

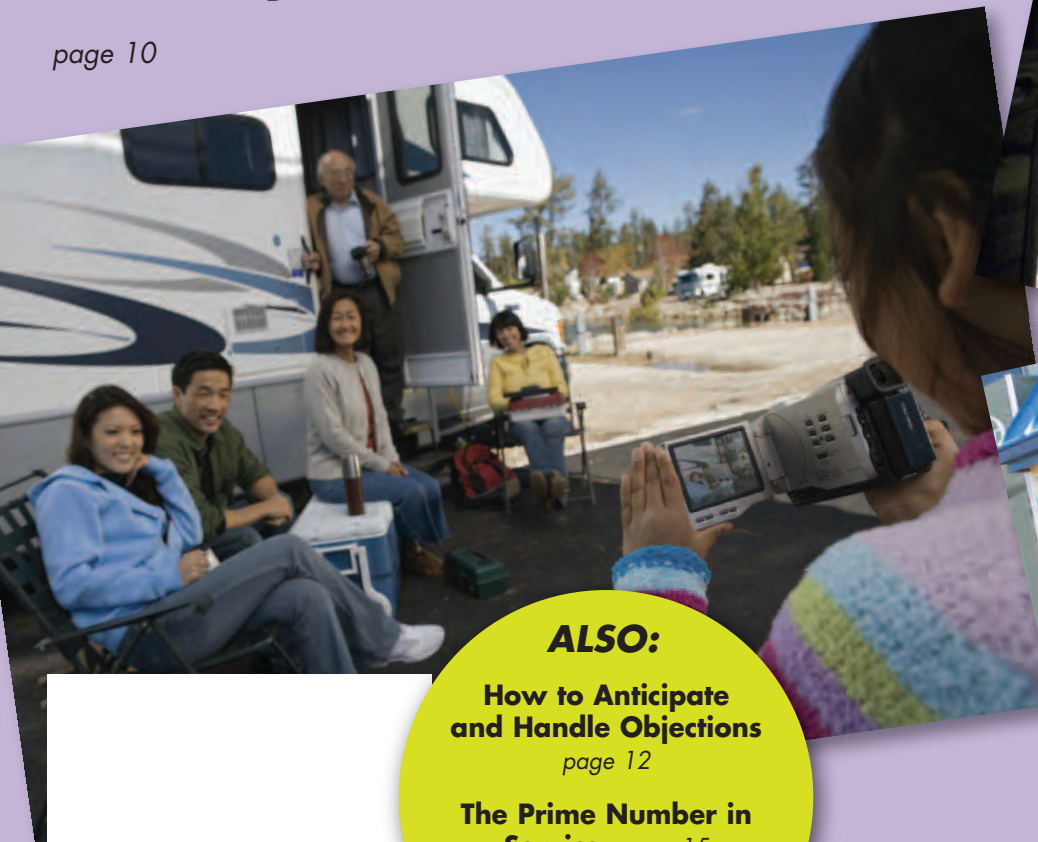
# RV EXECUTIVE TODAY

NOVEMBER 2015

## It's All About the Video:

*If you believe in the **1.2 Factor**, you'll know why video is vital for RV sales.*

page 10



### ALSO:

**How to Anticipate  
and Handle Objections**  
page 12

**The Prime Number in  
Service** page 15

**Selling More at the  
Parts Counter**  
page 18



**Why Matching  
Trucks to Trailers  
Is the Top RV  
Safety Issue**

page 28





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# RV EXECUTIVE TODAY

C O N T E N T S

November 2015

## 10 Do You Believe in the 1.2 Factor?

Consumers visit 18 online sites but visit only one or two physical dealerships. Using video on your website is the key to bringing them into your store.



## 12 How to Anticipate and Handle Objections

First, remain calm – objections mean customers have paid attention to the sales presentation.



## 13 Defusing the Irate Customer

Dealing with a customer complaint is frequently more about validating the person's emotions than the actual problem.

12



## 14 The Lost Art of Motivation

Sometimes, the best motivator is the oldest – fear.

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## 15 The Prime Number in Service

Figuring out technicians' productivity levels is one of the first steps toward service department profitability.

## 16 Fixed-Ops Employees Affect Repeat and Referral Business

The emphasis has always been on the sales staff to maintain customer relations for repeat and referral business, but the fixed-ops staff actually has a greater role.

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## 18 Selling More at the Parts Counter

Tweak the physical layout – and the counter person's script – to increase parts revenue.

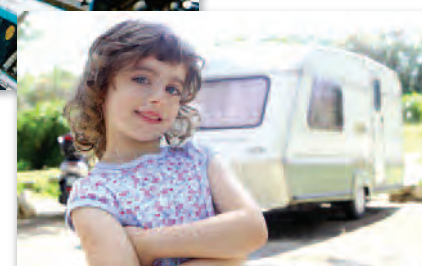
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## 28 Matching Trucks to Trailers Is the Top RV Safety Issue, Says RVSEF's Cannon

Changes in trucks, increased RV weights, and an abundance of incorrect info on the Internet have made it harder for consumers to properly match models, says RV Safety Education Foundation Executive Director Walter Cannon.

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# The Warranty Dilemma

By Phil Ingrassia, CAE, president

**W**hen I talk with dealers, few topics stir as much passion as the warranty process as it exists today in the RV industry.

As RVs and components become more complex, the handling of warranty claims has also become more complicated.

Some RV manufacturers and component companies have made good progress in streamlining the warranty process through policies that give dealers more flexibility to take care of the customer quickly and by developing dealer web portals that allow more efficient claims filing.

However, it's clear from talking to dealers that improvements are not universal – and the process is getting worse in some cases. What's the problem? Here are just a few:

- Slow response times from OEMs
- Inconsistency in the process used to file claims
- Claims returned or refused due to improper filing
- Late warranty payments
- Frustrated or angry owners who are not well informed about warranty coverage on RVs

If this all sounds familiar, the issues above were key reasons why the RV Learning Center began its Warranty Administrator Certification Program.

A panel of working warranty administration professionals, with input from suppliers, distributors, dealers, and manufacturers, developed a curriculum for the warranty administrator position at RV dealerships. Through their efforts, the RV Learning Center identified the following major job functions:

**"It's become clear that having knowledgeable and resourceful warranty administration professionals is critical for dealerships to serve customers and remain efficient in the service and parts departments."**

- Processing open/closed repair orders
- Processing warranty claims, parts, and payments
- Maintaining customer and manufacturer relations
- Performing administrative tasks
- Pursuing training and professional development

The result of this research is a comprehensive spectrum of the knowledge, duties, and tasks encountered by RV personnel managing warranty and is the basis for the warranty administrator learning guides and, ultimately, the certification program.

It's become clear that having knowledgeable and resourceful warranty administration professionals is critical for dealerships to serve customers and remain efficient in the service and parts departments.

While dealers must continue to press their business partners for improvements in the warranty process, there are some steps dealers can take, through the RV Learning Center, to set a good example and lead in this important area of customer service. For more information on the warranty administrator program, visit [www.rvlearningcenter.com](http://www.rvlearningcenter.com).

Thanks for your support.

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# Finishing on a High Note

By John McCluskey, chairman

The old adage "time flies" takes on new meaning when you have the privilege of serving as RVDA Chairman of the Board. My year as the chief elected leader of this organization came and went very quickly.

Our president, Phil Ingrassia, has a difficult job with a new boss every year. I can't thank him enough for the way he and the staff respond to the opportunities and challenges that RV dealers face. Phil excels at guiding the staff to accomplish the objectives set by the board. He has a strong team behind him in vice president for administration Ronnie Hepp, RV Learning Center chief Karin VanDuyse, and the rest of the staff.

As I look back over the past 12 months, it may have been a bit easier to lead in good times, but as we all know, prosperity can bring a new set of issues to the forefront. I was fortunate to have a highly committed group of volunteer dealer leaders on board supporting me as we worked on your behalf.

In my view, some of the highlights of the past year include:

**Dealer Advocacy** – RVDA continues to be the leading voice for RV dealers on limiting the federal regulatory burden we face in core areas of our business. Two major issues of the past year include working to protect dealer-assisted financing from Consumer Financial Protection Bureau overreach and providing input to the Department of Labor on proposed changes in employee overtime rules and exempt employees.

**Revamped Dealer Satisfaction Index (DSI)** – The Industry Relations Committee, led by co-chairs Debbie Brunoforte and Randy Biles, developed a new DSI survey that's more focused on factors that impact our customers'

**"It has truly been a pleasure serving as your chairman of the board. Thanks for your support... and let's all have a great 2016!"**

experience. In next month's issue, we will have the aggregate results of their work to measure how manufacturers are doing regarding warranty and parts support.

**Fixed Operations Certification Programs** – The Mike Molino RV Learning Center, under the leadership of chairman Jeff Pastore, is moving forward to update the service management and warranty administrator programs. The RV Learning Center also published a completely revised Service Management Guide and relaunched *RV Technician Today* as a subscription-based website to get information more quickly to our technicians.

**Member Benefit Programs** – New member benefits programs are in the works as the new RV Assistance Corporation chairman, Jeff Hirsch, is looking into programs that will strengthen our dealerships and benefit our employees and customers.

**Go RVing** – Go RVing Coalition co-chairman Tom Stinnett continues to provide important dealer input in our national advertising and marketing communications campaign, which has grown from a spring/early summer effort to a virtually year-round outreach to our target markets.

**RV Dealers International/Convention Expo** – Convention/Expo Committee Chairman Ron Shepherd and his group have expanded and improved the training programs offered at the convention, offering a broad education platform for all managers, as

well as an expo that provides access to business partners that we may not have an opportunity to connect with at events that are focused on rolling stock. The convention also provides intangibles such as social interaction with other top performing dealers and the opportunity to reward key employees with a trip to Las Vegas.

As I write this column, we're preparing to install new leadership for 2015-16. I have worked closely with first vice chairman Brian Wilkins and relied on his counsel repeatedly this year. He is a strong leader not only for his dealership, but for RVDA.

As past chairman, I will continue to serve on the RVDA Board of Directors for the next 12 months, and I look forward to continuing to work with this outstanding group of dealers who care deeply about the future of the industry.

On a personal note, I would like to thank my team members at Florida Outdoors, who have helped grow our business while I was representing RVDA. My wife Pat has also supported me 100 percent in this endeavor. I couldn't have done it without her.

Finally, I have enjoyed getting to know so many of you over the past year. It has truly been a pleasure serving as your chairman of the board. Thanks for your support... and let's all have a great 2016!

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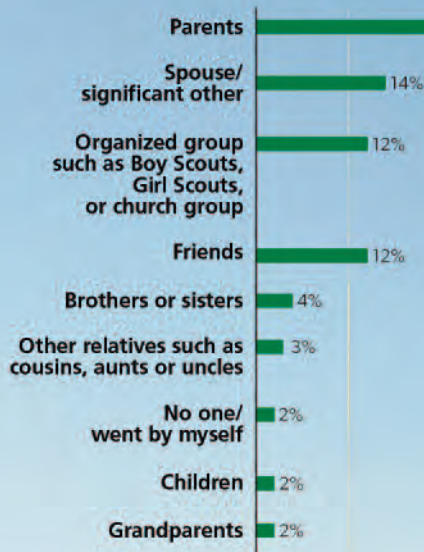
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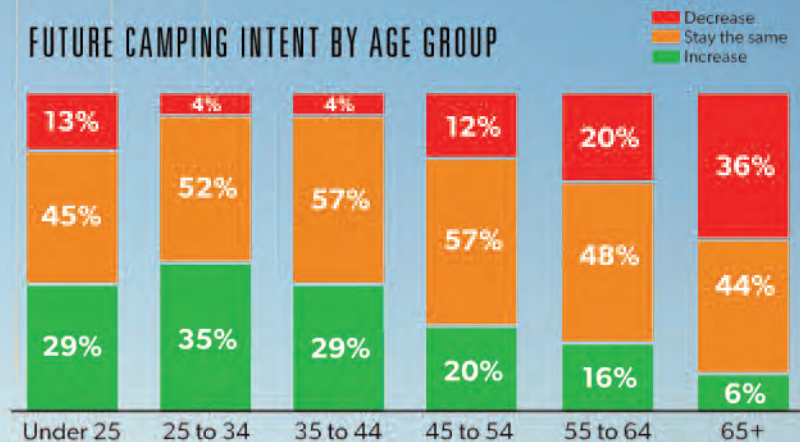
### AN INTERGENERATIONAL TRADITION

**T**oday's campers feel strongly that it's important for kids to spend time outdoors. Since campers are typically first exposed to the activity at an early age by their own parents, this bodes well for the continuation of this family value.

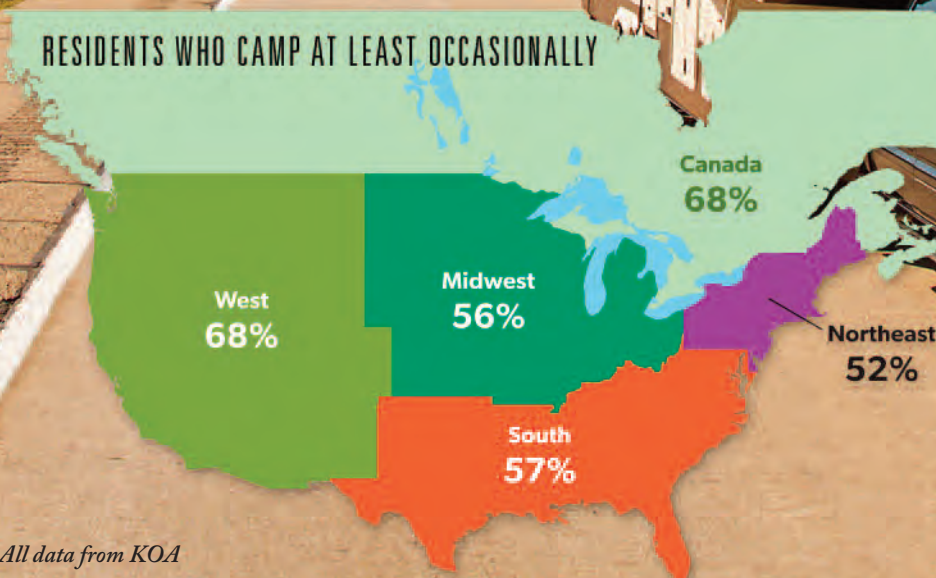
#### HOW ARE PEOPLE INTRODUCED TO CAMPING?



#### FUTURE CAMPING INTENT BY AGE GROUP



#### RESIDENTS WHO CAMP AT LEAST OCCASIONALLY



All data from KOA



# Do You Believe in the

By Phil Sura



I've asked dealers, general managers, and Internet directors if they really believe customers physically visit an average of just 1.2 dealerships, and they generally agree. Some dealers say the metric is irrelevant. But here's why what I call the 1.2 Factor is very relevant for car dealers and RV dealers as well:

- **The buying process is no longer a linear experience.**

Previously, dealers could focus their advertising within traditional media to get prospects into the dealership for test drives. Now the Internet provides so much information that prospects don't need to spend as much time and energy visiting dealerships. If you believe the 1.2 Factor, you'll have a different focus with your website and your advertising plan.

- **If you believe the 1.2 Factor, your website will focus on video, including testimonials, virtual test drives, and walk-arounds of the inventory.** You'll also spend more of your ad budget on digital initiatives.
- **If you believe the 1.2 Factor, you're more likely to embrace these stats from Google:**

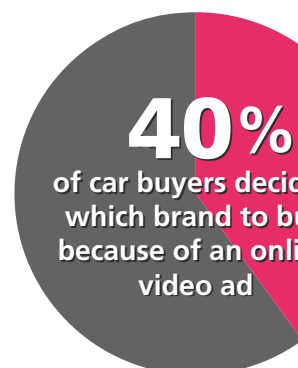
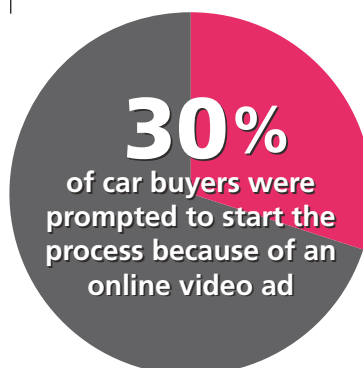
I've been co-speaking with individuals from Google for the past three years, and it's been a great way to learn more about how to leverage this incredibly influential company. I've come to believe that a retailer will sell more product – whether it's cars, clothing, or RVs – if he or she understands how Google operates.

Why? Because Google is the dominant search engine, and no other comes close. The second largest isn't Yahoo but YouTube, which is owned by Google. Focus on Google and YouTube alone and you'll sell more RVs.

According to the stats, the average new-car prospect visits 18 sources online during the car buying process but only physically visits one or two dealerships. Prospects visit multiple dealership websites, YouTube, Kelly Blue Book, AutoTrader, Cars.com, Dealer Rater, and the OEM sites and then, based on their online experiences and research, select one or two dealerships to visit.

Google has permanently changed the way people buy cars, not to mention other products. Influential groups like AutoNation now focus on giving prospects the ability to do as much of the sales process online as possible, including model selection and financing. AutoNation's goal is to get the customer in and out of the physical store within 30 minutes.

Prospects visit multiple dealership websites, and then, based on their online experiences and research, select one or two dealerships to visit.





# 1.2 Factor?



Some dealers believe the 1.2 Factor but equate it to being told by their doctors to lose 20 pounds. It's one thing to understand the need to do something differently, but it's another thing to actually change habits. But for dealers who modify their advertising approach, the results can be significant.

## Here's how to jumpstart your dealership:

- 1 Focus on a SEO, paid search, and video SEO to drive customers to your website. Every general manager knows how many units he or she sold last month. A smaller percentage knows how many unique visitors the website had, their average time on site, page visits, and bounce rate.
- 2 Include more videos to provide a more engaging experience once customers hit the website.
- 3 Develop a video pre-roll strategy.
- 4 Focus on Google and YouTube. They're the dominant players and will give you the best return.
- 5 Develop a plan for getting customers to complete digital reviews.

**61%**  
of car buyers  
visited a dealership  
after viewing online  
video advertising



## So what about you – which of these categories do you fall into?

- A I don't believe the 1.2 Factor, and I will continue to do business the way I have for the past 20 years. Furthermore, I hate the Internet, and I'm waiting for the economy to improve so I can improve my financial statements.
- B I don't believe the 1.2 Factor, since my closing ratios are up from eight years ago. I don't want to change because change is hard and I don't want to disrupt my team.
- C I believe the 1.2 Factor, and I'm willing to change my approach to advertising, focus on digital media, and use video to create a stronger engagement with customers.

I congratulate you if you're in category C. If you're in A or B, please attend my session at the 2015 RV Dealers International Convention/Expo, and I'll attempt to win you over with some additional points to consider.

*Phil Sura, vice president of sales at UnityWorks, a video advertising company, speaks frequently to dealer organizations about the role and power of video in their marketing. He will present "Creating a Killer Online Video Strategy" on Nov. 4 during the 2015 RV Dealers International Convention/Expo in Las Vegas. See the matrix on pages 22-23. ■*

It's one thing to understand the need to do something differently, but it's another thing to actually change habits.

# How to Anticipate and Handle Objections

By Doug Dvorak

**Objections** are simply the hurdles that salespeople must clear to get to the sale. Deal with objections quickly, and the sale will invariably be closed. Here's how to train for hurdle-jumping.

## Anticipation

Prospects seldom walk into the dealership with check book in hand, ready to sign on the dotted line. Rather, they ask questions, raise objections, and express doubts about the products they're being shown. The less their urgency to buy the product, the more pronounced their objections. Even salespeople who sell top-quality products and services face objections. Customers, after all, want to ensure that what they're buying is worth it. This is a normal characteristic of the sales process, and salespeople

should accept it and prepare themselves accordingly.

Anticipating objections requires homework. A salesperson should make a list of possible objections and prepare answers. Next, ask colleagues what objections they've encountered and prepare a master list with answers. A friend could help in this exercise and ascertain whether the answers are satisfying or not.

## Handling objections

View objections with a positive attitude. Optimistic salespeople see them as opportunities disguised, because customers who raise valid objections have paid attention to the sales presentation. Their objections mean they're interested – or may get interested – if the objections are removed and doubts are clarified.

Objections should actually energize a salesperson.

Allow the customer to voice objections completely. Make sure you've heard them clearly and reflect them back for clarity. If he or she says, "The price is too high," reflect it back by saying, "The price is too high." Then set about answering the objection. Move to another only when you've removed the previous objection completely.

Having the product knowledge to answer questions and overcome objections is important, but so is having the right attitude and approach. Sales professionals shouldn't get agitated while handling objections, even ones that may seem downright stupid. Take note of each and, starting with the toughest, remove them one by one in a calm and pleasant manner. Tackling the toughest objection first makes it easier to tackle the smaller ones as the prospect gets closer to being won over.

Doug Dvorak is CEO of DMG International, which offers sales and management training and workshops. He will present "Displaying Dynamic Leadership in Your Dealership: How to Succeed in Business," "How to Sell to Women," and "Managing for Sales Success" during the 2015 RV Dealers International Convention/Expo from Nov. 2-6 at Bally's on the Las Vegas Strip. See matrix on pages 22-23. ■

Having the product knowledge to answer questions and overcome objections is important, but so is having the right attitude and approach.





# Defusing theirate Customer

By Nancy Friedman

**D**ealing with a customer complaint is frequently more about validating the person's emotions than the actual problem. Angry customers need you to acknowledge that they've been wronged, and they want your attention right away.

Use my ASAP technique to effectively diffuse and handle upset, angry customers:

**Apologize and acknowledge**  
**Sympathize and empathize**  
**Accept responsibility**  
**Prepare to help**

Feelings are key. We need to apologize sincerely and immediately, and follow up with action. Insincere responses such as "Oh, I'm sorry" won't help and could even cause additional damage. Imagine being the customer with the bad experience, and ask yourself how you would want it handled.

Suppose a customer calls in screaming, "I want my money back and I want it now. I'm sick and tired of all your mistakes!" Your first response should be "A" – apologize and acknowledge. Start by saying, "I apologize for your inconvenience. No wonder you're upset."

Follow this with "S" – sympathy and empathy. Pretend it's you having the problem. How would you want to be dealt with? This part is crucial: "I don't blame you for being upset. It's got to be very frustrating."

Now that the caller is a little mollified, you can "A" – accept the responsibility – and reintroduce yourself. The reintroduction is very important: "Let's see how I can help. My name is Paige, and I am speaking with?"

Finally, "P" – prepare to help. Demonstrate a sincere willingness to assist them. Remember to use the customer's name to further help diffuse their anger: "Thanks, Mr. Perkins. Again, my name is Paige, and I'm here to help. Now, please, tell me, what happened?"

Keep in mind that when dealing with an angry customer, you'll likely spend 80 percent of your time massaging the client's feelings and only about 20 percent solving the actual problem. That's OK – feelings are key. Most customers want sympathy or empathy almost as much as they want the problem fixed. It's frustrating to tell your complaint to someone who obviously doesn't care.

Using the ASAP technique will help diffuse an emotional situation and may even enable you to retain the customer.

Nancy Friedman, "The Telephone Doctor," is a customer service expert whose work has appeared in *The Wall Street*



*Journal and USA Today. She will present "Telephone Inquiries Are Not Always about Price," "7 Traits of a Successful Leader," and "Hell Hath No Fury like a Customer Scorned" on Nov. 4 during the 2015 RV Dealers International Convention/Expo in Las Vegas. See matrix on pages 22–23. ■*

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# The Lost Art of Motivation

By Jody Urquhart

**A**s a dealer, do you find that some staff recognition programs get stale or do more harm than good? It may be that they become expected and end up breeding mediocrity. If your staff lacks initiative and drive, you may need to go back to basics – let them know what they could lose if they don't perform.

If I get an award, a raise, or a pat on the back, I'll feel great for a while. The rush of endorphins lasts for a day or so, and then the routine of daily life sets in. The second and third times I win the award, it feels good, but after that, it becomes an expected way of life.

However, threaten to take something away (like money, security or other privileges) and I'll fight to keep it. Take back something I already have, something I rely on or need, and I can be scarred forever. Anyone who's lost a home or job knows this.

The most powerful motivator ever is fear. Throughout evolution, fear has kept us alive, growing and adapting. Once we've experienced fear, we learn to avoid it in the future.

People like to win, but they hate to lose even more. Thus, an athlete training for a competition may have the fear of losing as his primary motivator. That fear can be much more forceful than the potential to win. Fear is concrete, direct, and powerful.

But even though people are naturally more motivated by loss, managers seldom use it to motivate. After all, how often do people actually lose their jobs or their bonuses? The military is one notable exception. There, if individuals don't perform up to basic standards, they lose privileges and rank.

Some top-notch organizations also mandate standards by writing them into employee job descriptions – and they enforce the standards consistently, firing anyone who fails to meet them. Excellent organizations live up to high standards of service. Their employees don't need perks or praise, because good performance is simply part of what they're expected to do.

How do you use fear or loss to motivate? First, recognize that fear can be so powerful that it's paralyzing. So if we use it to motivate employees to improve, we must also offer realistic goals and paths to improvement.

Now, take a cold, hard look at the job expectations at your dealership. Examine your sales and service processes – what are the specific protocols, and how might they be improved?



Clearly define the performance you expect for every job description, and be very specific. Think of what the job should entail from the customer's perspective. Provide the necessary training, feedback, and follow-up to the sales and service staffs.

Instead of persuading people to improve through perks and prizes, build the performance you want into the job and make it a part of the everyday culture.

Take away things people have become complacent about or taken for granted. For example, one organization took away breaks when employees showed up late for work. Another banned the use of Facebook and other social media at work because they were being misused.

An organization that caught employees failing to be respectful and friendly with customers temporarily took away their much-coveted staff discount. Breaks, sales bonuses, preferred job roles, and professional development opportunities are other areas to consider.

Remember – these changes aren't meant to breed fear but to create an everyday culture of excellence. Employees who lose benefits shouldn't be told that it's punishment but rather, a way to maintain a high-quality work culture.

*Former stand-up comedian Jody Urquhart of [www.idoinspire.com](http://www.idoinspire.com) has been motivating audiences for more than 16 years with humor and practical solutions to problems that plague the workplace. She'll present "Follow Me, I'm Right Behind You" and "I Love My Job, It's the People I Can't Stand" on Thursday, Nov. 5 during the 2015 RV Dealers International Convention/Expo. See matrix on pages 22-23. ■*

People like  
to win, but  
they hate to  
lose even  
more.



# The Prime Number in Service

By Chuck Marzahn

**Without a doubt**, the most important number in a service manager's life should be technician productivity. Known by many names, it's the amount of time a tech bills during the amount of time actually punched on a work order.

No matter what kind of business you run, you need three things from your employees: to show up, to work while they're there, and to be productive. That is, they need to be effective and efficient in accomplishing the tasks given to them. Running an RV service department should be approached this way.

## Showing up – (optimum: 92-100%)

This is the amount of time a technician is present and available to work. We look at it on IDS as premise time. The measurement starts with the assumption that each tech owes you 2,000 hours per year. If, at the end of June, for example, the tech has been present for only 700 hours, he or she is on track to be available for 1,400 hours for the year. You will have lost the ability to sell the 600-hour difference between 1,400 and 2,000. Another way to phrase it is that the tech has a 70 percent attendance rate.

## Working while there – (optimum: approaching 100%)

How much of the time your tech is present is actually spent on work? This metric looks at the premise time mentioned before in relation to the time actually punched on a work order. So, if a tech has six hours of actual time in a day when he was present for eight, you could say that the management efficiency is 75 percent. ( $6 / 8 = 0.75$ ).

The responsibility for that performance gap falls on management, because it's the responsibility of management/administration to keep the tech on task and to have enough work.

## Being productive – (optimum: 85% in a well-run straight-time shop and more than 100% in a flat-rate shop)

If a tech bills 7.2 hours in the six hours he has punched on work orders, the productivity rate is 120 percent ( $7.2 / 6 = 1.2$ ). That is the measurement of how productive the tech is.

If a tech is absent, it shows up in attendance rate, and you have no chance to recover that time. If the tech hides, doesn't come to pick up the next job quickly or is distracted by things other than work, it shows up in management efficiency. If the tech doesn't plan ahead, blames parts for delays and the gamut of other performance-robbing excuses, it shows in technician productivity.

Some dealers track work for which the dealership isn't paid. Using the logic above doesn't specifically track work such as snow removal or building maintenance. Most dealerships I've visited don't have as much of an

issue keeping techs busy these days, even in the so-called off season.

The larger problem is the lack of technical capacity. That becomes evident when you see the backlog of work and the length of time it takes to get a unit into the shop for work. Productivity figures heavily into the number of hours each tech can produce. We should be focused less on the drain of "unbilled" work and more on keeping the techs on task and productive.

As a side note, I take exception with technician pay plans that pay a different rate for "non-billed" work. Work, from the tech's viewpoint, is work. The tech doesn't care if the dealership was paid or not. He simply sees that he's done a job and should be paid. It's confusing to be paid different wages for the same hour's worth of work.

*Chuck Marzahn of Marzahn & King Consulting Inc., is a nationally recognized RV industry expert. He has moderated 20 groups and provided consulting to RV dealerships for many years. He presents "Overcoming Profit Pitfalls in Every Department in the Dealership" on Wednesday, Nov. 4, and "Manage Your Shop by the Numbers" on Thursday, Nov. 5 during the 2015 RV Dealers International*

*Convention/Expo. See matrix on pages 22-23. ■*



# Fixed-Ops Employees Affect Repeat & Referral Business

By David Foco

**W**hen your customers are sitting around the campfire with friends and family, you want them to be saying good things about your dealership. You want them to be planting seeds of

future transactions. And by transactions, I'm not referring just to RV sales but also to service and parts.

The emphasis has always been on the sales staff to maintain customer relations for repeat and referral



business, but we know who's really responsible for maintaining customer relationships – the fixed-ops employees. The multi-million-dollar question is, do you have the right employees in place to do this?

We need to focus on bringing the right personalities to our service and parts counters. When was the last time a customer told you that the reason he continues coming to your dealership is your service advisor or parts counter associate?

Hopefully, you had just this conversation a few days ago, and you responded by complimenting your service team on the positive customer feedback.

When I coach and train fixed-ops employees, I give them the same pizzazz and energy that sales teams typically get. And I place the same emphasis on exceeding customer expectations through professionalism and proper procedures.

Dealers have high expectations for the fixed-ops team. But do you set your team up for failure due to the fact that they don't have the right personalities for what you're asking of them? Ask yourself, how did I interview this person for the position? Who interviewed this employee for the position, and what's his personality like?

And did you explain to the hiree what his job description was and have him read and sign it before hiring – or was he just a warm body to fill a vacant position? Did you train this employee properly, and do you continue to coach and monitor his

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progress? Do you have performance reviews? Did you cross-train him in other positions?

I mention cross-training because most of your employees have never served in a different position, so they don't understand how what they do affects other employees. I see the result constantly: Techs complain that advisors don't know how to write repair orders because they've never had to fix a unit and don't know the right questions to ask the customer. And techs don't understand what it takes to process an ordered part through the manufacturer and don't provide the right info on the parts request, making it that much harder for the parts person. And warranty administrators struggle because they can't get proper cause, correction, and pictures from the tech to process the claim for warranty authorization.

These scenarios affect the fixed-ops team's communication, synergy, and teamwork. The end result is

demarcation lines between your departments and personnel. And you hear comments like, "Those guys back there don't know what they're doing," and "Those guys up there don't understand what we go through." When there are demarcation lines, it turns into a whole lot of finger pointing.

How do we stand a chance of repeat and referral business when our employees aren't suited for the position and aren't coached and trained/cross trained properly? We don't.

How do we change things? By recruiting 365 days a year. And dealers respond, "Well, doesn't that upset my current apple cart?" and, "Won't my current employees be looking over their shoulders, wondering if they're going to be replaced?" My answers: "Who pays for the apple cart?" and, "Not if they're the right personalities and carry out their duties and responsibilities in the professional manner for which they have been trained."

Last but not least, meet with the entire fixed-ops team – including the wash rack personnel – on a regular basis. Discuss common dealership situations and how the team can deal with them more effectively.

Who knows, maybe at this very minute there's a repeat or referral customer in your dealership buying a satellite, paying for a service maintenance package, or purchasing a new toy hauler because of a professional fixed-operations employee.

*David Foco, vice president of A World of Training, has more than 25 years of dealership experience in both the sales and fixed-ops sides. He'll present "Eliminating that Demarcation Line Between Your Departments" on Wednesday, Nov. 4 and "Are We Hiring Customer Facing Employees in Our Fixed Operations Departments?" on Thursday, Nov. 5 during the 2015 RV Dealers International Convention/Expo. See matrix on pages 22-23. ■*



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# Selling More at the Parts Counter

By George Dans

## Upselling is a legitimate skill

used by the best-trained parts counter employees to help them sell more. Upselling is defined as trying to persuade a customer to purchase upgrades or add-ons in an effort to make a more profitable sale. You're not trying to take advantage of customers but are merely suggesting what they might need now or down the road.

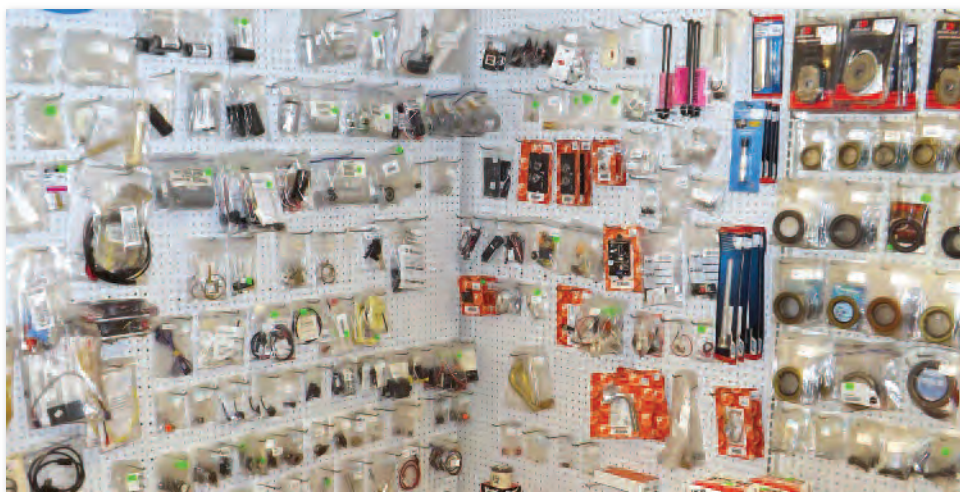
When you're selling at the counter, the most important part of the sale is customer service. That includes a friendly smile, a positive attitude, and a nicely groomed person with a pleasing personality. In other words, someone who creates an environment where people want to spend money. Does this sound like your parts person? Sometimes it seems to me that dealerships have a tendency to transfer people who can't make it anywhere else in the dealership to the parts department.

Education and training are also vital in this highly profitable department. Some RV dealers take a lackadaisical attitude toward parts, but did you know that eight out of 10 customers will return and buy again if they receive great service?

It's so much more profitable to keep a customer then to go out and buy a new one. So, while your competition spends tons of money trying to buy sales, why don't you reduce your ad budget and improve your team instead?

Here are some tips to overcome objections and improve your parts sales:

- **Keep parts that are typically used together side-by-side.** The theory is that if you sold Windex, you'd display paper towels right next to it. So if you're selling toilet flush kits,



keep the toilet paper and cleaners next to each other.

- **Always bring out the extra parts.** If something needs to be glued down, bring out the glue as well. Same thing with oil – bring out the filters.
- **Use suggestive selling.** Say, “We often suggest to customers that if you're replacing widget A, it's a safe bet to add widget B also, and it's only X dollars more.”
- **Overcome objections by getting customers to say yes to you.** Ask something like, “Ken, you said that you've been using this type of oil – doesn't it make sense to get the filter at the same time?” This is one of the most effective selling skills I know – getting people to say yes by using phrases such as “isn't it,” “couldn't it,” “doesn't it,” “won't it,” and “you'll use them, won't you?”
- **When you bring out the extra parts and want to close the order or invoice, ask the customer an option question –** “Are you going to pay by check or debit card?”
- **Make sure the parts department is retail-friendly** and doesn't look like a storage center for old inventory that really needs to be given away.
- **Have a chair on the customer's side of the counter.** Comfort brings out the wallet faster, and customers will spend more money when they're sitting down than standing up.

Simply training and improving your team is actually the easiest way to more profits. Make sure you have a parts sales process in writing, train your team so they can follow the directions and process, and role play typical parts counter scenarios. It will pay off!

*George Dans, president of the George Dans Group, is an international sales trainer and consultant in the automotive industry. He will present “Just Close It - If You Don't Close, You Lose,” “Can they Sell at the Counter, or Are They Order Takers?” and “Service Isn't a Department, It's About the Attitude” on Nov. 5 during the 2015 RV Dealers International Convention/Expo. See matrix on pages 22-23. ■*



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# Convention Agenda-at-a-Glance



## Monday, November 2

9:00 a.m. - 5:30 p.m.	Registration desk open
11:00 a.m. - 5:00 p.m.	RVDA of Canada Board of Directors lunch & mtg.
11:30 a.m. - 2:30 p.m.	RVDA of America Board of Delegates lunch & mtg.
2:45 p.m. - 5:00 p.m.	Vendor Training +Plus sessions
2:45 p.m. - 3:45 p.m.	KZ RV Partners in Progress meeting
4:00 p.m. - 5:00 p.m.	Crossroads Partners in Progress meeting
5:15 p.m. - 6:30 p.m.	Society of Certified RV Professionals reception: "Think Your Way to Success!" with Bob Clements, sponsored by Protective Asset Protection

## Tuesday, November 3

7:30 a.m. - 7:00 p.m.	Registration desk open
8:15 a.m. - 2:15 p.m.	Vendor Training +Plus sessions
8:15 a.m. - 11:45 a.m.	"The Adaptable (Young) RV Executive" with David Spader, sponsored by Gulf Stream Coach Inc. (additional fee & advance registration required)
8:15 a.m. - 9:15 a.m.	EverGreen/Skyline/Lifestyle RV Partners in Progress meeting
9:30 a.m. - 10:30 a.m.	Jayco Partners in Progress meeting
10:45 a.m. - 11:45 a.m.	Forest River Towables Partners in Progress meeting
12:00 noon - 1:00 p.m.	PrimeTime Partners in Progress meeting
12:00 noon - 2:15 p.m.	"Learn How Renting Will Enhance Your Sales, Service, Parts, and F&I Business" sponsored by RVRA in cooperation with MBA Rental School
1:15 p.m. - 2:15 p.m.	Winnebago Motorhomes & Towables Partners in Progress meeting
2:30 p.m. - 4:00 p.m.	General Session with Scott McKain: "Create Distinction - When 'Great' Isn't Good Enough to Grow Your Business"
4:00 p.m. - 7:00 p.m.	<b>Expo opens with reception in both halls</b>
7:00 p.m. - 8:30 p.m.	RVDA of Canada reception (all Canadians)

## Wednesday, November 4

7:30 a.m. - 6:30 p.m.	Registration desk open
9:00 a.m. - 10:00 a.m.	Concurrent workshops
10:15 a.m. - 11:15 a.m.	RVDA of America Annual Meeting
10:15 a.m. - 11:15 a.m.	RVDA of Canada Annual Meeting
10:15 a.m. - 11:15 a.m.	Education workshop for parts & service personnel
11:00 a.m. - 3:00 p.m.	<b>Expo open (lunch served in both halls beginning at noon)</b>
2:00 p.m. - 3:00 p.m.	Concurrent education workshops
3:15 p.m. - 4:15 p.m.	Concurrent education workshops
4:15 p.m. - 5:30 p.m.	Young RV Executives reception sponsored by Coach-Net
5:30 p.m. - 7:30 p.m.	RVBusiness Top 50 Dealers Awards reception

## Thursday, November 5

8:00 a.m. - 4:30 p.m.	Registration desk open
9:00 a.m. - 10:00 a.m.	Concurrent education workshops
10:15 a.m. - 11:15 a.m.	Concurrent education workshops
11:00 a.m. - 2:00 p.m.	<b>Expo open (lunch served in both halls beginning at noon)</b>
2:00 p.m. - 5:30 p.m.	Optional events (additional fee)
2:00 p.m. - 3:00 p.m.	Concurrent education workshops
3:15 p.m. - 4:15 p.m.	Concurrent education workshops
4:30 p.m. - 5:30 p.m.	Concurrent education workshops
5:30 p.m. - 7:30 p.m.	Skyview Sunset Social (included with registration)

## Friday, November 6

8:00 a.m. - 9:00 a.m.	Compliance workshop: "Compliance & Your Dealership - What You Don't Do CAN Hurt You"
9:15 a.m. - 10:15 a.m.	Compliance workshop: "The Steps of a Sale and the Laws/Regulations that May Apply"

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Simple RV Classified listing tips that get you more calls, internet leads and walk-ins.



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# Exhibitors

<p>A World of Training ADESA Specialty Auctions Adventure on Earth AFC Airstream Inc. + AIRXCEL RV Group ALDE Corp. <i>Silver Partner:</i> <b>Ally Financial</b> + American Guardian Group of Companies America's RV and Marine Auction Aqua-Hot Heating Systems Inc. ARI Arrow Distributing Inc. ASA Electronics Autosight <i>Bronze Partner:</i> <b>Bank of America Merrill Lynch</b> <i>Bronze Partner:</i> <b>Bank of the West</b> Bison Coach Blue Ox Bob Clements International Brasher's Northwest Auto Auction + <i>Bronze Partner:</i> <b>Brown &amp; Brown Recreational Insurance</b> Campanda Carefree of Colorado CDK Global Cequent Performance Products Cirrus Solutions Coach Lift by S &amp; S Mobility Products, LLC Coach-Net Coast/NTP-STAG Cole International Inc. <i>Platinum Partner:</i> <b>Commercial Distribution Finance (CDF)</b> CornerStone United Inc.</p>	<p>CrossRoads RV Cruiser RV, LLC CSI Inc. Cummins Onan Dealer Rewards Dealer Spike RV Dexter Axle Company + <i>Bronze Partner:</i> <b>Diversified Insurance Management Inc.</b> Dometic Corp. DRV Luxury Suites, LLC Duratain Inc. Dutchmen Manufacturing Inc. EasyCare RV + EBay Motors Equalizer Systems <i>Bronze Partner:</i> <b>Forest River Inc.</b> Foursquare Anywhere Freightliner Custom Chassis Haulmark Motorcoach Heartland Recreational Vehicles, LLC Highland Ridge RV Inc. Highlands Financial + IDS - Integrated Dealer Systems IHS Automotive Infinite Creative Enterprises Inc. Infinity Fabrics, LLC K &amp; K Insurance Group Kampgrounds of America Keystone RV Company KZ RV Lance Camper Manufacturing Corporation (LCMC) Larry John Wright Advertising Level 5 Advertising + Lippert Components Inc. Livin' Lite RV Inc. Marzahn &amp; King Consulting Inc.</p>	<p><i>Bronze Partner:</i> <b>MBA Insurance Inc.</b> MCD Innovations Medallion Bank Merrick Bank Meyer Distributing Mobile Sleep Components (RV Mattresses) MORryde International Inc. NADAguides &amp; NADAguides.com National Automotive Experts/NWAN Newmar Corporation NextGear Capital Northpoint Commercial Finance, LLC NTP-STAG/Coast + The Omnia Group Pettes &amp; Hesser, Ltd. Phoenix American Warranty Co. Inc. Pirit Heated Hose Priority One Financial Services Inc. Progress Mfg. Inc. + ProResponse Inc. <i>Gold Partner:</i> <b>Protective</b> + PullRite REBS Marketing Reese Riverside Travel Trailer Roadtrek Motorhomes Inc. Robert Weed Plywood Corporation RV Armor Inc. RV Comfort Systems + RV DealerPro Training + RV Inspection Connection</p>	<p>RV PRO Magazine RVT.com RV Trader RV Trakk RV/MH Heritage Foundation RVDA RVing ACCESSibility Group Inc. RVM Promotions Sobel University Spader Business Management Spartan Chassis &amp; Specialty Vehicles Statistical Surveys Inc. Suburban Propane Summit Products Inc. Sys2K / RV123.com <i>Bronze Partner:</i> <b>TCF Inventory Finance Inc.</b> Tekonsha Tents for Troops &amp; RV's Too <i>Silver Partner:</i> <b>Thor Industries Inc.</b> Thor Motor Coach Inc. Titan Trailer Components Tom Manning &amp; Associates Inc. Truma Corp. Tuson RV Brakes LLC Tyron USA U.S. Bank, Recreation Finance United States Warranty Corporation Warrantech Automotive Inc. + WFCO Electronics + Wheeler Advertising Inc. Wolters Kluwer Financial Services</p>
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## KEY

Partners . . . . . **bold**  
Sponsor . . . . . red  
Vendor Training +Plus . . +  
New Exhibitor . . . . . purple

MONDAY	11:00 a.m. - 5:00 p.m.	11:00 - 5:00 p.m. <b>RVDA of Canada Board of Directors lunch &amp; meeting</b> Skyview 1 • 11:30 a.m. - 2:30 p.m. <b>RVDA of America Board of Directors</b> Skyview 1			
	2:45 - 5:00 p.m.	Partners in Progress meeting: 2:45 - 3:45 p.m. <b>KZ RV</b> Palace 6&7 • 4:00 - 5:00 p.m. <b>Crossroads</b> Palace 6&7			
	2:45 - 5:00 p.m.	<b>Vendor Training +Plus:</b> 2:45 - 3:45 p.m. A Leadership Primer, <b>Diversified Insurance Management Inc. &amp; P&amp;H Group</b> Palace 3&4 •			
	5:15 - 6:30 p.m.	<b>Society for Certified RV Professionals Reception "Think your way to success!"</b> Bob Clements <i>Platinum Ballroom</i> <b>Sponsored by Protective</b> 			
TUESDAY 11/3	8:15 a.m. - 2:15 p.m.	8:15 - 9:15 a.m.	Hire and Retain Top Talent! <b>The Omnia Group</b> Palace 3&4	Learn How a Certified RV Inspection of Rental Units Can Reduce Headaches, <b>RV Inspection Connection</b> Palace 1	
		9:30 - 10:30 a.m.	New Products from MAXXAIR and SUBURBAN – Revolutionary and Reliable, <b>AIRXCEL Inc.</b> Bronze 3	Turnkey Profit Center Programs from Lippert Components <b>Lippert Components</b> Palace 1	Using New Experiences
		10:45 - 11:45 a.m.	Cash Conversions, <b>Diversified Insurance Management Inc. &amp; P&amp;H Group</b> Palace 1	Increasing Your Bottom Line with Certified Pre-Owned RVs <b>RV Inspection Connection</b> Bronze 3	<b>Integrated</b> Bronze 4
		12:00 - 1:00 p.m.	Maintaining Profits and Compliance in Today's Legal Environment, <b>AGWS</b> Bronze 4	The Online (Sales) Playbook Workshop <b>eBay Motors</b> Palace 3&4	Technology Generation
		1:15 - 2:15 p.m.	Leading From the Neck Up to Bring Your Net Up <b>RV Dealer Pro Training</b> Bronze 4	Learn the Benefits of the World's Only Mobile Foursquare App <b>Foursquare Anywhere</b> Bronze 3	Why We're Here Today's RV
	8:15 - 11:45 a.m.	 <b>The Adaptable (Young) RV Executive, Presented by David Spader, Sponsored by Gulf Stream Coach Inc.</b> Skyview 2 (additional fee and ad)			
TUESDAY 11/3	8:15 a.m. - 2:15 p.m.	Partners in Progress meetings Palace 6&7 (all): 8:15 - 9:15 a.m. <b>EverGreen/Skyline/Lifestyle RV</b> • 9:30 - 10:30 a.m. <b>Jayco</b>			
	12:00 - 2:15 p.m.	Learn How Renting Will Enhance Your Sales, Service, Parts and F&I Business, Scott Krensek, Martin Onken, & Dan Pearson, <b>Sponsored by RVRA</b>			
	2:30 - 4:00 p.m.	<b>GENERAL SESSION: Create Distinction – When "Great" Isn't Good Enough to Grow Your Dealership</b> , Scott McKain <i>Platinum Ballroom</i>			
	4:00 - 7:00 p.m.	Expo Open with Reception in Both Halls			
	7:00 - 8:30 p.m.	RVDA of Canada Reception Skyview 1 (open to all Canadians)			
WEDNESDAY 11/4	EDUCATION TRACKS:		<b>DEALER/GM</b>	<b>SALES</b>	<b>SOCIAL MEDIA/eMARKETING</b>
	8:00 a.m.	Dealer lounge opens <b>Sponsored by Thor Industries</b>			
	9:00 - 10:00 a.m.	Eliminating that Demarcation Line Between Your Departments David Foco Bronze 2	Principle Centered Selling Randy Sobel Bronze 4	How Positive Reviews Drive Traffic to Your Dealership Peter Martin Bronze 3	Ethics for RV Dealers Bill Kosloski Palace
	10:15 - 11:15 a.m.	RVDA of America Annual Meeting <i>Platinum Ballroom</i> • RVDA of Canada Annual Meeting Skyview 1			
	11:00 a.m. - 3:00 p.m.	Expo Open (Lunch Served in Both Halls beginning at noon)			
	2:00 - 3:00 p.m.	7 Traits of a Successful Leader Nancy Friedman Bronze 1	The Customer of the Future – Will Tomorrow's Customer Be Yours? Christine Corelli Bronze 4	Creating a Killer Online Video Strategy Phil Sura Bronze 3	Turning the Impulse into an Option
	3:15 - 4:15 p.m.	Overcoming Profit Pitfalls, Chuck Marzahn Bronze 4	Best Practices in Hiring, Maryellen Adams Bronze 2	Telephone Inquiries Are Not Always About Price, Nancy Friedman Bronze 1	Driving Service Revenue to Improve Vehicle Sales Peter Martin Bronze 3
	4:15 - 5:30 p.m.	 <b>Young RV Executives Reception</b> Skyview 1 <b>Sponsored by Coach-Net</b>			
THURSDAY 11/5	5:30 - 7:30 p.m.	RVBusiness Top 50 Dealers Awards Reception <i>Platinum Ballroom</i>			
	9:00 - 10:00 a.m.	Job Analysis: Key to Determining the Hiring and Development Criteria Tom Schoenfelder Bronze 4	How to Sell to Women Christine Corelli & Doug Dvorak Palace 1&2	Social Media & Website Content Analysis and Strategy Colleen Malloy Bronze 3	A Fast Track to Success Greg A. Wade Palace
	10:15 - 11:15 a.m.	Has Your Dealership Budgeted for Wage and Hour Litigation? James Hendricks, Jr. Palace 1&2	Just Close It – If You Don't Close, You Lose George Dans Palace 3&4	Digital Marketing – What's Now and What's Next Samantha Scott Bronze 4	Chemical Warfare A Hassle for Wade
	11:00 a.m. - 2:00 p.m.	Expo Open (Lunch Served in Both Halls beginning at noon)			
	2:00 - 5:00 p.m.	Special Las Vegas Optional Events – Top Shot Experience Shooting Range, and Madame Tussaud's Wax Museum (additional fee)			
	2:00 - 3:00 p.m.	Displaying Dynamic Leadership in Your Dealership: How to Succeed in Business Doug Dvorak Bronze 3	Putting Principles to Work in Your Dealership Randy Sobel Bronze 4	Five Myths About Search Engine Marketing Colleen Malloy Bronze 2	Using the Power of the Internet Rich Malloy Palace
	3:15 - 4:15 p.m.	Aligning Your Team for Results Christine Corelli Palace 1&2	Obtain and Surpass Your Goals Thru Effective Appointment Setting & Self Generating! Joni Stuker Bronze 3	Digital Marketing for Dealers Rich DeLancey Bronze 2	Fighting Your Business Duane
THURSDAY 11/5	4:30 - 5:30 p.m.	Follow Me, I'm Right Behind You! How to Lead & Influence Others Jody Urquhart Palace 1&2	Managing for Sales Success Doug Dvorak Bronze 3	Appeal to the Eye, Engage for the Buy – Leveraging Visual Selling Techniques Samantha Scott Bronze 4	Successful Selling Robert Wade Palace
	5:30 - 7:30 p.m.	Skyview Sunset Social Skyview 1			
FRI	8:00 - 10:15 a.m.	 8:00 - 9:00 a.m. <b>Compliance Education: Compliance and Your Dealership: What You Don't Do CAN Hurt You</b> , Richard Moore <i>Palace 4&amp;5</i>			





How IDS Technology to Improve the Customer Experience <b>Dealer Systems</b> (2-hour session)	Things Every RV Executive Should Know About 5th Wheel Towing, <b>Pullrite</b> <i>Bronze 2</i>	Trigger Marketing: Automated Engagement for the Easy Close, <b>Wheeler Advertising Inc.</b> <i>Palace 3&amp;4</i>
Big Data: What It Means To Your RV Lead Generation, <b>Genius Monkey</b> <i>Bronze 3</i>	5 Alternatives for Ownership Transition of Your RV Dealership, <b>Brown &amp; Brown Recreational Insurance</b> <i>Bronze 2</i>	The Proof is Here: Social Media Drives Sales <b>Wheeler Advertising Inc.</b> <i>Palace 3&amp;4</i>
RVCO products are "The HEARTBEAT of RV's," <b>WFCO Electronics</b> <i>Palace 1</i>	CRM / ILM / Reputation Management – Follow Up Every Prospect and Every Customer, <b>ProResponse Inc.</b> <i>Palace 1</i>	The Time to Go Digital Was Yesterday <b>Wheeler Advertising Inc.</b> <i>Palace 3&amp;4</i>

(Advance registration required)

• 10:45 - 11:45 a.m. **Forest River Towables** • 12:00 - 1:00 p.m. **PrimeTime** • 1:15 - 2:15 p.m. **Winnebago Motorhomes & Towables**

in partnership with the **MBA Rental School** *Skyview 2*

	RENTAL	SERVICE	PARTS
For the RV Professional Center 1&2	How Positive Reviews Drive Traffic to Your Dealership Peter Martin <i>Bronze 3</i>	Turn Your Service Lane into a Selling Lane Budd Blackburn <i>Palace 3&amp;4</i>	Hell Hath No Fury Like a Customer Scored Nancy Friedman <i>Bronze 1</i>
		Take on the Mass Merchandisers, the Internet and Win! Bob Clements <i>Palace 3&amp;4</i>	
Declines into Dollars – Importance of Expanded Finance John Haymond <i>Palace 1&amp;2</i>	Creating a Killer Online Video Strategy Phil Sura <i>Bronze 3</i>	Turn Your Service Department into a Cash Machine Bob Clements <i>Palace 3&amp;4</i>	Customer Care and Use Seminars – A Path to More Parts & Accessories Sales Greg Dewalt <i>Bronze 2</i>
Opportunities When the Customer Jo' Courtney Hennessey 1&2	Telephone Inquiries Are Not Always About Price, Nancy Friedman <i>Bronze 1</i>	Driving Service Revenue to Improve Vehicle Sales Peter Martin <i>Bronze 3</i>	Creating a High Performance Parts Department Bob Clements <i>Palace 3&amp;4</i>
Track for F&I Courtman 6&7	Social Media & Website Content Analysis and Strategy Colleen Malloy <i>Bronze 3</i>	Manage Your Shop by the Numbers Chuck Marzahn <i>Bronze 2</i>	Digital Marketing for Parts: Mine the Gold in Your Market Rich DeLancey <i>Palace 3&amp;4</i>
al Treatments/Protectants: le or Bringing Home the Bacon? Weiss <i>Palace 6&amp;7</i>	Digital Marketing – What's Now and What's Next Samantha Scott <i>Bronze 4</i>	Habits and Practices of the Exceptional Service Advisor Don Tipton <i>Bronze 3</i>	Developing a Powerful BDC for Parts and Service Joni Stuker <i>Bronze 2</i>
Influence With Integrity in F&I Boore 6&7	Displaying Dynamic Leadership Doug Dvorak <i>Bronze 3</i>	Myths About SEO Marketing Colleen Malloy <i>Bronze 2</i>	I Love My Job, It's the People I Can't Stand! Jody Urquhart <i>Palace 1&amp;2</i>
ing Fraud: Safeguarding Business Bunn <i>Palace 6&amp;7</i>	Digital Marketing for Dealers Rich DeLancey <i>Bronze 2</i>	Service Isn't a Department – It's about the Attitude George Dans <i>Palace 3&amp;4</i>	Can They Sell at the Counter, or Are They Order Takers? George Dans <i>Palace 3&amp;4</i>
ful Menu Selling A. Harkins 6&7	Follow Me, I'm Right Behind You! Jody Urquhart <i>Palace 1&amp;2</i>	Appeal to the Eye, Engage for the Buy S. Scott <i>Bronze 4</i>	Structure Your Service Department to Be Profitable Don Tipton <i>Palace 3&amp;4</i>
			Managing for Sales Success Doug Dvorak <i>Bronze 3</i>

\*Subject to change

# Vendor Training +Plus Schedule

## MONDAY 11/2

2:45 pm	<b>Diversified Insurance Management Inc. and P&amp;H Group</b> <i>Greg Artman</i> A Leadership Primer  
4:00 pm	<b>Coach-Net</b> <i>Kim Gregory, Lora Sopoci and Chris Notarpole</i> Coach-Net: Not Just Roadside Anymore 
5:00 pm	

**V**endor training +Plus topics are designed to help dealership management increase profitability through increased knowledge of the latest products and services on the market. Vendor Training +Plus is free for all full convention registrants.

## TUESDAY 11/3

8:15 am	<b>The Omnia Group</b> <i>Tonya DeVane</i> Hire and retain Top Talent! 	<b>RV Inspection Connection</b> <i>Terry Cooper</i> – Learn How a Certified RV Inspection of Your Rental Units Can Reduce Your Headaches 			
9:30 am	<b>AIRXCEL Inc.</b> <i>Rick Link</i> – New Products from MAXXAIR and SUBURBAN – Revolutionary and Reliable 	<b>Lippert Components</b> <i>Steve Paul &amp; Jarod Lippert</i> Turnkey Profit Center Programs 	<b>IDS - Integrated Dealer Systems</b> <i>Mark Berggren and Ajay Thakur</i> Using New IDS Technology to Improve the Customer Experience <i>(2 Hour Session)</i> 	<b>PullRite</b> <i>Scott Later</i> Things Every RV Executive Should Know About 5th Wheel Towing 	<b>Wheeler Advertising, Inc.</b> <i>Ron Wheeler</i> Trigger Marketing: Automated Engagement for the Easy Close 
10:45 am	<b>Diversified Insurance Management and P&amp;H Group</b> <i>Greg Artman</i> Cash Conversions  	<b>RV Inspection Connection</b> <i>Terry Cooper</i> Increasing Your Bottom Line with Certified Pre-Owned RVs 	<b>Brown &amp; Brown Recreational Insurance</b> <i>Neal, McAlhaney, Pulliam</i> 5 Alternatives for Ownership Transition of Your RV Dealership 	<b>Wheeler Advertising, Inc.</b> <i>Claire Wheeler</i> The Proof is Here: Social Media Drives Sales 	
12:00 pm	<b>American Guardian Group of Companies</b> <i>Charles Campbell</i> Maintaining Profits and Compliance in Today's Legal Environment 	<b>eBay Motors</b> <i>Clayton Stanfield</i> The Online (Sales) Playbook Workshop 	<b>Genius Monkey</b> <i>Jeremy Hudgens</i> Technology & Big Data... What It Means To Your RV Lead Generation 	<b>ProResponse, Inc.</b> <i>David Goodison</i> CRM / ILM / Reputation Management 	
1:15 pm	<b>RV DealerPRO Training</b> <i>Don Reed &amp; Tim Kintz</i> Leading From the Neck Up to Bring Your Net Up 	<b>Foursquare Anywhere</b> <i>Dan Gamel &amp; Bill Pardini</i> Learn the Benefits of the World's only mobile foursquare app 	<b>WFCO Electronics</b> <i>Tom Ryan</i> Why WFCO products are "The HEARTBEAT of Today's RV's " 	<b>Brown &amp; Brown Recreational Insurance</b> <i>Shawn Moran</i> F&I Turn over Approach for Today's Generation of F&I Folks 	<b>Wheeler Advertising, Inc.</b> <i>Ron Wheeler</i> The Time to Go Digital Was Yesterday 
2:15 pm					



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## **SAFETY & INNOVATION** DRIVES SPARTAN MOTORS

Safety is more than just a requirement for Spartan. It's a passion. That's why we continue to innovate and engineer better ways for our coaches to not only maintain safety standards — but to go the extra mile.

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SPECIALTY VEHICLES





# LEARN HOW TO STAND OUT FROM YOUR COMPETITORS!

Get your Passport to Excellence: Education and Training



**A**n educated, well-trained staff sets your dealership apart from the competition and wins over more customers with its professionalism. RVDA's convention/expo, slated for Nov. 2-6 at Bally's in Las Vegas, offers a week's worth of training opportunities for virtually every dealership employee. Here's just some of what you'll find:

- Streamlined education sessions with new speakers
- Wi-Fi equipped dealer lounge
- Free smartphone app for convention schedule planning
- Vendor Training +Plus sessions on Monday and Tuesday
- Workshops and reception for up-and-coming young RV executives
- Society of Certified RV Professionals education recognition and networking



## 2015 PARTNERS

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AND REGISTER TODAY!







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I, \_\_\_\_\_, accept the invitation to join with others to support the dealership education efforts of the Mike Molino RV Learning Center. I hereby pledge and agree to contribute the total sum of \$ \_\_\_\_\_ to the Mike Molino RV Learning Center, a 501(c)(3) charitable organization.

My gift shall be paid in the following manner: \$ \_\_\_\_\_ One time donation

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[www.rvlearningcenter.com](http://www.rvlearningcenter.com)

# Matching Trucks to Trailers Is the Top RV Safety Issue, Says RVSEF's Cannon

**Walter Cannon**, the executive director of the RV Safety Education Foundation (RVSEF), is known throughout the RV industry as a passionate advocate for RV safety. RVSEF is supported financially only through industry contributions and participation in its programs. In this special Q&A, he discusses recent developments in RV safety education and how dealers can help customers improve their RV travel experience.



RVSEF has a free video on its website about matching trucks to trailers.

**Q** What are the top RV safety issues you encounter when visiting with consumers on the road or at RV shows?

**A** The number one topic today is how to properly match a truck to a trailer or fifth wheel. With the changes in trucks and the increase in size (weight) of RV trailers and the abundance of incorrect

information on the Internet, matching trucks to trailers is becoming more difficult for consumers every day. We've posted our "Properly Matching Trucks to Trailers" video on our website, [rvsafety.com](http://rvsafety.com), as well as on Go RVing's site. This video is free and should be used by dealers and consumers alike. I suggest that salespeople and service personnel bookmark it and show it to customers when this subject is addressed – and it should be addressed with every trailer sale.

The next safety issue concerns weight and tire questions. The RV industry is outpacing the tire industry in its need for higher load capacity tires for towable and motorized units.

Another issue for consumers is the proper use and maintenance of their RVs. Our new customers want more information.

**Q** An RV tire safety webinar you were involved with this past summer drew a big audience of dealers, manufacturers, and suppliers. What did you learn from that event, and what's next?

**A** Our goal was to push the industry – dealers and manufacturers – to view tires as a safety item instead of a commodity. We also wanted them to understand how ST (trailer) tires are different from motorized tires and how their use affects tire life expectancy. We have a follow-up webinar focusing on motorized tire use and application in the works. Trailer (ST) tires were our focus in the first seminar. Perhaps we can continue to offer this type of education for dealers and other industry personnel.

**Q** What tools does RVSEF have to help dealers educate their customers on safely operating their RVs?

**A** We have several videos on our website, some free and some pay-per-view, that dealers can use to educate customers. We also have a comprehensive CD/DVD package that covers every system and aspect of the RV and its use, including towing and personal and campground safety. It's been available in every new Airstream product since 2006.





Another video, "Understanding and Testing Motor Home Air Brakes," is an invaluable tool for both new and seasoned owners of airbrake-equipped motorhomes, as well as for dealers and service technicians. It's been supplied in new Newmar airbrake units since 2013. Several states require an airbrake rider or specialized license to operate an airbrake-equipped RV.

And our upcoming conference is an invaluable tool for the entire RV industry. Factual industry education is a large part of what our new RV consumers expect and demand from our industry. We also offer in-house training as well as show seminars dealers can sponsor.

**Q RVSEF has a safety conference coming up in 2016. Give us the details.**

**A** This is a unique, educational conference for consumers. It's designed for full-time RVers, people who are brand new to the RV lifestyle, and even those who are simply considering purchasing their first RV. It will present seminars and training classes on lifestyle, technical, driving, and safety-related topics, taught by award-winning instructors, authors, and RV industry trainers. Our teaching staff is second to none, with technical and lifestyle experts, and dealership and RVIA executives.

The conference is slated for May 15-19 at Pritchard Community Center in Elizabethtown, KY. Per-person registration is \$249. We need companies to support this event through sponsorships and by spreading information to consumers in dealerships and on dealer, manufacturer, and

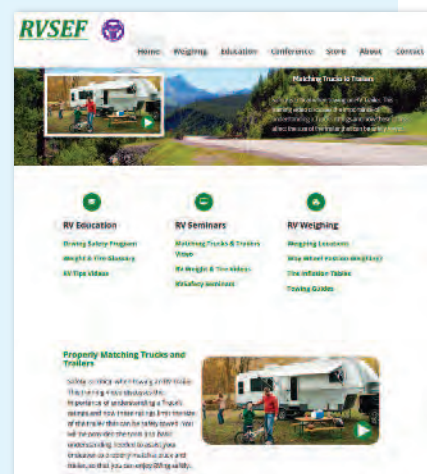
## Newmar Is a Sponsor of RVSEF Conference

**N**ewmar Corporation is a Diamond level sponsor of the upcoming RV Technical, Education And Safety Conference, according to Walter Cannon, executive director of the RV Safety & Education Foundation (RVSEF). "We've enjoyed a long relationship with Newmar over the years and are pleased that they're partnering with us at the top level," said Cannon. RV manufacturers and suppliers are encouraged to contact RVSEF about the remaining sponsorship opportunities.

Skaggs RV Country in Elizabethtown, KY, is the host dealership of the May 15-19, 2016 RVSEF conference and will sponsor a dinner for all attendees. The conference will feature training classes on RV technical issues and driving and other safety related topics. There will be a hands-on component taught by RVIA award-winning educators and authors, including Cannon, Gary Bunzer (The RV Doctor), Randy Biles, Gary Motley, and RVIA Vice President Bruce Hopkins.

Designed for full-time and experienced RVers, those new to the RV lifestyle and those yet to purchase their first RV, the conference is the only learning event where personnel from manufacturing, dealer networks, aftermarket service providers, and education all convene in one location to promote the RVing lifestyle. Both the conference and RVSEF are endorsed by RVIA and RVDA and supported solely by the generosity of sponsors.

RVSEF is a Merritt Island, FL-based non-profit, tax-exempt organization that is neither a consumer nor an industry advocate. It is not sponsored by any particular RV industry entity. If you're interested in becoming a sponsor, call (321) 453-7673 or visit [www.rvsafety.com](http://www.rvsafety.com).



aftermarket websites. Dealers can also send consumers or dealership personnel to the event.

**Q How can the industry support RVSEF's work?**

**A** We're a 501c3 non-profit and get all of our support from the RV industry. Financial contributions are tax-deductible and are used to support the industry and to bring new RVers into our industry. RVSEF's programs support manufacturers and dealers as well as consumers. Today's new customers want education and

information, and our programs provide honest, factual information that helps them get the most from their RVing experience.

Offering our CDs and DVDs to customers can also help avert potential litigation and liability. Any dealer or manufacturer can tell you that there's nothing worse than having to acknowledge in court, "I did nothing to help my customer."

We're not only recognized by all segments of the industry but are supported and approved by manufacturers, dealers, and the aftermarket. ■

# "You Will Get Out What You Put In"

By Tony Yerman



**M**ark Scott wanted to have "a career, not just a job" when he left the plastics industry 10 years ago and went to work at Jamatt RV in Poteau, OK. He attained Master Certified Technician status within a year and eventually went on to become Jamatt RV's shop foreman.

The dealership paid for his on-line training and testing, but he bought the RVIA Service Manual textbooks with his own money, and he works on the course during his own time. He does it, he says, "Because you get out of it what you put in to it."

"Training and certification make the difference between struggling to make a repair and knowing exactly how to do it," says Scott.

Jamatt RV makes certification a technician requirement, and Scott says that helps "boost efficiency and gets



everyone working together." Training and certification have helped him greatly. "I receive respect for my knowledge and experience," he says.

Employees at Jamatt get hourly raises for certification. The dealership displays the certificates, which are pointed out to customers during sales tours.

The dealership keeps its people certified by providing continuing education. "I've been sent to our manufacturers for training, and we've had several suppliers and OEM representatives come to the store," says Scott.



The investment in training and certification pays off for the dealership in the form of boosted efficiency, which translates into higher service and parts revenue. ■

## Before you measure twice and cut once, learn to read the ruler.

Nothing flashy here, just some sensible business strategies that took us a few decades to master. At Spader we use practical tools, workshops, and consulting programs to help you transform your business in astonishing ways.

Visit [Spader20.com](http://Spader20.com) and let's get to work.



**5 YEARS AHEAD, JUST LIKE OLD TIMES.**







## RV TECH CERT PREP COURSES



Every technician can have access to individual self-study training and certification preparation for all sections on the career ladder.

### Just getting started?

#### REGISTERED TECHNICIAN PREP COURSE

Course A \$89

The **Registered Technician** course prepares RV service technicians to take the **Registered Technician** test.\*

### Already a Registered Technician?

#### Choose Your Path:

#### CERTIFIED TECHNICIAN PREP COURSE

Course B \$249

Comprehensive certification preparation course that represents the left side of the RV service technician career ladder. This course is preparation for testing as a **Certified Technician**.\*

#### CERTIFIED SPECIALIST PREP COURSE

Course C \$69/specialty

Prepares a technician to be tested and certified\* in five areas of specialty:

- C1. Appliances \$69
- C2. Body \$69
- C3. Chassis \$69
- C4. Electrical Systems \$69
- C5. Plumbing \$69

#### ALL COURSES USE AN INTERACTIVE MULTIMEDIA ONLINE FORMAT.

Courses combine text, graphics, and video with mentor support. All content is online.  
No extra materials needed. Courses align with core knowledge areas of certification tests.\*

*\*Each fee offers access to the specific online preparation course and DOES NOT cover certification testing.*

**YES, I WANT TO ENROLL MY TECHNICIANS!** (Copy this form to enroll more than four)

Company \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

*Developed by RVIA and available through  
the Mike Molino RV Learning Center.*



Each technician **MUST** have a *distinct* email address that only they can access.

Indicate which COURSE a technician is choosing with A, B, or C. If choosing C, indicate chosen specialties by number.

Name \_\_\_\_\_ Email \_\_\_\_\_ Course \_\_\_\_\_ \$ \_\_\_\_\_ \*

Name \_\_\_\_\_ Email \_\_\_\_\_ Course \_\_\_\_\_ \$ \_\_\_\_\_ \*

Name \_\_\_\_\_ Email \_\_\_\_\_ Course \_\_\_\_\_ \$ \_\_\_\_\_ \*

Name \_\_\_\_\_ Email \_\_\_\_\_ Course \_\_\_\_\_ \$ \_\_\_\_\_ \*

Send progress reports and other notifications to the following supervisor:

TOTAL \$ \_\_\_\_\_ \*

Name \_\_\_\_\_ Title \_\_\_\_\_ Email \_\_\_\_\_

**Method of Payment** All registrations must be pre-paid in U.S. funds. Fees subject to change without notice.

☐ **Check enclosed:** Payable to the Mike Molino RV Learning Center **Credit Card** ☐ VISA ☐ MC ☐ AMEX ☐ DISCOVER

Cardholder Name \_\_\_\_\_ Billing Address \_\_\_\_\_

Acct # \_\_\_\_\_ Exp \_\_\_\_\_ Security Code \_\_\_\_\_

Cardholder Signature \_\_\_\_\_

Fax to (703) 359-0152 or mail to the Mike Molino RV Learning Center, 3930 University Dr., Fairfax, VA 22030.  
Call (703) 591-7130 to enroll by phone.

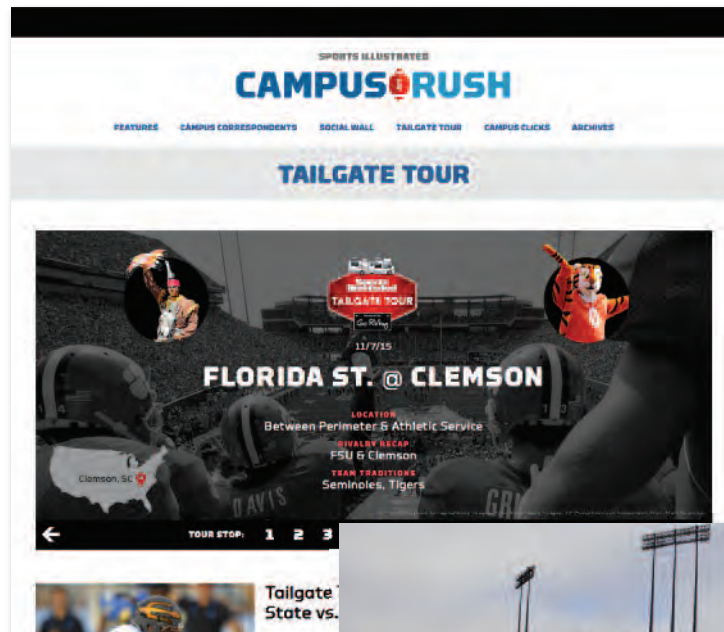


# Sports Illustrated Tailgate Tour Presented by Go RVing Is Underway

Edited by RVDA staff

Go RVing is helping introduce college football fans and other consumers to RV travel and camping as it tours top college football matchups this fall.

The tour is designed to be a high-impact, onsite consumer event that showcases RVs as ideal tailgate vehicles and provides fans the opportunity to tour the units. In addition to the fan-accessible RVs, it also features cooking demonstrations with celebrity chefs, fan games and giveaways, and autograph and photo opportunities with



*Sports Illustrated* personalities and college football alumni.

On board for this year's tour are former college stars such as Oklahoma's Billy Simms, Auburn's Jason Campbell, Clemson's Jeff Bostic, and Florida State's Charlie Ward. More football stars will be joining the tour throughout the season,



and Andrew "McLovin" Perloff of *Sports Illustrated* and the Dan Patrick Show will attend at least half of the games.

The "Ultimate Tailgate Experience" sweepstakes is also a key component of the tour, with the grand prize winner awarded an all-inclusive RV tailgate at the game of their choice in 2016. In addition, Avalanche Cooler products made by Dometic are given away randomly at various tour stops.

The tour kicked off in Blacksburg, VA, for the Ohio State vs. Virginia Tech match-up on Sept. 7, then traveled to Lansing, MI, for the Oregon vs. Michigan State game on Sept. 12. Other stops during this third consecutive tailgate season will include Eugene, OR; Pasadena, CA; College Station, TX; Norman, OK; Auburn, AL; Clemson, SC; and Starkville, MS. The tour concludes on Saturday, November 21, in Columbus, OH, when the Ohio State Buckeyes host the Michigan State Spartans in a game that could have national title implications. A complete schedule of the tour can be found at [www.si.com/tailgatetour](http://www.si.com/tailgatetour). ■

## Get a Better Return on Your Convention Investment

The most attended RV speaker returns to speak after a 5 year absence on the best selling RV book, *Principle Centered Selling*.

Teach your sales staff to make more money using a moral, value-based sales approach.

### Principle Centered Selling

Wednesday, November 4: 9-10am

### Putting Principles to Work In Your Dealership

Thursday, November 5: 2-3pm

See immediate results with *RV specific* instructional sales training.

### Comprehensive Sales Course With Write-up & Close

Tacoma, WA - Advanced  
Tacoma, WA  
Atlanta - New Location  
Tacoma, WA

December 7-11, 2015  
January 11-15, 2016  
February 1-5, 2016  
February 22-26, 2016



**RVDA Members Can Save 40% on Early Enrollment**

Register Early! Classes Sell Out.

**Call Today!**  
Schedule a free  
conference call.

**253-565-2577**  
**www.sobeluniversity.com**



# GET ON BOARD WITH GO RVING!

*Away*

*is a place that can be as far as the horizon. Or as close as this afternoon.*

## The Go RVing dealer tie-in program is back...

and better than ever! The "Away" campaign returns to the emotion-driven family focus of past campaigns, along with continued emphasis on the affordability and accessibility of the RV lifestyle for multigenerational families. This optional program also gives dealers, state dealer associations, and their agencies options to use materials connected to the national campaign.

### Here are the highlights:

#### Leads – Plus Program

24 hours a day, 7 days a week, Go RVing dealers signed up for the tie-in program can access via the Internet Go RVing leads that are prioritized according to the consumer's purchase timeframe.

#### Digital RV Image Library Pictures on GoRVing.com

Go RVing dealers signed up for the program have access to multiple all-new, high resolution images of consumers enjoying a variety of RV products. These images can be used in advertising, Yellow Pages ads, websites, and other promotional materials.

To give dealers maximum flexibility, the Go RVing Dealer Leads-Plus Program also features a menu of other promotional items. These items are available separately.

## Get on board with Go RVing! Return this form TODAY!

Name: \_\_\_\_\_  
Company: \_\_\_\_\_  
Address: \_\_\_\_\_  
City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
Phone: \_\_\_\_\_ Fax: \_\_\_\_\_  
Email: \_\_\_\_\_  
Dealer website: \_\_\_\_\_

Please enroll \_\_\_\_\_ dealership(s) at \$250 each.

Make checks payable to RVDA. ☐ Check here for leads delivered by U.S. mail.

Credit card (circle): VISA MC DISCOVER AMEX

Credit card #: \_\_\_\_\_ Exp. date: \_\_\_\_\_

Cardholder: \_\_\_\_\_ Security code: \_\_\_\_\_

Signature: \_\_\_\_\_

Fax to (703) 359-0152, or mail to RVDA, 3930 University Dr., Fairfax, VA, 22030. For more information, visit [www.rvda.org](http://www.rvda.org) or send an email to [info@rvda.org](mailto:info@rvda.org)





# New 11<sup>th</sup> Edition Service Management Guide (Flat Rate Manual)

**T**he expanded Service Management Guide offers over 100 pages of average work unit times for the most basic service functions performed by competent RV technicians.

- The 11th Edition of the Service Management Guide offers extensive updates and additions provided by dealers, service managers, and technicians.
- Service Check Sheets provide a valuable reference for service managers and technicians.
- A great tool for working with extended service contracts.
- Available in 2 formats: printed on durable cardstock paper with a 3-ring binder, and as a searchable pdf document on CD-ROM.

The Service Management Guide is designed to provide reasonable guidance relative to the time required for competent technicians to complete assigned tasks. It is an important part of the service management system, but it is not intended to be the sole determinant of prices or rates charged in that sale of service.



Manual **or** CD-ROM:  
RVDA Members **\$175**  
Non-Members: **\$350**  
**Members save \$175!**

Manual **and** CD-ROM:  
RVDA Members **\$290**  
Non-Members: **\$585**  
**Members save \$295!**

Order Online at <http://www.rvlearningcenter.com>. Note: prices are subject to change without notice.

## New 11<sup>th</sup> Edition Service Management Guide (Flat Rate Manual)

Name: \_\_\_\_\_

Company Name: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ E-mail: \_\_\_\_\_

☐ RVDA Member ☐ Non-RVDA Member I'd like to order the: ☐ Manual: \_\_\_\_\_ copies ☐ CD-ROM: \_\_\_\_\_ copies

Total Amount \$ \_\_\_\_\_

### **PAYMENT METHOD** (Please check one)

☐ Check enclosed (payable to the Mike Molino RV Learning Center) ☐ Send an invoice (members only)

Credit Card: ☐ Visa ☐ MasterCard ☐ Amex ☐ Discover

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Billing Address: \_\_\_\_\_ Billing Zip: \_\_\_\_\_



# ONLINE TRAINING WITH FRVTA'S DISTANCE LEARNING NETWORK

## **The DLN offers your dealership:**

- Onsite training
- Group training
- No travel time or expenses
- Self-determined pace
- One fixed price of \$995 for the subscription term

## **The Florida RV Trade Association and RVDA's Mike Molino RV Learning Center**

partner to provide distance learning opportunities to RV dealers and their employees. The Distance Learning Network is \$995 per year for each dealership location. Over 50 sessions available, 24 hours a day, seven days a week, with full access to training through July 31, 2016.

## **The DLN offers online training for:**

- **RV Technicians** – The certification prep course helps technicians get ready for the certification exam. Your subscription includes unlimited access to
- **Dealers/GMs** – This program features important topics for management, including lemon laws, LP gas licensing issues, and the federal Red Flags Rule.

more than 50 training sessions, reviews, and test preparation sections. Also included are manufacturer- and supplier-specific advanced repair and troubleshooting classes designed to upgrade technicians' skills. Completion of these classes qualifies for recertification hours. Classes are available 24/7 throughout the program year, providing maximum flexibility.

- **Service Writers/Advisors** – This three-hour program is valuable for both new staff and experienced personnel preparing for the RV Learning Center's Service Writer/Advisor certification.

- **Greeters/Receptionists** – This 50-minute session is suitable for all employees who need customer service skills. It includes a final exam and certificate of completion.



## **DEALERSHIP REGISTRATION**

Company Name: \_\_\_\_\_

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Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Mentor Name: \_\_\_\_\_ Phone: \_\_\_\_\_

E-mail (at dealership): \_\_\_\_\_ Fax: \_\_\_\_\_

**\*\*High speed Internet access required. RVIA service textbooks not included\*\***

\_\_\_\_\_ location(s) at **\$995 each** = payment due: \$\_\_\_\_\_ (select payment method below)

**PAYMENT METHOD** Note: prices are subject to change without notice. Complete lower section and mail or fax to:  
**Florida RV Trade Association, 10510 Gibsonton Drive, Riverview, FL 33578, (813) 741-0488, Fax: (813) 741-0688**

☐ PAY BY CHECK OR MONEY ORDER ☐ PAY BY VISA OR MASTERCARD

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Security Code: \_\_\_\_\_ Expires: \_\_\_\_\_ Card Billing Address: \_\_\_\_\_

Card Holder Signature: \_\_\_\_\_



# RVDA Endorsed Products

## Certified Green RV Program TRA Certification Inc.

www.tragreen.com  
aleazenby@trarnold.com  
Phone: (800) 398-9282 Fax: (574) 264-0740

TRA, the leading third-party green certification company, through its "Certified Green RV Program," measures, evaluates, and certifies RV manufacturers and verifies vendors for energy efficiency and environmental friendliness. This program empowers dealers to guide environmentally-conscious consumers in making better-informed decisions about their RV purchases, leading to increased customer satisfaction.

## Credit Card Processing Bank of America Merchant Services

https://rvdealer.bankofamerica.com  
jay.machamer@bankofamericamerchant.com

(678) 784-0567

Bank of America Merchant Services offers RVDA members an annual savings averaging 10-to-15 percent on each Visa and MasterCard swipe transaction. Advanced equipment provides fast authorization, around-the-clock support, and improved funds availability for those with a depository relationship with the bank.

## Disability Income Insurance/ Paycheck Protection Benefits American Fidelity Assurance Company

www.afadvantage.com

Ted Brehoney

ted.brehoney@af-group.com

(800) 654-8489, Ext. 6530

Dealerships can provide disability insurance to provide security for a portion of an employee's paycheck in the event they are unable to work due to a covered accident or illness.

## Emergency Roadside and Technical Assistance Coach-Net

www.coach-net.com  
dealersales@coach-net.com  
(800) 863-6740

Coach-Net provides emergency roadside and technical assistance solutions to RV dealers throughout the U.S. and Canada and for many RV and chassis manufacturers, RV clubs, and customer membership groups. Coach-Net provides dedicated service using over 150 employees with advanced communications technology tools combined with an extensive database of more than 40,000 service providers. The company

employs trained Customer Service Agents and RVDA-RVIA/ASE Master Certified Technical Service Agents.

## Employee Testing Caliper Corp.

www.calipercorp.com

Ralph Mannheimer  
rmannheimer@calipercorp.com  
(609) 524-1214

For nearly a half-century, Caliper has consulted with over 25,000 companies on improving every aspect of their workforce – from hiring and selection to employee development and succession management. Starting with accurate, objective insights our consultants gain from our time-tested personality assessment, the Caliper Profile, we are able to help our clients reduce the high cost of turnover, help first-time managers excel and create solutions that are tailored, practical and adaptable. Whether you are looking to hire top performers, develop talent, build teams or transform your organization, we can help.

## Extended Service Agreements XtraRide RV Service Agreement Program

www.protectiveassetprotection.com  
(800) 950-6060, Ext. 5738

The XtraRide RV Service Agreement Program is offered through the Asset Protection Division of Protective Life Insurance Company. The program has been exclusively endorsed by RVDA since 1992. The XtraRide programs and F&I solutions bring dealers increased profit opportunities while providing quality protection for their customers. Protective is dedicated to providing the RV industry with superior products and services given its ability to underwrite, administer, and market its own programs.

## Health Insurance Mass Marketing Insurance Consultants Inc. (MMIC)

www.mmicinsurance.com/RVDA/  
quotes@mmicinsurance.com  
(800) 349-1039

MMIC contracts nationally with a number of health insurance companies to provide a wide variety of benefits. MMIC creates a customized insurance program best suited for individual dealerships. Coverage is available to individual members and those firms with two or more employees. With group coverage, all active full-time employees are eligible. Spouse and dependent children under age 19 (23 if full-time student) are also

eligible. The cost of the coverage for the RVDA program may be paid in whole by the employer or shared with the employees. However, the employer's contribution must be at least 50% of the total cost.

## Hiring Tools Employment Network- A Careerco Company

www.employmentnetwork.net

(718) 307-6258

The Employment Network is a network of pay-for-performance job sites. Its flagship site, FindTheRightJob.com, reaches more than 5 million job seekers monthly. Employers can drastically reduce their cost-per-hire by using The Employment Network's FindTheRightJob.com portal and other sites. Employers set the job requirements and only pay for candidates that meet them.

## Lead Qualifier Program Customer Service Intelligence Inc. (CSI)

www.telcsi.com

bthompson@telcsi.com

(800) 835-5274

The Scene: High Inventory-Low Sales. The Need: More Sales-New methods to meet circumstances. The Solution: CSI's Lead Qualifier Program. How it Works: Your sales leads are sent to CSI immediately following initial contact with your sales staff, either in the showroom or by phone, website contact, Go RVing leads, and anywhere else you might acquire leads. CSI then makes a personal phone call to each lead, captivating their attention before your competitor does and establishing impressive rapport! We will uncover the prospect's initial impression of your dealership and staff; fully qualify the lead including exact needs and time frame for purchase; and provide you with their Deal Maker!

## Pre-owned RV Appraisal Guidance N.A.D.A. Appraisal Guides & NADAGuides.com

www.nada.com

lsims@nadaguides.com

(800) 966-6232, Ext. 235

The N.A.D.A. RV Appraisal Guide is an essential tool for dealers needing to determine the average market value for used RVs. A new online program, RV Connect, is also available that provides updated RV values, creates custom window stickers for both newer and older RVs, and more. These products are all available at the RVDA "members only" rate.

## Propane and Propane Supplies Suburban Propane

www.suburbanpropane.com  
sholmes@suburbanpropane.com  
(800) 643-7137

Suburban Propane offers discounts to RVDA members on propane along with attractive and safe equipment for refilling most any propane cylinder, 24-hour service, on-site "Train the Trainer" instruction for dealership personnel, signage, and a periodic review of filling stations by safety experts.

## RVDA/Spader 20 Groups Spader Business Management

www.spader.com

info@spader.com

(800) 772-3377

RVDA/Spader 20 Groups managed by Spader Business Management help dealers improve their management skills, recognize market trends, and solve problems. The groups include non-competing dealers who share experiences to develop best practices.

## Shipping Discounts PartnerShip, LLC

www.PartnerShip.com/79rvda

(800) 599-2902

The RVDA Discount Shipping Program, managed by PartnerShip, provides RVDA members with substantial shipping discounts. RVDA members who enroll in the free program will save on small package shipments with FedEx and less-than-truckload (LTL) freight shipments with UPS Freight and Con-way Freight. Visit our website for more information and to enroll.

## Software & Consulting Services KPA

www.kpaonline.com

ccreuziger@kpaonline.com

(303) 228-2383

KPA provides consulting services and software to more than 5,100 automotive, truck, and equipment dealerships. Its Environmental Health & Safety product line provides on-site, on-call, and online services. Its Human Resource Management software, a total HR solution designed in collaboration with leading labor and employment attorneys, ensures your business is in complete compliance with state and federal regulations. Users have access to on-demand advice from attorneys with expertise in the RV industry.

Visit [www.rvcareers.org](http://www.rvcareers.org)

RV dealers can access resumes and post job openings through a partnership with Boxwood Technology at [www.rvcareers.org](http://www.rvcareers.org).



**UNITED STATES POSTAL SERVICE® Statement of Ownership, Management, and Circulation (All Periodicals Publications Except Requester Publications)**

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☐ Has Changed During Preceding 12 Months (Publisher must submit explanation of change with this statement)

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	(4) Free or Nominal Rate Distribution Outside the Mail (Carriers or other means)		
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f. Total Distribution (Sum of 15c and 15e)		1,675	1,675
g. Copies not Distributed (See instructions to Publishers #4 (page 4))		25	25
h. Total (Sum of 15f and g)		1,700	1,700
i. Percent Paid (15c divided by 15f times 100)		95%	95%

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☐ If the publication is a general publication, publication of this statement is required. Will be printed in the **October 2016** issue of this publication.  
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I certify that all information furnished on this form is true and complete. I understand that anyone who furnishes false or misleading information on this form or who omits material or information requested on the form may be subject to criminal sanctions (including fines and imprisonment) and/or civil sanctions (including civil penalties).

# TECHNICIAN CAREER LADDER

## MASTER CERTIFIED TECHNICIAN

Master Score on Test

**Certified Technician**

Certification Test

Optional Paths

**Registered Technician**

Certified Specialist in All Areas

**Plumbing**

**Appliances**

**Electrical Systems**

**Chassis**

**Body**

Certified Specialties

## A PROMISING CAREER CLIMB

Give your business a leg up with the revamped RV Technician Certification Program.



**THE**

**RV Industry's**

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**Go RVing**  
Don't see your events listed? Visit [www.rvtrainingcalendar.com](http://www.rvtrainingcalendar.com) to upload your events to the calendar.

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**December 2015**
Fwd >>

Sun	Mon	Tue	Wed	Thu	Fri	Sat
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6 Show Online Events	7 Spader Total Management 1 Workshop Comprehensive Sales Course-Advanced (3 cr) Show Online Events	8 Spader Service Management Workshop Spader Parts & Accessories Management Workshop F&I Performance Workshop Show Online Events	9 Show Online Events	10 Write-Up and Close Course-Advanced (2 cr) Show Online Events	11 Show Online Events	12 Show Online Events
13 Show Online Events	14 RV Inspector/RV Maintenance Tech Training Show Online Events	15 Kelly Enterprises 3-Day Financial Center Seminar Show Online Events	16 Show Online Events	17 Show Online Events	18 Show Online Events	19 Show Online Events
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27 Show Online Events	28 Show Online Events	29 Show Online Events	30 Show Online Events	31 Show Online Events		

**ONGOING ONLINE EVENTS:**

Technician Certification Self-Study Prep Course	FRVTA's Distance Learning Network - Training for Every Position at Your Dealership	Customer Service Training through FRVTA's DLN	Service Writer/Advisor Training through FRVTA's DLN
---	--	---	---

**RVDA Welcomes Our Newest Members**  
9/1/15 - 9/30/15

**Dealers**  
Outback RV of Texas  
Denton, TX

RV Sales and Service  
Pensacola, FL

Universal RV and Marine  
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# CONTRIBUTORS

\*Active donors are those who have contributed to the RV Learning Center during the past two years.



Received From	Contributed 10/14/13 - 10/14/15*	Total Lifetime Pledge	Last Contribution	Received From	Contributed 10/14/13 - 10/14/15*	Total Lifetime Pledge	Last Contribution
<b>MAJOR GIFTS active donors* with cumulative donation or pledge of \$25,000 or more</b>							
Camping World and Good Sam	\$75,000	\$1,000,000	06/22/15	RVAC	\$14,000	\$45,000	03/30/15
Newmar Corporation	\$50,000	\$260,000	01/16/15	McClain's RV Superstore	\$8,000	\$44,000	06/18/15
Coach-Net	\$5,000	\$204,917	01/26/15	Fogdall Family Fund	\$4,000	\$43,100	03/05/14
Protective	\$62,358	\$194,916	01/07/15	Pan Pacific RV Centers, Inc.	\$2,000	\$41,500	10/20/14
RVDA of Canada	\$25,000	\$175,000	12/18/13	Bill Thomas Camper Sales, Inc.	\$10,000	\$36,000	03/06/15
Tom Stinnett Derby City RV	\$1,000	\$102,500	12/12/14	Pikes Peak Traveland	\$1,700	\$32,700	06/26/15
PleasureLand RV Center, Inc.	\$14,500	\$96,850	01/05/15	Reines RV Center, Inc.	\$6,500	\$31,525	12/31/14
Horsey Family Memorial Fund	\$2,000	\$71,000	06/26/15	Diversified Insurance Mgmt. Inc.	\$6,600	\$31,200	12/23/14
Bill & Kristin Fenech	\$10,000	\$67,500	09/14/15	Paul Evert's RV Country, Inc.	\$1,000	\$30,000	06/24/14
Campers Inn	\$10,000	\$66,000	02/25/15	Tiffin Motor Homes, Inc.	\$2,000	\$28,500	07/06/15
Ron & Lisa Fenech	\$15,000	\$65,000	08/04/15	Holiday World of Houston	\$1,500	\$27,000	06/11/15
Byerly RV Center	\$5,000	\$52,000	01/10/14	Bill Plemmons RV World	\$5,000	\$25,000	06/30/15
<b>CHAMPIONS active donors* with a cumulative donation or pledge between \$2,500 and \$24,999</b>							
Jayco	\$5,000	\$23,500	12/08/14	Camperland of Oklahoma, LLC	\$1,000	\$5,850	06/23/15
MBA Insurance, Inc.	\$1,000	\$20,100	06/19/15	Good Life RV	\$2,000	\$5,100	04/24/15
Dixie RV Superstore	\$5,000	\$20,000	03/21/14	Don Clark	\$5,000	\$5,000	10/24/14
Greenway, Inc. (Rte 66 Dealer)	\$1,550	\$19,850	12/22/14	Don Gunden	\$5,000	\$5,000	12/31/14
Wilkins R.V., Inc.	\$3,000	\$19,600	07/02/15	Bob and Amy Martin	\$5,000	\$5,000	12/16/14
Alpin Haus	\$2,000	\$19,500	06/18/15	Route 66 RV Network	\$1,000	\$5,000	01/12/15
Hartville RV Center, Inc.	\$2,250	\$15,750	05/27/15	Topper's Camping Center.	\$1,053	\$4,553	06/19/15
AIRXCEL RV Group	\$2,000	\$13,000	10/27/14	Best Value RV Sales & Service	\$2,000	\$4,750	05/01/15
Mike and Barb Molino	\$575	\$11,886	07/21/15	Crestview RV Center	\$3,000	\$4,500	01/09/15
Little Dealer, Little Prices	\$1,000	\$11,050	12/11/14	All Valley RV Center	\$1,750	\$4,250	08/26/15
Affinity RV Service Sales & Rentals	\$2,000	\$11,000	06/15/15	RCD Sales Company, Ltd.	\$1,349	\$3,849	09/17/15
United States Warranty Corp.	\$2,000	\$10,250	06/15/15	Myers RV Center, Inc.	\$500	\$3,750	06/22/15
Motley RV Repair	\$1,000	\$10,075	09/16/15	Phil Ingrassia	\$2,500	\$3,500	12/29/14
Hemlock Hill RV Sales, Inc.	\$3,361	\$10,000	08/12/15	J. D. Sanders, Inc.	\$750	\$3,500	06/12/15
Rich & Sons Camper Sales	\$2,000	\$10,000	11/14/13	United RV	\$100	\$3,100	11/25/14
Folsom Lake RV Center	\$2,700	\$9,700	12/16/13	RV Outlet Mall	\$500	\$3,050	06/22/15
Curtis Trailers	\$750	\$8,750	08/24/15	Highland Ridge RV, Inc.	\$250	\$2,750	04/20/15
Burlington RV Superstore	\$1,250	\$6,750	06/12/15	Hilltop Trailer Sales	\$500	\$2,622	06/09/15
Circle K RV's, Inc.	\$750	\$6,750	08/22/14	Alliance Coach, Inc.	\$1,000	\$2,500	06/08/15
Hayes RV Center	\$1,350	\$6,750	06/11/15	Onsite Temp Housing	\$500	\$2,500	05/08/14
A World of Training	\$6,500	\$6,500	09/17/15	Skyline RV & Home Sales, Inc.	\$1,000	\$2,500	06/19/15
Madison RV Supercenter	\$1,000	\$6,000	08/24/15				
<b>LEADERS active donors* with a cumulative donation or pledge between \$1,000 and \$2,499</b>							
The Trail Center	\$600	\$2,405	06/19/15	Candys Campers	\$250	\$1,300	08/12/14
Noble RV, Inc.	\$1,000	\$1,905	11/20/14	Ocean Grove Supercenter	\$1,250	\$1,250	08/17/15
Tacoma RV Center	\$500	\$2,000	06/15/15	Camp-Site RV	\$500	\$1,000	01/20/15
Dinosaur Electronics	\$650	\$1,900	06/08/15	Bill Mirrieles	\$500	\$1,000	05/01/15
Northern Wholesale Supply, Inc.	\$1,000	\$1,750	12/12/14	Tom Manning & Associates	\$1,000	\$1,000	07/11/14
Steinbring Motorcoach	\$500	\$1,750	12/03/14	Mount Comfort RV	\$1,000	\$1,000	09/30/15
Out of Doors Mart, Inc.	\$500	\$1,750	10/13/15	NERVDA	\$1,000	\$1,000	11/23/14
Schaap's RV Traveland	\$1,000	\$1,350	12/19/14	Prime Time Manufacturing	\$1,000	\$1,000	12/30/14
American Guardian Warranty	\$1,300	\$1,300	10/01/15	Beckley's Camping Center	\$500	\$1,000	06/12/15
<b>BENEFACTORS active donors* with a cumulative donation or pledge between \$500 and \$999</b>							
Tennessee RV Sales & Service, LLC	\$750	\$750	09/08/15	Holiday Hour, Inc.	\$200	\$500	06/19/15
Bell Camper Sales	\$100	\$550	09/09/14	Modern Trailer Sales, Inc.	\$500	\$500	06/2/15
Airstream Adventures Northwest	\$500	\$500	05/26/15	Niel's Motor Homes	\$250	\$500	06/11/14
Florida Outdoors RV Center	\$500	\$500	06/15/15				
<b>SUPPORTERS active donors* with a cumulative donation or pledge between \$100 and \$499</b>							
Keepers RV Center	\$100	\$100	12/10/14	Happy Camping RV	\$100	\$200	11/07/13
Starr's Trailer Sales	\$300	\$300	07/31/15	Black Book RV Value Guide	\$100	\$100	10/24/14
Arlington RV Supercenter, Inc.	\$250	\$250	06/01/15	John Peak	\$100	\$100	10/03/13
Foremost Transportation Inc.	\$250	\$250	05/04/15	Northwest RV Sales	\$100	\$100	08/04/14
Southaven RV Center	\$250	\$250	05/12/14	RV Share	\$100	\$100	12/31/14
The Makarios Group, LLC	\$250	\$250	06/03/15	Rv Value Mart, Inc.	\$100	\$100	06/15/15
C.S.R.A. Camperland	\$200	\$200	12/12/14	Setzer's World of Camping, Inc.	\$100	\$100	02/21/14
<b>ENDOWMENTS</b>							
Kindlund Family Scholarship		\$270,000					



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