The Mission of the Used Truck Association

The Used Truck Association (UTA) 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.

Among other things, the UTA:

- Promotes professional growth and prosperity for its members.
- Promotes education and training for those involved in the used truck marketplace.
- Advocates the highest standards of service and conduct in the used truck industry.
- Promotes the public relations of used truck dealers nationwide and the used truck industry as a whole.
- Offers valuable industry related discounts.

You’ve Joined the Right People for the Path to Success!
Industry Leadership

The Used Truck Association has taken a position of positive leadership in the commercial truck industry, providing valuable information to used truck dealers, suppliers and purchasers.

Chartered on May 16, 1988, the Used Truck Sales Network (UTSN) was formed to create a new chapter in the used truck industry. The commitment, direction and support of the original members (Curt Collins, Jim Fowler, Bruce Jodarski, Jerry Nerman, Jerry Sharpe, Jim Sundy, and Marvin F. Gordon) are the foundation of the UTA today.

In 1993 the name of the organization was changed to NUTA, National Used Truck Association. In 1994 the organization’s name was changed once again to Used Truck Association (UTA), as it is known today. This name more accurately reflects the international scope.

The UTA was recognized as one of the top 40 “important players in transportation policy in general and trucking in particular,” in a list compiled for the first time by Transport Topics.

Today we have over 1000 members giving you direct connections with members who are Independent and OEM dealers, manufacturers, finance, warranty, auction, technology, marketing and so much more in the trucking industry.
Membership Benefits

Congratulations, you have joined up with the best of the best in the industry as a member of the Used Truck Association. Just look at some of the major benefits you have access to as a UTA Member.

Networking

- Largest used truck professional membership directory in the country
- Social media groups like LinkedIn, Facebook and Twitter allow updated communication among members
- Charity golf events to sponsor and meet new contacts
- Sponsorship opportunities to further advertise your company
- The annual convention is the best way to meet all of these contacts in person, and get up to speed on industry topics! These are held in different, fantastic locations in the country each year, and they are a blast.
**Website**

www.UTA.org is our strongest platform for communicating with the membership. Here you’ll find:

- The history of the UTA
- UTA's Terms and Conditions for used equipment
- Monthly industry newsletter
- Access to training
- Upcoming events
- Exclusive UTA members directory
- Membership Forum where you can buy and sell used equipment.

This website is continually updated in order to give you fast access to the resources you need.

**Education and Personal Growth Opportunities**

- **Selling for Success** seminars throughout the year.
- Monthly product webinars
- Archived industry information available on the website.
- The Young Member Group and New Member Group all allow any member to learn more about the organization and our industry.
Used Truck Industry Training

**Product Webinar Training**
Free, live online training directly from manufacturer members.

**Training Materials (E-Learning)**
- Understanding the Diesel Particulate Filter
- Used truck appraisal
- Understanding SCR
- Sales walk-around
- Prospecting
- Selling value over price

**Selling for Success**
This effective and affordable 2-day seminar is all about SALES—how to sell used and new trucks in any market under any conditions. Participants will learn the difference between a sales job and a sales CAREER. This course is designed not only for the new salesperson, but for the stagnant salesperson as well. The focus is on implementing a sound daily selling routine that meets the demands of your dealership.

Selling for Success will not only teach your associates the fundamentals of selling, it also provides the additional tools needed to be successful in our industry.

Selling for Success will teach your associates how to:
- Prepare for the sales day
- Prospect for success
- Control the sales call
- Overcome objections

**Management Training**
Sales Performance begins with LEADERSHIP! This class focuses on “Truck Sales Management.” Having a proactive, well trained sales manager is one of the most important links in the sales performance chain of your dealership.

Key Content:
- Interviewing and hiring
- Evaluating your existing team
- Leadership and motivation
- Winning sales meetings
- Training new hires and coaching
- Financing—it starts with the credit application
UTA IMPACT E-Learning Sales Training from the Brooks Group

- Squeeze in training whenever you want from any computer.
- Heading out on a sales call? Take a few minutes first to watch the video on Sales Presentations.
- Struggling to find new leads? Listen to the audio titled, “Ideas for Productive Prospecting.”

TMI Product Training
Non-Make-Specific “General” Training For Members

Two Courses Devoted To Medium-Duty Trucks

- **Course II Medium-Duty Basics**: Great introductory course for those new to truck sales. Students study and are tested on product information as well as basic concepts in truck selection and application. The “general” version of the course is for multi-make, or non-make-specific training.

- **Course IV Mid-Range Diesels**: This ten-lesson course is ideal for advanced Medium Duty training. The 354-page textbook fully covers Class 5-7 diesels.

In-Depth Class 8 Training

- **Course III Heavy Trucks and Tractors**: Class 8 trucks and tractors are a challenge in application/selection—Course III provides training to meet that challenge. Graduates complete 10 written tests using the 392 page TMI textbook, and the Diesel Truck Index for product data reference. Over 70 hours of study time is typically required to complete this in-depth training.

Benefits of TMI Training Include:

- Graduates have more confidence with prospects.
- The TMI textbooks are a great long-term reference source.
- Your staff stays in town, on the job, with no travel time or cost.
- Graduates gain an in-depth working knowledge of product lines and specifications.
- Your better-trained salespeople are more likely to remain loyal, long-term, productive employees.
The UTA is passionate about the value of higher education to individuals, families, and communities. We are pleased to award these scholarships on behalf of Jerry Nerman and the membership of the UTA.

The UTA is proud to be able to offer TEN (10) $2,500 scholarships to UTA members in good standing or someone sponsored by a UTA member in good standing.

**Annual Kansas City Golf Tournament**

Our annual UTA Jerome Nerman Family Foundation golf scramble is held in Kansas City in late June. This great event provides a large portion of the money the UTA raises to fund this scholarship.

Shake hands with fellow members and network at the reception dinner the evening before. Then reconvene at the course for a hearty breakfast before tee off. Awards and lunch immediately follow. *We have a great time for a great cause!*

**The UTA 5K Walk/Run Challenge**

2016 marked the inaugural UTA 5K Walk/Run Challenge at the annual UTA Convention. The purpose of the event is to raise more awareness of the Foundation. There’s also the added benefit of the exercise for members, as we condition ourselves today and condition our youth for the future.

But you don’t have to walk or run to show your support! You can volunteer to help the organizers or just cheer everyone on from the sidelines. T-shirts, water, race bibs, and more are available.

All sponsorship contributions go directly to the scholarship fund, and the UTA donates $25 for each participant!
The Industry’s #1 Event: The Annual UTA Convention

The UTA hosts its Annual Convention each November at a destination hotel/event center. The Convention’s Program gets better each year, with more and more people attending. All are welcome, but UTA members receive a discount.

- Programs and Events to Foster Networking
- State of the Industry & Economic Forecast
- Keynote Speaker
- Industry Leadership Forum Panels
- Used Truck Workshops
- Annual John Gresley Golf Tournament
- Special Tours and Activities
- Vendor Expo with 100 or more vendor booths
- Awards Dinner
- Spouse Activities

The Convention agenda includes interesting tours, a well-known and dynamic keynote speaker and workshops on important issues facing the used truck industry. A highlight of the convention for many attendees is the Vendor Expo, where attendees can meet their current suppliers one-on-one, and learn about their new offerings.

During the three days the attendees can build trust and relationships face-to-face.
UTA Development Committee

The goal of the UTA Development Committee is to enhance, create and promote more value for our members. This is achieved by a board member chairperson and three volunteer sub-committees.

Member Volunteer Sub-Committees

■ Young Members Group
  • Gives a voice to the next generation
  • Educates our members on UTA
  • Provides participation level opportunities for those who are interested

■ Dealer Group
  • Selects topics for convention workshops based on Membership response.
  • Runs the Individual UTA Member Award process each year.

■ New Members Group
  • Helps members grow and stay active by communicating the UTA’s value through social media, advertising and networking.

All Members are Encouraged to Join!
Individual Member Awards

Each year at the UTA Convention an individual who has made significant contributions to the used truck industry is presented with the Marvin F. Gordon Lifetime Achievement Award. This prestigious award commemorates Marvin F. Gordon’s extraordinary 30-year career of accomplishments and leadership in the used truck industry.

Qualifications for this prestigious award:

- A proven career record of accomplishments within the used truck industry
- A demonstrated capacity for maintaining the highest business practices and standards
- Advanced the goals and objectives promoted by the UTA

Individual Member Awards

Each year, the UTA Dealer Group honors chosen individuals who stand out in the industry and embrace the UTA Code of Ethics.

There are 5 region-specific awards:

- Western – Original Equipment Manufacturer (OEM)
- Western – Independent Truck Dealer (Non-OEM)
- Eastern – Original Equipment Manufacturer (OEM)
- Eastern – Independent Truck Dealer (Non-OEM)
- North American – Vendor/Supplier

All current Corporate or Professional Members may be nominated, with the exception of UTA Board of Directors.

These Awards have made a positive and powerful impact on our Membership. Those who have received this award as well as all nominees have paid that accolade forward. They have done this by highlighting their companies and their role as UTA members. We expect that same positive impact to continue growing in the years to come.
The UTA Code of Ethics

Members in good standing of the Used Truck Association subscribe to the following:

**Honesty**
Honesty above reproach in the products and services we represent.

**Integrity**
We treat all customers, associates, and employees with dignity, respect, and integrity.

**Professionalism**
We are committed to developing and maintaining knowledgeable, well-trained sales professionals.

**Value**
We endeavor to provide and represent the best-valued products and services.

**Excellence**
We are dedicated to excellence in all that we do, all the time.

**Continuous Improvement**
We constantly re-evaluate our procedures to ensure they are efficient and responsive to customers’ needs and wants.

**Keeping Promises**
We do what we say we are going to do, and we do it right the first time.

**Complete Satisfaction**
Our number one priority is to always provide the best in customer service and satisfaction.

**Relationships**
We work not to make sales, but to build beneficial relationships and long-term customers.

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