

# UTA INDUSTRY WATCH

**SORRY  
WE'RE LATE!**

Volume 6, Issue 2

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

February 2004

## President's Message...

Where did all the trucks go? It seems like just a few months ago that we were all talking about an over abundance of used trucks on the market. I know it was longer than a few months, but doesn't time fly?

Today, everyone I seem to talk to is looking for equipment. Inventories are down across the country.

Retail sales are on the rise and it looks as if we are to continue enjoying our present sales. The challenge becomes: where are we going to have to find sources of inventory? What a nice problem to have.

Hopefully, new truck sales will increase and the trades will help fill the current void. The manufacturers will surely be happy. This industry is similar to the ocean as it ebbs and flows. The successful dealers learn to plan and adjust to these changes.

February always brings with it the time of planning, preparation and promotion. In days past, this was a very important month for the farmers of our country. This month sets the start of a good crop or a poor one. The farmers study their almanacs, watch for changes in the market, plan their crops to be planted and prepare their ground along with their equipment for promoting their goods in the market place when the time is right.

Used truck people seem to do pretty close to the same things, except for studying the almanac. We call it value guides and we're not called farmers. Back then and now, we all are trying to take advantage of change.

The UTA is learning to take advantage of these changes also. Your governing group is aligned to make great strides this year. Streamlining our committee structure, planning our future and promoting our association is foremost in all our minds.

If you are not aboard, you need to get aboard. Everyone involved says this is going to be a fun train ride. Look for additional benefits for our members and an increase in membership. We already have more than 200 out of 342 members who have paid their dues for 2004. This is an all-time record. Getting more people involved will only produce more networking opportunities for all of us.



Another update on one of our leaders: Jim Sundy. He is doing much better, and with a few additional answered prayers and continued recovery, might be looking at a light work schedule in the near future. Way to go Jenny, we knew you could do it. Jim, we love you and miss you!

The UTA Board will have a face-to-face meeting at the Mid-America Truck Show in March. Should any of the membership have issues or suggestions, please contact me or any board member and we will address them at the meeting.

Also, any member has the right to address the board personally if they care to. You just need to contact any board member or me and we'll put you on the agenda.

This is your association. **YOU CAN MAKE IT WHAT YOU WANT IT TO BE. [Get involved!](#)**

— Eddie Walker  
UTA President

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## SHARE YOUR NEWS

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

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## INDUSTRY NEWS BRIEFS

**Autocar Trucks** has introduced its Autocar Solutions customer support program which features 24-hour web and phone parts and service help.



**Freightliner Trucks** has created the ASPIRE (Acknowledging Sales, Parts (and Service), Image and Relationship Excellence) Program, as part of an ongoing company effort to recognize its dealers who provide best-in-class customer service and achieve high levels of performance in all aspects of their business.

**Kenworth** is now offering selected **Jost International** fifth wheels as published options on new Kenworth trucks. Jost fifth wheels have been previously available in the aftermarket through participating Kenworth dealers in the U.S. and Canada.

**Mack Trucks** has said it will use engine technology based on exhaust gas recirculation (EGR) to meet new Federal diesel engine emissions regulations scheduled to take effect in 2007. Mack also confirmed that its EPA 2007 solution would include a diesel particulate filter (DPF) system to achieve reductions in particulate matter called for in the new regulations. The company said the decision to concentrate on EGR for its 2007 engines reflects its experience with similar technology in its current ASET engine lineup. EGR systems accomplish emissions reduction by returning a portion of exhaust gases back into the engine's combustion cycle. The recirculated exhaust serves to reduce combustion temperature, which retards the formation of nitrogen oxides (NOx) in the engine's operations.

**PACCAR Leasing** has named its top franchises for 2003. **Rush Truck Leasing** of Houston and San Antonio, TX, was honored as its North American Franchise of the Year. Region franchise award winners: **Coast Counties Peterbilt PacLease**, San Jose, CA, Western Region; **MHC Truck Leasing**, Denver, CO, Central Region; **Cooper Leasing**, Charlotte, NC, Eastern Region; **Inland PacLease**, Langley, British Columbia, Canada Region.

**Penske Truck Leasing** has named Goodyear as its primary supplier of replacement and retreaded tires to 2008.

**Peterbilt** has introduced new standard steer axles for its heavy duty, over-the-road vehicles. The Dana Spicer axles - E12021 (base model axle) and E1202W, both rated at 12,000 pounds, and E1322W Series, rated at 13,200 pounds ("I" designates standard axle width; "W" designates wide-trac version) - feature "reduced maintenance requirements, improved tire wear and exceptional maneuverability." All of the axles feature an

enhanced Low Maintenance System that extends lube intervals to one year or 100,000 miles.

**Sterling** has added the following dealers: Asbell Truck Center, Jacksonville, FL; Duckett Truck Centers, Calvert City, KY, Farmington, MO, Poplar Bluff, MO, and Sikeston, MO; Genesee Ford Truck Sales, Henrietta, NY; Camion Sterling Mont-Laurier, Mont-Laurier, Quebec, Canada; Sherwood Freightliner, Sterling & Western Star, Tunkhannock, PA.

**Truck Orders** - New truck orders by fleets have decreased, due in part to the EPA's emissions-control regulations that became effective in 2002, found the *2004 Heavy Duty Truck Maintenance in the USA* survey by the Heavy Duty Manufacturers Assn. Only 20% of the fleets surveyed ordered new trucks in 2002, compared with the fleets that ordered new trucks from 1994 through 1999.

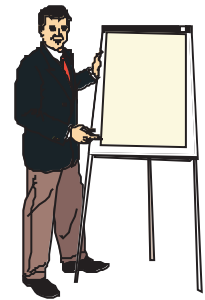
**CORRECTION:** In the December newsletter, **Peterbilt of Springfield** was incorrectly identified as Peterbilt's 2003 Red Oval Dealer of the Year. It was honored as the 2002 Red Oval Dealer of the Year. We regret the error.

## UTA TRAINING SCHEDULE

**Next UTA training sessions:**

**Fundamentals of Used Truck Sales**

**Columbus, Ohio,  
March 15-18, 2004**



This program will assist new and inexperienced used truck salespeople in launching a successful used truck sales career. The training is designed to improve sales performance while lowering sales department turnover. Time tested and proven, there are hundreds of successful "Fundamentals" graduates selling used trucks across North America.

**Twenty-first Century Sales Prospecting**

**Atlanta, Georgia, April 5, 2004**

This new one-day workshop will assist all dealership salespeople by increasing their prospecting performance and results. This course assists salespeople in building their business through increased sales consistency in sales commissions, and helps them to increase sales volume and profitability through applying proven prospecting strategies and tactics.

For more information or to register for these or other UTA training programs, visit [www.UTA.org](http://www.UTA.org), [www.HDMAinc.com](http://www.HDMAinc.com), or call the HDMA Academy at (336) 643-1961.

## **BOARD NEWS & VIEWS**

### **What Your Customer Sees In You**

Let me begin by introducing myself. I am Craig Kendall, the corporate used truck manager for Peterbilt Motors Company. At the 2003 Used Truck Association Convention, I was elected to the UTA's Board of Directors. I have worked for Peterbilt almost 11 years. I have been the used truck manager for more than three years. It is a true privilege and an honor to serve on the UTA Board of Directors.

That said, let me get on with my topic: What do your customers - and maybe more importantly - what do your potential customers see when they see you? What do you want them to see?

The UTA is comprised of business owners and employees - so affecting change will be different for each group. However, the concepts I outline can be implemented no matter what one's position is.

The Five Building Blocks for How Your Customer Sees You Are:

- Is everything completely honest in all your dealings?
- Do you treat your customers like you want to be treated?
- How does your appearance help or hurt you?
- Is your telephone work hurting or helping you?
- How do you fix problems with your customers?

Honesty is critical. This has been talked about for years. Do you represent everything about the truck or the group of trucks you are selling as they really are? I'm not talking about underselling here, but about being truthful; completely truthful.

One of the ways you can view your effectiveness in this area is the amount of repeat business a customer gives you. If you don't have as much repeat business as you want, maybe you need to look at your prior deals with the customer.

Would you construct the same deal for yourself you just did for your customer? If you were in their shoes, would it feel good to you?

We're all here to make a profit and profitability is critical, but without repeat business it will be very difficult to maintain profitability. Does the customer ever think or come back to you and say: "You really hit me hard on the last deal." If a customer does, you probably won't sell him again.

What does your appearance say about you? Do you look professional? Are you dressed appropriately for your dealership and/or the situation you are working in today?

The old rule is to dress one level better than your customer is dressed. While a tuxedo would not be appropriate, clean and pressed clothing is always appropriate. Long story short, you don't want to look

like you have just come from a fight when working with customers.

What does your work area or office say about you? Is it messy, dirty or unorganized? If it is, how do you think this could discourage a customer from doing business with you?

How do you sound on the phone? Are you polite and friendly? Do you speak loud enough, or are you speaking too softly on the phone? What is the phone greeting you give? What is whoever answers the phone at your business saying about you?

Call into your business and listen carefully to the greetings. How long are people on hold at your business? Do you return all calls, within one day at a minimum? If you are using voicemail, is it having a minimum impact and not hurting your chances to sell trucks? Do you update your greetings regularly?

Most of us don't like voicemail. Nevertheless, it's important to figure out how to use your voicemail more effectively.

If you deal with trucks and people who use trucks, you'll have problems. We all know this, but how you react to problems can make or break you in your customers' eyes. If there is a problem and it's your fault, admit it early...really early to the customer. Nobody likes somebody who won't own up to his or her problems. Working on problems earlier versus later is always better.

I have a friend and customer who lives one state away from me. I promised Robert I would come see him before Christmas and have lunch with him. Due to several issues, I could see that before Christmas it was not going to happen. I dreaded calling Robert, but I called him early in December and told him I was sorry, but I would not be coming to see him before Christmas. Robert was very gracious and understood.

This is a very small example, but it is very important that we do everything we commit to do. This expanded Robert's trust and confidence in me.

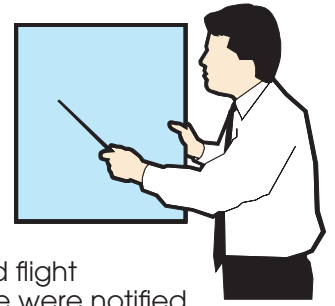
I don't have all the answers, but there are many great books and approaches about customer service and support. One idea that stuck with me is "many of the little things keep many people from being great". Therefore it is often the small things in dealing with customers can keep us from being as successful as we could be.

Let me know if you have any thoughts about this article or about how the UTA can better serve you and your business.

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## SUCCESSFUL SELLING STRATEGIES

### Courage Integrity and Business



I was recently reminded about how vitally important it is to be forthright and fair with your customers.

I was a passenger on a flight from Chicago to Atlanta that was seriously delayed because of a broken de-icing machine. Once the flight finally got underway, the pilot and flight attendants informed us on several occasions that their scheduling and reservations people were notified of the delay and were doing everything they could to ensure that we would make our connections in Atlanta.

Interestingly enough, the flight arrived in Atlanta at virtually the same time that my connecting flight was scheduled to depart. Even though we were late, I felt pretty good about my chances of making my connection, because of the crew's repeated assurances.

However, when I stepped off the plane just moments later, I was informed that my flight had departed on time. What happen to the promises of concern and assistance?

Upon arrival at the airline's service counter, the agent efficiently arranged a reservation for me on the first flight out the next morning. When I asked about lodging and a meal, he informed me that they had no liability for lodging or meals because the flight was delayed by the weather. They didn't want to hear about the failure of their de-icing machine in Chicago. Needless to say, I was an unhappy camper.

I think there are two important messages in this story.

First, when communicating with customers about unpleasant situations: tell the truth. Don't "sugar coat" it, even if people aren't going to like hearing it. If the pilot and flight attendants had told us that we were going to be very late, and it was unlikely that we were going to make our connecting flights, we would have been able to prepare ourselves for the unhappy eventuality. However, they raised our expectations for something they couldn't deliver on. Remember the rule: Under Promise and Over Deliver.

Second, do what's right, even if it costs you money or embarrassment. The airline knew their equipment broke down, causing a major delay. They chose to use the convenient excuse that it was snowing in Chicago, knowing that weather-delayed incidents eliminate their financial liability for passenger lodging and meals.

The money I spent on the hotel that night in Atlanta wasn't enough to put me out of business, but that airline's unwillingness to do the right thing has caused me to look at them last when I'm arranging any air travel. Plus I'm telling everyone I know, and even people I don't know, about their lack of integrity.

*Paul Spokas  
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### FILE CABINET

**Hours of Service Info** – The new Hours of Services rules, as well as information on exceptions and enforcement, can be found at the Federal Motor Carrier Safety Administration's website. Go to: [www.fmcsa.dot.gov/Home\\_Files/hos/hos\\_faqs.asp](http://www.fmcsa.dot.gov/Home_Files/hos/hos_faqs.asp).

**Donaldson** – Has improved its online electronic catalog with the addition of 234 engine aftermarket parts and the inclusion of more than 27,000 cross-reference products in its applications and cross-reference support database. To access the catalog, visit [www.donaldson-filters.com](http://www.donaldson-filters.com) or call Donaldson at (800) 374-1374.

**FedEx & Kinko's** – FedEx will acquire Kinko's, which currently has FedEx counters in 134 of its locations. This number will increase to some 1,200 stores world wide, and new or expanded FedEx shipping options will be offered.





## *Are You Taking Advantage of the UTA Logo?*



As a member of the Used Truck Association, you have a simple, easy-to-use and FREE way to differentiate your organization from the competition: the UTA logo.



Use it in your advertising and marketing to identify your company as a professionally run and ethical organization that advocates high standards of service and conduct within the used truck industry.



Only UTA members have permission to use its official logo.



Look through any of the "trucks-for-sale" publications and you will see that few dealers use the UTA logo in their ads. Therein lies an immediate "differentiating opportunity" for you. You are also encouraged to use the UTA logo on your website.



The official UTA logo can be downloaded from the UTA website: [www.uta.org](http://www.uta.org).



You may be interested to know that most of the "trucks-for-sale" publications already have the official UTA logo ready for your use. All you have to do is ask them to place it in your ads.



# USED TRUCK REGISTRATIONS

## Fourth Quarter 2003

GVW	Used Trucks
3	25,982
4	8,372
5	4,021
6	9,982
7	10,851
8	49,830

Statistics provided by R.L. Polk & Co. based on their Used Truck Indicator. Republication in whole or in part is prohibited without written consent from R.L. Polk & Co.

For more information about Polk's Used Truck Indicator, please contact Polk at 1-800-GO-4-POLK or truckteam@polk.com

# 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)

### - Quintessential Quote -

"To the people with the Chicken Little theories, I say, take another look at the sky. It's not falling, it's expanding."  
*Paul Laxalt, former U.S. Senator.*