still find time to make this organization function and continue to grow. The Membership Committee is working on a program for future growth that is unbelievable. The Training Committee has some exciting projects also.

Al Hess has the UTA/Jerry Nerman Endowment Fund up and running. Look for a flier soon with instructions on how to participate. Justina and the Convention Committee are working on ensuring us a better-than-ever convention in Florida this November. All the other committees are doing as well also.

If you haven't figured it out yet, button your chinstrap: THIS YEAR IS GOING TO BE EXCITING. Remember, "What separates those who achieve from those who do not is in direct proportion to one's ability to ask others for help," — Donald Keough.

— Eddie Walker  
UTA President

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How are **YOU** supporting the UTA?

## SHARE YOUR NEWS

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

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# **Negotiating Lessons From Wrestling A Bear**

By Mike Porter, APR

Even though people don't spend much time thinking about it, we all negotiate something on a daily basis. It may be as complex as bargaining for the best price on a car or in a business deal. However, it is more likely to be attempting to convince the person with the remote to stop on your favorite show, or getting the guy in the next cube to stop whistling.

Negotiation is about communication and exchange of value. Sound like marketing? The only difference is that your "market" generally consists of a single person. You state your point of view, and they state theirs. The more persuasive you are in your communication of counter-points and concessions, the more quickly you will reach a mutually beneficial outcome.

Assuredly, reaching a compromise can be anything but easy. In really serious negotiations, when both parties are completely aware of what's going on, it can be a lot like wrestling a bear.

Having actually "wrestled" a 550-pound Alaskan brown bear, in hindsight, I learned a lot about the negotiation process. Imagine the tough people you negotiate with are big and furry while reading these examples:

- 1) More often than not, you are not very well acquainted with the bear.
- 2) If you're not the only one competing with the bear, go last, and learn from the mistakes of others.
- 3) The harder you push against the bear, the less patience he will have with you.
- 4) Therefore, if the bear thinks you're dancing, he'll dance. If he thinks you're wrestling, he'll crush you.
- 5) Keep your eye on the bear's handlers; they may have more control over the situation than the bear.
- 6) The longer you keep the bear dancing, the more progress you will make toward your goal.
- 7) If you can dance long enough, even if the bear puts you down hard, he will just lick your face rather than bite your head off, so you can try again another day.
- 8) When it's all over, one of you will walk away smelling more like the other than before things started. Sometimes that's good for you, other times you just need a really good bar of soap.

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## **Nominations Sought For Marvin F. Gordon Lifetime Achievement Award**

Nominations are being sought for the 2003 UTA/ Marvin F. Gordon Lifetime Achievement Award. This annual Award recognizes individuals who have made numerous and significant contributions to the used truck industry.

To be eligible for the Award, the nominee must, at a minimum:

1. Have a proven career record of accomplishments within the used truck industry.
2. Have demonstrated his/her capacity for maintaining the highest business practices and standards.
3. Promote professionalism in the used truck industry.

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

The 2003 Achievement Award will be presented during a dinner banquet at the UTA's Fourth Annual Convention, set for Nov. 6-8 at the Palm Coast Golf Resort Hotel, Palm Coast, FL.

Past winners include: 1999 - Marvin F. Gordon; 2000 - Jerome Nerman; 2001 - Jim Sundy; 2002 - C.B. Crook.

For additional information, phone the UTA at 1-877-GETS-UTA (1-877-438-7882) or visit its website at [www.uta.org](http://www.uta.org).

# **15 Basic Principle and Values**

It has been awhile since I have addressed the membership in this newsletter. I would like to take this opportunity to wish you all well and to say that I look forward to seeing you at our next convention.

In this column I would like to share with you the 15 basic core values and principles that I require my staff to follow and adhere to as we do business. I also want to pass along some pointers that I give them to help them be more effective salespeople.

1. PMA: Come to work every day with a Positive Mental Attitude.
2. Pump yourself up: Use music, motivational tapes, self-talk to motivate yourself.
3. Engage: Engage your customer in a sincere manner, making eye contact and listening intensively to their needs.
4. Get it all: When talking to a customer get all the information you can. Get phone, fax, e-mail, cell phone and home phone numbers. Find out what he or she hauls, what specs they need, price range, financing needs, etc.
5. Don't give it all: Don't fax, e-mail, or leave voice mails that tell all. You need to be talking to the decision maker, not leaving messages that allow decisions to be made without you being able to address the customer's concerns. One-way communication does not provide for this. Give enough info that your customer's interest level is heightened and he or she wants to talk to you.
6. Be a professional: Would you go to a doctor that couldn't answer your health questions? Don't expect your customer to accept any less than professionalism from you. Read, study, ask questions, learn and live our industry.
7. Be enthusiastic: Breathe life into your presentations. Get excited about your product and let your customers know you are alive.
8. Believe in your product, your company and your manager: Or get out!
9. Be honest and truthful: This applies to everything in your truck deals, as well as your interactions with your peers and managers. Don't hide from the truth. This only complicates things for everyone.
10. Take responsibility: Take responsibility for your actions in every deal. Don't hide behind lame excuses or blame others for things that happen in a deal.
11. Be accountable: Take the heat. Stand up for your mistakes and your accomplishments, too.
12. Admit your mistakes and apologize when you are wrong: Need I say more?
13. Do it in writing: Memories fade, conversations get misinterpreted, people leave, etc. If it's in writing there is a record to fall back on.
14. Don't panic: Sometimes we lose sight of the fact that things can go "South" in a deal. If you panic and start doing irrational things to "save" a deal, things will just get worse. Stick to your plan and solid, responsible actions. Collect your thoughts, take a deep breath and control those things in a deal you can control.
15. Plan your work and work your plan: I can't emphasize this enough! If you have a solid action plan sales will come. Stick to your plan! Work hard, be sincere, and make friends. You will be successful.

I hope these points help you in your business.

We keep these posted on our board in the room where we conduct our sales meetings and discuss them regularly. I have found that they help me focus on positive aspects and help make us all better people.

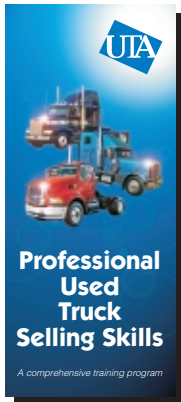
Good luck and good selling.

*Steve Nadolson  
UTA Chairman  
Arrow Truck Sales*

## Professional Used Truck Selling Skills

June 11-12, 2003 • Las Vegas, NV

This UTA training course has been designed to assist used truck sales professionals in enhancing their prospecting, qualifying, negotiating and closing skills. Attendees will learn state-of-the-art selling skills that will enable them to sell and deliver a minimum of one more truck per month, every month.



Among other subjects, the course will discuss:

- today's most effective prospecting methods
- how to get more sales interviews from your prospecting efforts
- how to build a strong prospect and customer database
- how to qualify better in less time
- how to discover prospects' needs and translate them into winning sales presentations
- what motivates prospects to buy
- how to successfully overcome your most difficult sales objections
- today's most effective closing techniques and tactics

The cost of the course is \$345 for UTA members; \$395 for non members. There is also a materials fee of \$29.

To register, or for additional information on this or other UTA training programs, contact Heavy Duty Marketing Associates (HDMA) by phone at 1-866-454-4362 or e-mail at [hdmainc@aol.com](mailto:hdmainc@aol.com) or visit the UTA web site at [www.uta.org](http://www.uta.org).

### - Quintessential Quote -

"The camera cannot lie. But it can be an accessory to untruth."

*Harold Evans, British journalist.*

## START MAKING YOUR PLANS

4th Annual **UTA CONVENTION**

November 6-8, 2003 • Palm Coast Golf Resort, Palm Coast, Florida