



INDUSTRY WATCH

Volume 6, Issue 3

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

March 2004

President's Message...

The best news of the day is that Jim Sundy has gone back to work, even though it is on a limited schedule. I'm not sure who is the happiest - Jim or his wife, Jenny. Congratulations, Jim. You've had a pretty tough time and we are all proud of you and glad that you are back.

The UTA committees are working hard to accomplish the goals that we set at the January meeting in Kansas City. **Justina Faulkner** had her first convention committee meeting and she has her group lined up. Everyone has his or her marching orders along with deadlines. It looks as if our 2004 convention will not be one to miss.

Ethan Nadolson has the membership committee hopping also. His target is to have 500 members by convention time. Be expecting a call from him or one of his committee members to assist in achieving the numbers they need.

Ethan and **Al Hess** have increased the benefits to the membership; so much so that it doesn't make sense to not be a member of the UTA.

Lee Chapin and the training committee have developed an educational program offered by **Paul Spokas** that is second to none. You dealers should be taking advantage of the UTA's educational programs. I do.

Terry Williams has taken on the marketing committee, which encompasses the endowment, website, finance and anything else we could think of. That committee is on target in accomplishing its goals.

Terry has been challenged by Jerry Nerman to raise \$25,000 this year for the UTA/Jerry Nerman Endowment

Fund. You can be watching for smoke signals coming from Terry's office for ideas and help with different types of fund raising events.

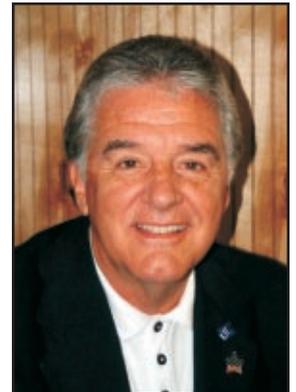
Terry says to also be on the lookout for a broader awareness of the Used Truck Association. He is stepping up the pace in marketing our association across the country. Terry says for us all to watch for news briefs in our newsletter on how our committees are doing. He has asked each committee chairman to write a column to keep you updated. He will be publishing a schedule so you will know when the update will be published.

Paul Spokas and the elections committee have divided up into teams with each team focusing on a special issue. Making sure our by-laws are up-to-date is at the top of the list for Paul.

"Bear" Nadolson has the medium duty committee gearing up for a special presentation at our convention in November. Last year's session was very informative, and this year will be even more outstanding. For all the medium duty wannabees, like me, stay tuned and keep watching for special articles in our newsletter and maybe a special bulletin from the **"Bear's Den."**

Clearly, the UTA's governing body is not waiting for something to happen. It is out there making it happen.

(continued on page 6)



INSIDE THIS ISSUE

- 2 Upcoming UTA Training Programs
- 2 Industry News Briefs
- 2 2004 Convention Information
- 3 Board News & Views
- 4 File Cabinet
- 4 Successful Selling Strategies
- 5 Sales & Marketing
- 5 Time Management
- 6 Dealers Attend "Professional Used Truck Management" Seminar

How are **YOU** supporting the UTA?

SHARE YOUR NEWS

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

David A. Kolman
Editor

UTA Industry Watch
18521 Brick Store Road
Suite 400
Hampstead, MD 21074
(877)-GETS-UTA
fax: 410-374-9196
e-mail: utaeditor@hotmail.com

INDUSTRY NEWS BRIEFS

Dana Spicer has introduced its new technologically-advanced S170 series of single-reduction, single-drive, heavy-duty axles, which are said to feature the industry's broadest axle ratio coverage, as well as high-capacity gearing and bearing systems. The axles are designed to perform in future vehicles with drivetrain ratings of up to 2,450 ft. lbs. of torque and up to 700 horsepower.



Kenworth of Birmingham has a state-of-the-art truck dealership covering 92,000 square feet in two buildings on 10 acres, replacing its 33,000-square-foot facility. The new main building includes 40 service bays and a 12,000-square-foot parts warehouse. The smaller second building contains six Kenworth PremierCare ExpressLube bays and alignment equipment.

Market Share leaders among truck manufacturers for U.S. retail sales in 2003 were (top 3): Class 8 - Freightliner, International, Peterbilt; Class 7 - International, Freightliner, GMC; Class 6 - International, Freightliner, Ford; Class 5 - Ford, GMC, Isuzu; Class 4 - Ford, Chevrolet, GMC. For comparison's sakes, the 2002 rankings were: Class 8 - Freightliner, International, Mack; Class 7 - International, Freightliner, GMC; Class 6 - International, Ford, Freightliner; Class 5 - Ford, Isuzu, GMC; Class 4 - Ford, Chevrolet, GMC.

Source: Ward's Communications

Michelin's medium duty tires have been ranked first in quality and innovation in *Tire Magazine's* 11th annual brand study. The study analyzes tire dealers perceptions of the brands they carry.

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

Upcoming UTA Training Programs



**Fundamentals of
Used Truck Sales**

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

This program assists new and inexperienced used truck salespeople in launching a successful used truck sales career. It is designed to improve sales performance while lowering sales department turnover. This program is time tested and proven, with hundreds of successful "Fundamentals" graduates selling used trucks across North America.

Twenty-first Century Sales Prospecting

**Atlanta, Georgia
April 7, 2004**

**Lincoln, Nebraska
May 12, 2004**

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

Deal Winning Selling Skills

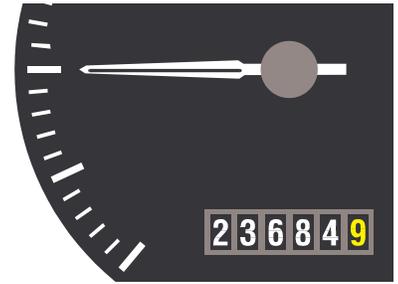
**Buffalo, New York
May 3-4, 2004**

This 1^{1/2}-day seminar assists all dealership salespeople increase their sales performance and results. Core topics include: Building Strong Relationships, Qualifying, Needs-Benefit Sales Presentations, Handling Sales Objections, Negotiation and Closing. This program helps increase sales volume and profitability by developing and applying proven selling skill tactics.

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



The Used Truck Glut: Is It Over?



We, as an industry, are faced with yet another challenge. Certain used trucks are becoming scarce. Can you believe that?

Yes, there are some scarcities in the market, particularly with what are commonly referred to as low-mileage, late-model trucks.

Here's why. There were a lot less trucks sold in 2001 and 2002 and those who own 1999 and 2000 model year units have missed a trade cycle. Most of these trucks are racking up some miles.

So, a dilemma exists in the market. Since these trades are hard to come by, values are stabilizing and, in point of fact, rising. At the same time, however, finance values and terms have failed to keep pace with this new development.

Auctions are seeing less and less of this type truck being brought to the sales and OEM dealers are going to be less likely to wholesale any of them that they might acquire due to the demand they are going to see in their own used truck sales operations.

Dealing with the "high mileage" units is going to require some actions on the part of some dealers that they may not be used to doing in their normal course of business. Specifically, dealers may have to spend money on trades in the areas of engine and driveline warranties, interior reconditioning and putting on new tires to attract buyers to them.

Some of us have been doing this for years; others may find that they need to start.

The term "high mileage" is a moving target. What may have been high mileage a year ago may now be considered moderate miles and so on.

We, as an industry, may have to come to grip with the fact that trucks are being built to last longer and wear out at a much higher mileage than they did in the past.

I encourage everyone to visit the UTA website for more information on what constitutes a "high-mileage" truck. Then,

proceed to train your sales force and your customers in this area.

We have "educated" our customers during the "glut" over the last several years. We taught them that trucks were cheap and that we would take anything to get rid of them. (When I say "we," I am using a broad stroke and a big paintbrush to include finance companies, truck dealers and fleet owners who have had excess equipment to "unload.>"). Customers are going to be hard to retrain.

We all need to address the issue of rising values with honesty and integrity. Our relationships with our customers are going to be tested as values on used trucks creep upward. Customers are going to be skeptical.

Like all other challenges that we have faced in the last several years, we will get through this one. Keep a positive mental attitude, be truthful with your customers and train your sales staffs on how to discuss the issue. Use this article and others that will surely be hitting the trade magazines to reinforce your position.

There are other challenges coming straight at us as we move toward 2007 and the next generation of clean engines. Together we are strong. Attend UTA functions to keep abreast of the news and market developments.

See you at the convention in November.

Make plans for your future today!

Good luck in the days ahead.

Steve "Bear" Nadolson
Board Member
Nashville Peterbilt
e-mail: snadolson@americantrucksource.com
phone: (800) 489-7403



SUCCESSFUL SELLING STRATEGIES

When The Going Gets Tough...What Do You Do?

Let me tell you a story about three salespeople sitting at a hotel coffee shop counter watching a late winter blizzard through the cafe window. Two of the sales reps are younger gents, while the third is middle-aged with plenty of snow on his roof.

Concerned that the storm is creating unpleasant driving conditions, the two neophytes debate the likelihood of making tomorrow's sales calls. Searching for another opinion, they lean over and ask the old pro his thoughts on being able to keep tomorrow's appointments. The cunning veteran responds: "Well it all depends on whether you're working on straight commission or not."

There's a lot more to this story than meets the eye. The message is clear. If you're guaranteed a paycheck, it's easier to find reasons not to perform when the going gets tough. So, why do many salespeople hesitate at making the tough sales calls when their paychecks are on the line? Isn't the desire for a big commission check motivation enough? Interestingly enough, behavioral psychologists tell us that even the most successful salespeople seldom work strictly for the dough. Rather, they work for lots of different reasons.

You're the only person who can determine what moves you. If you're like most people, you have plenty of your own reasons and that's good. The more reasons you have, the greater the potential for superior motivation.

So, how can you find out what makes you tick? One way is to make a sales call on you. That's right. Make an appointment with yourself. Choose a day and time where you can be alone, fresh and distraction free. The late Earl Nightingale suggests in his program, "Lead the Field," that a good time for solitude is early on a weekend morning, before anyone else in the house is up.

Find a comfortable spot and, with a yellow legal pad and pen, begin to "qualify" yourself. Just like in a sales interview, discover your "needs." You can begin the process by writing down all the things you want to accomplish. You probably already have a feel for them, but they increase in reality and clarity when they're written.

Jack Canfield and Mack Victor Hanson, the authors of the "Chicken Soup" books, recommend in their work "The Aladdin Factor," that you list a minimum of 101 goals in 20 minutes. Setting a specific number and time limit helps you focus.

When you're finished, type up your goals, print them out and carry them with you. Read them each day before things start rolling. Whenever you accomplish one of the goals, highlight it in purple so that it stands out, and you can celebrate your achievement.

This list of goals, by itself, may not be enough to drive you to make the tough sales calls and sacrifices, or do the difficult time consuming and unpleasant tasks required to achieve your goals.

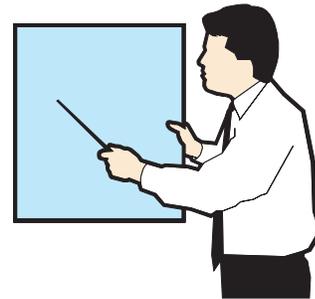
Tony Robbins, a highly successful motivational speaker and consultant, describes an exercise that can help create the additional motivation needed to do the tough stuff. Mr. Robbins says that we all respond to the carrot and stick principle; we seek pleasure and try to avoid pain. He suggests that we put both of these forces to work.

Here's how. On the left side of a legal pad, start by writing all the terrific things that will happen when you accomplish your goals. When you're out of positives, move to the right side of the page and write all the bad things that will happen if you don't accomplish your 101 goals. The longer these lists, the more motivating factors working for you.

Keep this list handy and review it weekly. This "pleasure and pain" review will recharge your batteries and keep you focused on working to accomplish your goals.

This is really pretty simple. If it's simple and it works, then why don't more people do it? Surprise, another simple answer: Most people don't and won't take the time to discover what they really want from life. The people who do are the winners. The people who don't or won't are the losers. So, which one are you?

Paul Spokas
UTA Board Member
Heavy Duty Marketing Associates
Phone: (336) 643-1961
E-mail: hdmaintc@earthlink.net



FILE CABINET

Fleet 1st Network – Is a network of heavy duty truck collision repair facilities formed to offer service to fleet managers and truck owners throughout the U.S. For more information, visit its website: www.fleet1st.com.



Identity Theft – Some 9.9 million Americans were victims of identity theft last year.

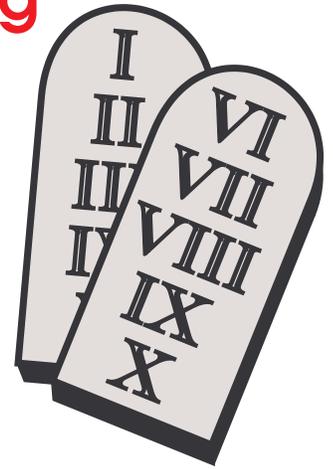
Truck Equipment – The National Truck Equipment Assn.'s 196-page 2004 Membership Roster & Product Directory lists truck body, truck equipment and trailer manufacturers. For details, call 1-(800)-441-NTEA or visit www.ntea.com.

Aftermarket Ideas – A new booklet from Wade & Partners, *Essential Concepts of Aftermarketing*, offers ideas on successful marketing to the automotive and heavy duty parts aftermarkets. It is free at www.wade-partners.com.

SALES & MARKETING

Keough's Commandments for Losing

1. Quit taking risks.
 2. Be content.
 3. Before you make any move, always ask yourself: "What will the investors think?"
 4. Avoid change.
 5. Be totally inflexible - stay on the course, no matter what.
 6. Rely totally on research and experts to make decisions for you.
 7. Be more concerned with status than service.
 8. Concentrate on your competitor instead of your customers.
 9. Put yourself first in everything you do, ahead of your customers and suppliers.
 10. Memorize the formula "TGE...That's Good Enough" to set a ceiling on quality.
- Bonus rule: Find a way to rationalize the slowing growth.



Source: Don Keough, CEO of Coca-Cola, in "Business Week" article

TIME MANAGEMENT

Overcoming Procrastination



It takes a lot to break the habit of procrastination. It takes courage, self-discipline, hard work and determination. But, the rewards are great. Overcome procrastination and you will experience greater self-esteem, self-confidence and personal pride, all of which will help you achieve lifelong success.

Here's what to do:

1. Select one major task where procrastination is holding you back. Resolve to starting and finishing that one project.
2. Make out a detailed list of every single thing you will have to do to complete that task; think on paper.
3. Select the single most important item on your list and gather everything you will need to start and complete that item.
4. Set a specific time when you are going to start and work single-mindedly on that task until it is finished.
5. Break your largest tasks and goals down into bite-size chunks and concentrate on starting and completing one part of the job at a time.
6. Accept 100 % responsibility for starting and finishing your major task; refuse to make excuses or rationalize putting it off.
7. Visualize yourself working with a sense of urgency; program your mind by repeating the words "Do it now!" over and over.



Adapted from the book, *TIME POWER: A Proven System for Getting More Done in Less Time Than You Ever Thought Possible*, written by Brian Tracy and published by AMACOM.

Dealers Attend “Professional Used Truck Management” Seminar

The UTA held its most recent management seminar, “Professional Used Truck Management” on Feb. 15-18, 2004, in Ft. Lauderdale, FL. Attending this seminar were Mike Briggs, regional manager, International Used Truck Operations; Craig Goodman and John Kindley, International’s Baltimore Used Truck Center; Bob Gianantonio, used truck manager, Atlantic Truck Sales, Ft. Lauderdale FL; Jake Jordan, sales manager, Jordan Truck Sales Carrollton, GA; Steve Monacelli, center manager, International’s Detroit Used Truck Center; Clay Phillips, wholesale manager, International’s Nashville Used Truck Center; Charlie Rodgers, pre-owned vehicle manager, Palmetto Truck Center, Miami, FL; Chris Sipes, used truck manager, Hunter Truck Sales Butler, PA; Lloyd Taylor, buyer and wholesale manager, Mid-America International Trucks, Memphis, TN; Phil Westermeyer, sales manager, F & C Truck Sales & Service, St. Louis, MO.

The participants rated the program as Excellent and indicated that they got “tons” of good ideas and management tools they’ll be able to put into immediate action.

The next session of Professional Used Truck Management will be held by the UTA on November 15-17, 2004 in Ft. Wayne, Indiana. To reserve a spot at the November session in Ft. Wayne, contact the UTA’s facilitator, The HDMA Academy, at (336) 643-1961 or by email at HDMAinc@earthlink.net.

(continued from page 1)

We encourage you to get involved if you’re not already. Ask someone to join our association. Make sure your friends are current members and active. We need you and your help! **BE A PART OF THE UTA TEAM.** Remember, “Ultimately, an organization is only as good as the decisions its people make.” (Serven)

As I stated in previous communications, the used truck business started off with a bang this year, and here we go into March with no let up in sight. With a shortage of inventory and increased demand from our customer base, what else can a person want? More credit-worthy buyers and additional finance sources for those of us that are picky. Hopefully both are coming.

Available finance seems to be increasing and buyers seem to find a way to make things work if it is a real deal to start with. Staying focused and going the extra mile to put a deal together is the key for most.

The Mid-America Trucking Show is this month and the UTA board will be having a face-to-face board meeting there on Saturday of the show. Hope to see as many of you there as possible.

— Eddie Walker
UTA President

– Quintessential Quote –

“Make it a point to do something every day that you don’t want to do. This is the golden rule for acquiring the habit of doing your duty without pain.” *Mark Twain*