

# RV EXECUTIVE TODAY

AUGUST 2013

## SELLING EXCELLENCE:



**How sales superstars grow their customer base**

page 16

### **ALSO IN THIS ISSUE:**

- Answer the Question, Please page 10
- Menus that Serve up Back-End Profits page 12
- Managing Your Dealership's Fort Knox page 14

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# RV EXECUTIVE TODAY

C O N T E N T S

August 2013

## 10 Answer the Question, Please: Sales Techniques That Work

In your rush to respond to customers' online inquiries, do you give them the information they're looking for? Speed without answers leaves your customers unsatisfied and may drive them to a competitor.



10

## 12 What's on the Menu? Increased Back-End Profits

Research shows that a third of customers will buy whatever you present, so use menus to ensure that every F&I customer is presented with every product you offer.

14



## 14 Your Parts Manager Oversees the Dealership's Fort Knox

If the parts on the shelves suddenly turned into the cash they actually represent, you'd probably put barbed wire around the parts department. How well is your dealership's Fort Knox being managed?



## 16 Selling Excellence

Any salesperson can close a sale. A sales superstar grows that transaction into dozens more. Here's how.



16

## 22 More Workshops, Exhibitors Added to Convention

Get updated on the 2013 RV Dealers International Convention/Expo beginning with the education matrix on page 22.

22



## 32 Dealership Design for all Generations

For one generation, it's all about good lighting; for another generation, it's about short, information-packed videos. Here's how to make your business enticing to customers of all ages.

32

## 39 Go RVing to Air New Tailgating-Themed "Away" TV ad

Watch for a new 30-second TV ad during college football coverage this fall. "Victory," narrated by Tom Selleck, shows families tailgating at a soccer game.

### IN EVERY ISSUE:

- 6 Looking ahead
- 7 Chairman's report
- 8 Officers, directors, and delegates
- 9 Industry trends
- 36 RVDA endorsed products
- 37 RV Learning Center contributors
- 43 RV industry's training calendar
- 43 Advertisers index



## CFPB Actions on Dealer-Assisted Financing Drawing Congressional Attention

By Phil Ingrassia, CAE, president

Last month, RVDA met with several groups trying to make sense of the Consumer Financial Protection Bureau (CFPB) guidance to lenders regarding dealer-arranged – or indirect – financing. In a nutshell, the CFPB has taken a series of actions that appear to be designed to change the way banks, finance companies, and credit unions compensate dealers for arranging vehicle loans. Dealers are exempt from regulation by the bureau, but lenders are subject to CFPB oversight.

The CFPB, while acknowledging that dealers should get compensated for arranging financing, has addressed policies that allow dealers to negotiate interest rates with consumers. The agency believes this negotiation process creates a “significant risk” of discrimination against certain groups of consumers. Instead, the CFPB wants finance sources to compensate dealers by paying them a flat fee per transaction.

The CFPB is attempting to bring about this change through a disputed theory of liability under the Equal Credit Opportunity Act (ECOA) known as “disparate impact.” This theory of liability does not involve intentional discrimination. It focuses on fixing lender policies that may result in certain groups of consumers paying more for financing than others.

If that seems like a stretch to you, you’re not alone. RVDA, NADA, and other groups believe the CFPB is trying to remedy a problem that doesn’t exist. As I write this column, the agency has not provided the industry or Congress any data showing a pattern of discriminatory lending.

### Congress asks for information

Since the CFPB issued its guidance to lenders, more than 50 congressional leaders from both parties have questioned

the agency about its decision-making process and the data collection the guidance is based on.

Rep. Spencer Bachus (R-Alabama) has asked for consumer data the CFPB cited to issue the guidance. Last month, Sen. Mike Crapo (R-Idaho) requested that the Government Accountability Office (GAO) investigate what he called the “big data” collection effort being undertaken by the CFPB on consumer spending habits. So the agency is being pressed to provide answers.

### Keep asking the questions

RVDA and its allies will keep demanding answers to fundamental questions and continue pointing out the facts.

There’s no indication the bureau has examined the effect changes in dealer-assisted financing could have on the cost or availability of credit for consumers. The indirect financing market is not broken. There has been no “market failure” that calls for change. In fact, the indirect financing model is competitive and efficient – and car, light truck, and RV sales are improving.

In the United States, we don’t (or shouldn’t) assume a problem is present, create a hidden process for measuring it, and advance a remedy without researching what impact “the fix” will have on those it is designed to help. We’re making it clear that dealers strongly oppose all forms of discrimination in the marketplace.

RVDA will continue to push for the CFPB to be transparent and provide the full details concerning the data, methodology, and research it’s relying on to support its guidance to lenders that could fundamentally alter the way RVs and other vehicles are financed in this country.

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# Let's Throw Out Those Employee Evaluations!

By Jeff Hirsch, chairman

**W**hat to do? I've been planning for the past year to develop a new employee evaluation system, but after reading an article by management expert and author Aubrey Daniels, I'm in a quandary. Under his philosophy, I should throw out the traditional performance appraisal altogether. In his book "OOPS!" he lists it as one of the top 13 time- and money-wasting management practices. He makes a persuasive argument, actually, and now I'm wondering whether I should bother having HR develop an evaluation plan for my company.

Daniels' point, in a nutshell, is that both employees and companies perform better when managers function as coaches rather than graders and assessors. The typical once-a-year, checklist-type of employee evaluation just hurts morale and is counterproductive. Employees and managers alike dread them.

No one enjoys being graded, especially on a one-size-fits-all evaluation form that rarely gives a true picture of an employee, says Daniels – "We can't expect employees to be excited about a system that pits one against another and appraises them in the abstract. There is no piece of paper that can adequately determine a person's value or worth to the organization." And most evaluation systems dictate that only a certain percentage of the work force can receive "excellent" ratings – but what if your entire staff does an outstanding job?

Companies spend too much time trying to fix something that will never work, says Daniels. The answer is not to tweak the evaluation criteria or to conduct evaluations more often. The system will never be effective, so – tear it up and throw it out.

Daniels advocates that managers should act as coaches and mentors, literally teaching their staff how to perform their jobs better. Good managers know how to reward improvements and good performance – how to mold employee behavior to get the best from every individual. Ask any supervisor which of their employees deserve a promotion and they'll tell you without hesitation, because they see all of the daily triumphs and failures.

In fact, Daniels wants us to change our managers' titles to "coach." I have to agree with him. I've always felt that that's exactly what a good manager's responsibility is – to help his or her employees become more successful

and feel like they're an important part of the team. So Daniels has given me more to think about before I sign up for another new employee evaluation system.

## The value of a good partner

Good partnerships are hard to come by, and they should be honored and cultivated when you're lucky enough to find them. RVDA is blessed with many good partnerships that contribute to the long-term good of our industry. I must tell you that my perspective has been shaped over time; while chairing various committees through the years, I've seen firsthand the fiscal importance that these corporate partnerships have to the association. These companies truly believe that their financial contributions help build a better future for all of us in the industry.

So here's the deal: These generous, long-time contributors need something to show for it. In tight times, when businesses have to watch where every dollar goes, our partners need to see a return. When you're evaluating what products and services to buy for your dealership, I hope you'll give these companies a second look. They've already invested in you. And when you're at the convention this year, thanking them for their support can go a long way, but your business is the ultimate expression of gratitude.

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# Towable Inventories Grow at Slower Rate

By Thomas Walworth, Statistical Surveys/The Thrive Group

Dealer inventories of towable RVs grew at a slower pace, and inventories of motorhomes also expanded during April, according to market research firm Statistical Surveys/The Thrive Group.

The inventory index for towables was 80.5 in April, which means dealer inventories' growth slowed when compared with March, when the inventory index was 71.8. During April 2012, the dealer inventory index for towables was 79.7, which means towable inventories grew at a slightly faster rate that month than in April of this year.

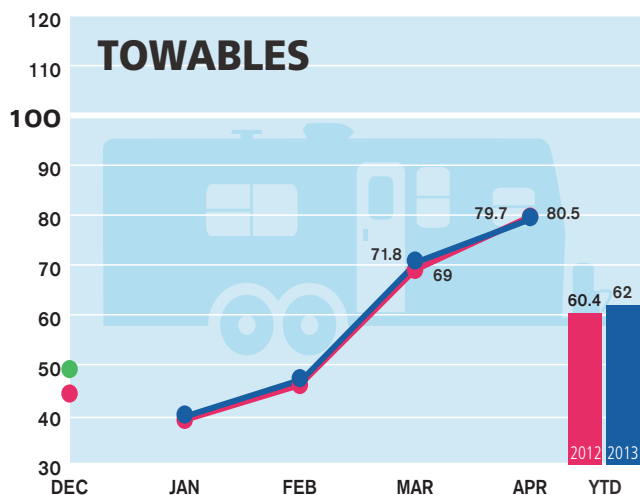
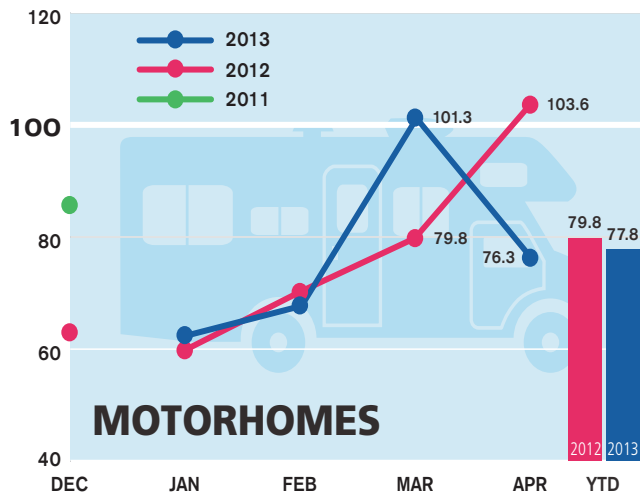
In the case of motorhomes, the inventory index was 76.3 in April, which means dealer inventories expanded after shrinking slightly in March, when the inventory index was 101.3. Dealers' motorhome inventories also shrunk slightly in April 2012, when the inventory index was 103.6.

Dealers retailed 22,472 towables in April, compared with 19,218 in April 2012, a 16.9 percent increase. Manufacturers shipped 27,900 towable units in April, a 15.8 percent increase over the 24,100 units delivered in April 2012.

Meanwhile, dealers sold 2,901 motorhomes in April, compared with 2,591 sold in April 2012, a 12.0 percent increase. Manufacturers shipped 3,800 motorhomes in April, compared with 2,500 in April 2012, a 52 percent increase.

Based in Grand Rapids, MI, Statistical Surveys/The Thrive Group tracks RV retail sales for the RV industry. For more information, contact Tom Walworth at (616) 281-9898. The Thrive Group is a partnership between Statistical Surveys and Spader Business Management. ■

When the RV Inventory Index is below 100, there's an expansion of dealer inventories. When the index is above 100, there's shrinkage. If the industry sold a unit at retail for every unit delivered at wholesale, the RV Inventory Index would be 100.



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# Answer the Question, Please

**Customers want information, not just speed**

By Bob McCann

**H**OW many times have you heard or been told that “response time is key”? Tired of hearing it? Actually, it’s still true today, but only if your quick response is also responsive.

Being responsive is more than just being the first to answer. It’s just as important to address the customer’s questions. When we mystery-shop dealers, most of the responses to our online requests for information don’t answer the questions we asked. So, what does it mean to be responsive? First, I will tell you what it doesn’t mean: Responsive doesn’t just mean fast.

**Responsiveness is an absolute value. You either are or you aren’t.**

Responsiveness in selling has two inseparable elements – infor-



mation and speed. Take away one element and you’re no longer responsive. It’s like an H<sub>2</sub>O molecule – take away the H<sub>2</sub> and all you have left is O. That’s great for breathing, but it doesn’t satisfy the need for water.

If you respond quickly to a customer but don’t include the information he or she requested and needs to move forward in the

buying process, that’s great for speed, but it doesn’t satisfy the need for information. You’re not being responsive. Being fast is good for gold medals, but without pertinent content, speed isn’t a virtue, it’s a detriment to closing the sale.

Your responsiveness, or lack thereof, is often a prospect’s first experience with your dealership. The initial interaction you have with a prospect is either a win or a loss. Keep that in mind when responding to requests for information.

Today’s customers demand responsiveness. Unfortunately, they don’t often get it. Our findings show that most replies don’t answer customers’ questions and leave them frustrated early in the process. A few people may try again to get the information from you via email or phone, but in most cases their next request for information will be sent to your competitor.

When you don’t get replies from prospects, reread their initial inquiry and ask yourself, “What were they asking for? Did the response fully answer their questions?”

**“Most dealership email replies don’t answer customers’ questions and leave them frustrated early in the process.”**

Here are some suggestions on how to instill a culture of absolute responsiveness at your dealership. Since some salespeople aren't big on change, you can implement these best practices gradually. Before you know it, everyone will be on board, the sales cycle will shorten, and you'll sell more RVs.

- **Make it a priority.** Everyone at your dealership needs to be equally responsive to all leads. This is especially true for inquiries from online leads who aren't standing in front of you on the showroom floor or talking to you on the phone. All leads need to be given the same priority. They should all be viewed as potential sales and lifelong customers.

- **Sell with the sharp end of the stick.** Allow only salespeople with deep product knowledge to get close to the customer. Part of the buying process is customers' search for information that will help them make a decision. The quicker your salespeople provide the answers, the quicker you'll close the sale.
- **Engage customers in the information-providing process.** Ask them what they want in an RV. If they have a trade, find out what they like and dislike about their current unit. Ask people who are shopping brands you don't carry what features they like about Brand X versus the brands you offer. You can use this information

*"A few people may try again to get the information from you, but in most cases their next request for information will be sent to your competitor."*

to hone in on sales-closing features and steer clear of deal breakers.

- **Monitor salespeople's responses.** Periodically read customer inquiries and salesperson responses to make sure they're in sync. If your salespeople aren't delivering the right information, it's time to coach them. Our mystery shopping shows that lack of responsiveness is a real problem in our industry. Some of it is due to laziness and some of it to management's lack of attention. But most of the

time it's because people just don't understand how essential it is to make a good first impression on prospects. If you value responsiveness, it will set you apart from your competitors.

*Bob McCann is director of education at ARI, which creates software that helps equipment manufacturers, distributors, and dealers sell more online and in-store. ARI serves the automotive tire and wheel, powersports, outdoor power equipment, marine, and RV industries. Contact McCann at [mccann@arinet.com](mailto:mccann@arinet.com) or call (877) 806-2150 or visit [www.arinet.com](http://www.arinet.com).*

## Pick up the phone!

Less than 20 percent of leads who provide a phone number get a call from the dealership they contact, according to mystery shopping results from ARI. But we communicate better on the phone, where we have the benefit of instant verbal feedback, than we do with emails, which lack tone. You don't know which words or phrases the customer will focus on when reading your email – and that could change the meaning of your message and response. Try saying these sentences aloud:

- I told you he didn't steal the money.  
(Someone else may have told you he did, but I didn't.)
- I told you **he** didn't steal the money.  
(He didn't steal the money, someone else did.)
- I told you he didn't steal the **money**.  
(He didn't steal the money, he stole something else)

Putting the emphasis on different words changes the meaning of the sentence, and those verbal cues are a good reason for your sales team to use the phone whenever possible.



# What's on the Menu?

## Increased Back-End Profits!

By Jared Zimlin and Rob Auer

Using an F&I menu consistently can increase your dealership's back-end product sales. By incorporating a menu into your sales presentation, your customers receive a list of all available products and services, such as extended service contracts, GAP insurance, credit life, disability, and roadside assistance for tire repair. A menu gives customers an easy, no-pressure way to select the products and services they want to include in the credit offer and allows your F&I manager to take on the role of a consultative salesperson.

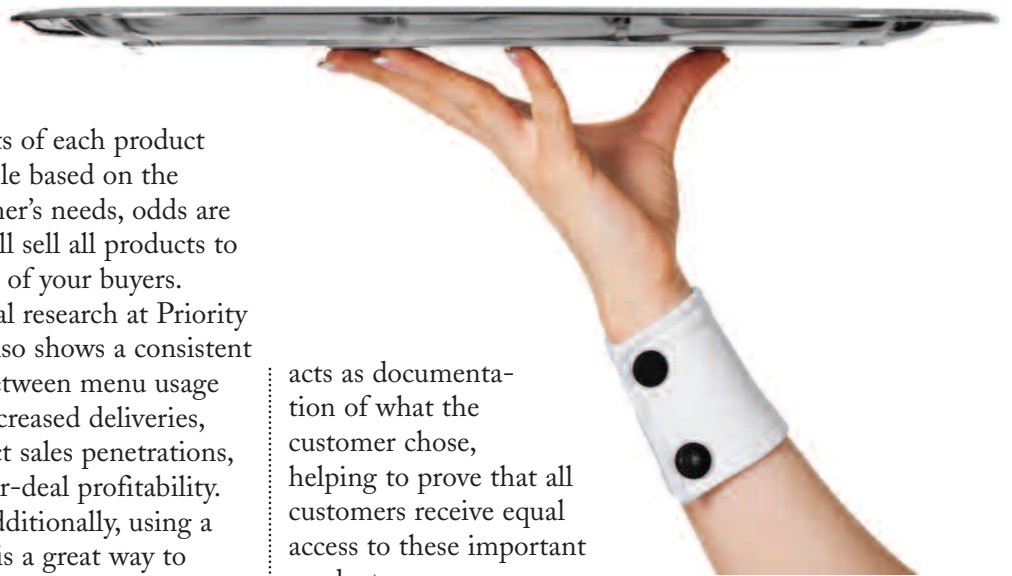
According to J.D. Power & Associates, 93 percent of customers want a sales consultant to explain their finance options in a non-pressurized setting and allow them to make their own decisions. Further research shows that a third of consumers will buy whatever you present. By presenting the features and

benefits of each product available based on the customer's needs, odds are you will sell all products to a third of your buyers. Internal research at Priority One also shows a consistent link between menu usage and increased deliveries, product sales penetrations, and per-deal profitability.

Additionally, using a menu is a great way to ensure that your F&I manager follows the 100 percent rule: Offer 100 percent of the products available to 100 percent of the customers 100 percent of the time.

Using a menu ensures that you remember to sell every back-end product your dealership offers for maximum profit potential, plus it

**“Research shows that a third of consumers will buy whatever you present.”**



acts as documentation of what the customer chose, helping to prove that all customers receive equal access to these important products.

If you have the advantage of using an online menu, it allows for presentation to remote customers and allows your dealership to sell additional products or services even when the customer isn't physically present, increasing your geographic range of buyers.

Incorporating menu selling in your dealership is an excellent way to improve the customer experience and boost your dealership's bottom line.

Find out about additional strategies during our presentation at the RV Dealers International Convention/Expo on Wednesday, October 2.

Jared Zimlin is business development director and Rob Auer is business manager at Priority One Financial Services Inc., the nation's leading full-service retail F&I outsource company. Priority One provides multiple lenders and specialized finance and insurance packages for recreational dealers' customers. Zimlin and Auer will present "4 Ways to Increase your F&I Revenue through Back-End Product Sales" at the RV Dealers International Convention/Expo. They can be contacted at (800) 747-6223 or [jzimidlin@p1fs.com](mailto:jzimidlin@p1fs.com) and [rauer@p1fs.com](mailto:rauer@p1fs.com).

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# Your Parts Manager Oversees

By Mike Nicholes

A dealership of any kind or brand represents a big investment in property, stock vehicles new and used, personnel, buildings, and equipment. Any dealer worth his salt is concerned about the integrity and potential profitability of these assets, which include everything from a couple hundred dollars in a petty cash box to millions of dollars in new vehicles.

Office managers and bookkeepers count the petty cash daily, right down to the penny for accuracy. Usually, the vehicles are counted and accounted for monthly, meaning that an RV could in theory go missing for a month until somebody notices it's gone. The parts inven-



DO YOU  
SEE THIS?



OR THIS?



**“The parts manager oversees one of the largest cash assets in the dealership. Remind yourself – they only look like parts.”**

tory, which can represent hundreds of thousands of dollars, is really “cash in drag” – the parts have been paid for, not floor planned or financed, and we own them down to the last penny in value.

So how does a dealer or general manager keep tabs on the integrity and effectiveness of the parts inventory? For most, sadly, it's done with an annual physical inventory, taken by the dealer's own personnel. Occasionally the inventory is performed by an outside firm that reports what it counted to the dealer or general manager, and then everyone prays that it matches the general ledger (the assumed prognosticator of all truth in a business). If it doesn't, all hell breaks loose for awhile, but that usually dies down until the same act of futility is performed again the next year. Is the inventory process necessary? Yes, but it's frequently poorly done.

If the parts on the shelf suddenly turned into the cash they actually represent, the parts department would take on the appearance of an armed camp. Security would be increased ten-fold, and the doors would be barred to anyone who didn't work for the parts manager.

The parts manager is, therefore, a money manager – in fact, the manager of one of the largest cash assets in the dealership. (Remind yourself – they only look like parts.) Most dealers and general managers only know what has been done or what has been spent when the checks are made out to the suppliers. Many of the parts we're paying for today were sold long ago, and that's a good thing. Some are still on the shelves waiting to be sold, and that should worry management.

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# the Dealership's Fort Knox

## Much can be done to secure this inventory, this cash asset:

- **Annual physical inventories** aren't good enough. If there's a problem, when did it happen? A day ago or a year ago? The chances of finding a specific problem are slim if not entirely impossible.
- **Keep a perpetual count** of the fastest-moving parts. These rarely amount to more than a couple hundred items. If errors occur, they'll manifest first in this sub-set of part numbers or SKUs.
- **Perform a monthly reconciliation** between the asset value in the DMS system and the general ledger. The parts manager does part of this, and the office manager does the balance. Many parts have left the DMS system but haven't hit the general ledger; they're usually work in process, overlapping invoices, and/or receipts.
- **Core values** are increasing in the marketplace and must be accounted for accurately. Only 10 percent of parts departments do this correctly. They have a huge impact on the general ledger matching the DMS figures for the parts asset.
- **Tighten up security** in the parts department. Institute a new rule: If you don't work for the parts manager, you don't belong in his/her parts kingdom. In the final analysis, it's the parts manager who will be held responsible for missing assets.

All of these are common sense rules of good asset management. Remember: The only difference between the new- and used-vehicle departments and the parts department is that the front end sells assembled parts (RVs), and parts sells the same thing, one piece at a time. The front end wants to talk about

gross sales, never about net profit, while parts wants to talk about gross profit, though its gross sales are rarely as big as those at the front end.

So much to learn to make it all work better, one dollar and one day at a time. But that which we persist in doing correctly eventually becomes easier for us to do.

*Mike Nicholes is president of Capital Management Inc., Portland, OR, which*

*deals in parts department and inventory management training and consulting. He will present "Rooftop Measurements for Effective and Profitable Fixed Operations" and "A Day in the Life of a Successful Parts Manager" at the RV Dealers International Convention/Expo. Contact him at [miknik@aol.com](mailto:miknik@aol.com) or (503) 788-9972.*



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# Selling **EXCELLENCE** Starts at the Beginning

By Gary McGugan

*Sales superstars are always looking farther down the revenue stream.*

**D**ealers often measure selling excellence by the 'closing' success of their salespeople. Their assumption: Individuals who deliver lots of units must be the best salespeople.

A high closing ratio is certainly desirable, and delivery of a unit is certainly the point at which the rubber hits the road. However, dealers who focus exclusively on a closing percentage may be overlooking a crucial component of selling excellence: What is a salesperson doing to create new selling opportunities?

Whether selling widgets or RVs, one of the distinguishing characteristics of true selling excellence is how well a salesperson creates a pipeline of new prospects. Good salespeople close a high percentage of prospects



who visit a dealership. Great salespeople not only close prospects who visit, they create completely new prospects from their own initiatives. Then, they manage that pipeline of prospects to ensure a steady stream of new

prospects, new deliveries, and new sources of revenue.

How do salespeople achieve this selling excellence? By continuously developing new skills and habits.

A dealer once told me that he views the close of one sale as simply the beginning of the next, and he has trained employees throughout the dealership to think the same way. His salespeople are measured by how many additional prospects, and resulting additional sales, they generate from every unit delivery.

"We train our people to follow up and regularly communicate with every buyer in a non-intrusive way," the dealer told me. "The goal is to be sure our customer is totally delighted. And we want that customer to refer at least one other prospective buyer."

The dealership receptionist asks every visitor if they were referred to the store by another customer. The receptionist then directs referred prospects to the applicable salesperson. When salespeople close sales to referrals, they

*continued on page 18*

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**Salespeople with true selling excellence discover completely new prospective customers. These individuals take responsibility for building a pipeline of sales that ensures steady and growing income.**



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“To me, \$100 is a bargain,” the dealer says. “I reduced the cost of selling dramatically, and the salesperson’s follow-up has ensured customer satisfaction – all while gaining a new buyer.”

Other dealers measure selling excellence by how well the salesperson passes over customers to the F&I department for additional sales. Considering that a dealership may earn as much profit on after-the-sale contracts as the initial margin earned on a unit sale, one dealer expects her sales people to lay the groundwork for F&I during the qualification phase of the sales process. Her salespeople have been trained to plant ideas about finance and protection, and then help in the harvest by introducing new buyers to F&I resources.

“Our goal is to get each customer back to our dealership as often as we can,” says the dealer. “Every time they return to us, we have another opportunity to create a new sale – either a unit sale or optional equipment to make ownership more enjoyable.”

Salespeople with true selling excellence go beyond all of these examples and discover completely new prospective customers. These individuals take responsibility for building a pipeline of sales that ensures steady and growing income through all business cycles. These are salespeople who have developed highly sophisticated prospecting skills.

These superior performers use their network of contacts (family, friends, business associates, customers) to find prospects who may not even realize yet that they are prospects. They also think outside the box to identify potential candidates and to convert unconventional prospects into buying customers. Such an elevated level of selling excellence not only expands the entire RV market, it helps dealerships to develop new income streams, with better margins and less competition for every sale.

The key factor in all of these examples – individual skill development. Dealers who aren’t focused on continuous salesperson training and development are getting something less than selling excellence.

True selling excellence can only be achieved when every salesperson is constantly learning new skills, new methods, and new approaches to growing sales. With focus, nurturing, and measurement, dealers can upgrade their definition of what real selling excellence is.

Gary McGugan is a partner at *NEEDS Selling Solutions*, a consulting firm focused on selling excellence, negotiation skills, and customer service. He will present “Selling Excellence – A Continuing Quest” and two other workshops at the *RV Dealers International Convention/Expo*. He can be contacted at [gary.mcgugan@needssellingsolutions.com](mailto:gary.mcgugan@needssellingsolutions.com) or (905) 868-5223.



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# Accessories to the Fact



**Some** dealers consider the close of a unit sale as the beginning of an aftermarket revenue stream from parts, accessories, and service that starts immediately and lasts for several years.

"We measure selling success by how many accessories we sell to a customer over 12 months, starting with the unit delivery," says one dealer. "We train our salespeople to walk prospects through the accessories department as part of the sales presentation. We expect some accessories will be added to the sales contract, we expect more sales will be generated when a customer takes delivery, and we expect each customer to make three or more accessories purchases during the following year."

This dealership trains its salespeople to pose the right questions at the right time and then listen intently to customers' responses. During the post-sale follow-up, salespeople ask about how the customer plans to use his new unit and then suggest accessories that will make his experience even more pleasurable.



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## DEALER WIN

# No NLRB Union Poster Needed, Says Court

By Brett Richardson

**RV** dealers will not have to display in their dealerships a poster informing employees of their right to join or form a union, thanks to a recent court decision. The National Labor Relations Board (NLRB) had issued a requirement that all employers covered by the National Labor Relations Act – which would have included most RV dealers – must display the poster, titled “Employee Rights Under the National Labor Relations Act.”

The requirement was repeatedly delayed due to lawsuits challenging both the NLRB’s authority to require the poster and the content of the poster itself, portions of which contained union-friendly descriptions of employee rights that don’t apply equally in all industries or circumstances.

Fortunately, the U. S. Court of Appeals for the District of Columbia Circuit recently ruled that this NLRB requirement violates employers’ First Amendment free speech rights. As a result of the decision, no private employer is required to display the poster.



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"A World of Training is responsible for helping us take the dealership to the next level by implementing structure and monitoring processes to make sure we are successful." **Mark Primeaux, Primeaux RV, Lafayette, Louisiana**

"I have been a client of A World of Training for several years. They are experts in all departments. They have helped us set up great systems and processes that we use every day." **Jamie Dodd, Dodd RV, Yorktown, Virginia**

"The training was great and everyone is excited for the next round. The managers are also excited to use your ideas to help their ongoing training process." **Clifton Lewis, Lewis RV Center, Oklahoma City, Oklahoma**

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<b>MONDAY 9/30</b>	8:00 - 11:30 a.m.	RVDA Board of Directors meeting <i>BRASILIA 1</i>				
	12:00	RVDA of America Board of Delegates lunch & meeting (12:00 - 3:15 p.m.)	RVDA of Canada Board of Directors lunch			
	1:30 - 5:30 p.m.	<b>Vendor Training +Plus:</b> How to Build Loyal Customers and Increase Sales and Profits with Innovative Blue Ox Products, Mike Th				
	3:30 - 6:30 p.m.	Partners in Progress Brand Committee meetings in <i>BRASILIA 4</i> :	3:30 - 5:00 p.m. <b>Keystone</b>	5:15 - 6:30 p.m. <b>Dutchmen</b>		
	3:30 - 4:45 p.m.	2 Proprietary workshops	Generate More Sales by Improving Your RV Listings Chris Mapson, RVT.com Classifieds <i>BRASILIA 1</i>			
<b>TUESDAY 10/1</b>	8:00 a.m. - 5:00 p.m.	Partners in Progress Brand Committee meetings in <i>BRASILIA 4</i> :	8:00 - 9:15 a.m. <b>Jayco</b>	9:30 - 10:45 a.m. <b>Crossroads/Redwood</b>	11:00	
	8:00 - 9:15 a.m.	2 Proprietary workshops	Digital 365: The Ultimate RV Dealer Digital Plan Ron Wheeler, Wheeler Advertising <i>BRASILIA 1</i>			
	9:00 a.m. - 1:00 p.m.	<b>Vendor Training +Plus:</b> Spotlight on F&I: Four Fast-Paced Hours in the World of the Finance Department, Janet Scavo, NComp				
	9:30 - 10:45 a.m.	Proprietary workshops	How New Technologies for RVers Are Creating Profit Opportunities for Dealers Frankie Blackstock, Stag Parkway <i>BRASILIA 1</i>	Exciting New Trailer Parts and Accessories Andy Mur Steve Paul, Mobile Outfitters/Lippert Components <i>BR</i>		
	11:00 a.m. - 12:15 p.m.		Digital 365: The Ultimate RV Dealer Digital Plan Ron Wheeler, Wheeler Advertising <i>BRASILIA 1</i>	Identifying Hidden Profit Opportunities in Your Service Department Don Reed, RV Dealer Pro <i>BRASILIA 5</i>		
	1:00 - 6:00 p.m.	Expo open with reception from 4:00 - 6:00 p.m. <i>RIO PAVILION EXPO HALL</i>				
6:00 - 7:30 p.m.	RVDA of Canada reception <i>BRASILIA 1 (open to all Canadians)</i>					
<b>WEDNESDAY 10/2</b>	7:30 a.m.	Early Bird Continental Breakfast <i>PUBLIC CORRIDOR</i>				
	8:00 - 9:30 a.m.	<b>GENERAL SESSION WITH ROSS SHAFER</b> , Customer Empathy <i>BRASILIA 2 &amp; 6</i>				
	<b>EDUCATION TRACKS:</b>	<b>DEALER/GENERAL MANAGER</b>		<b>SALES</b>		
	9:45 - 11:00 a.m.	Nobody Moved Your Cheese! Ross Shafer <i>BRASILIA 1 &amp; 4</i>	Establishing Benchmarks and Program Indicators Barry Siskind <i>BRASILIA 5</i>	How to Close a Sale Easily with a WWW Customer Pierre Trudel <i>BRASILIA 3</i>		
	11:15 a.m. - 12:30 p.m.	Healthcare Reform: How To Get Ready Now Kathryn Carlson <i>BRASILIA 1 &amp; 4</i>	Crucial Conversations: Tools for Talking When Stakes are High David Nelson <i>BRASILIA 3</i>	Digital Advertising that Reaches Today's RV Prospects Roger Vergara <i>BRASILIA 5</i>		
	11:15 a.m. - 12:30 p.m.	Canadian Compliance Session <i>TROPICAL F</i>				
	12:30 - 2:45 p.m.	Expo open (Lunch served 12:30 - 1:15 p.m.) <i>RIO PAVILION EXPO HALL</i>				
	2:45 - 4:00 p.m.	Tame the Social Media Beast Pierre Trudel <i>BRASILIA 3</i>	20 Groups: Habits of High Performers Jim McCann and panel <i>BRASILIA 1 &amp; 4</i>	Strategies to Double Your Show Results Barry Siskind <i>BRASILIA 5</i>		
	4:15 - 5:30 p.m.	Still Surprised by Why People Do What They Do? David Spader <i>BRASILIA 3</i>	4 Ways to Increase Your F&I Revenue Through Back-End Product Sales Rob Auer & Jared Zimlin <i>BRASILIA 1 &amp; 4</i>	<i>Young Executives Special Session:</i> Influencer: The New Science of Personal Success David Nelson <i>TROPICAL F</i>	<i>Young Executives Special Session:</i> How To Hire Your Top Sales Personnel Carlsson <i>LAMI</i>	
	5:30 p.m. - midnight	Reserved for private, sponsored events				
<b>THURSDAY 10/3</b>	7:30 a.m.	Early Bird Continental Breakfast <i>PUBLIC CORRIDOR</i>				
	8:00 - 9:30 a.m.	<b>GENERAL SESSION</b> <i>BRASILIA 1 &amp; 4</i>				
	9:45 - 11:00 a.m.	RVDA of America annual meeting for all attendees <i>BRASILIA 2 &amp; 6</i> RVDA of Canada annual meeting <i>BRASILIA 7</i>				
	11:00 a.m. - 1:00 p.m.	Expo open (Lunch available 12:00 - 12:45 p.m.) <i>RIO PAVILION EXPO HALL</i>				
	1:15 - 2:30 p.m.	Grow Your Leadership & Management Skills Paul Webb <i>BRASILIA 3</i>	Dealership Culture - The Ultimate Differentiator Gary McGugan <i>BRASILIA 1 &amp; 4</i>	Execute Your Video Initiative Strategy: How to Apply Innovative Video Techniques Mike DeLong <i>BRASILIA 5</i>		
	2:45 - 4:00 p.m.	Managing the Millennial Generation Betty Mills <i>BRASILIA 5</i>	Consolidating Back Office Operations for Multi-Location Dealer Groups Mercedes Hendricks <i>TROPICAL F</i>	A Day in the Life of a Successful Sales Manager Michael Rees <i>BRASILIA 1 &amp; 4</i>		
4:15 - 5:30 p.m.	<i>Young Executives Special Session:</i> Speaker TBD <i>BRASILIA 5</i>	Online Reputation Management Peter Martin <i>TROPICAL F</i>	Advanced Business Communications Paul Webb <i>BRASILIA 3</i>	Selling Excellence - A Continuing Quest Gary McGugan <i>BRASILIA 1</i>		
6:30 - 8:30 p.m.	A special after-hours party (Complimentary with your convention registration)					
<b>FRIDAY</b>	7:30 a.m.	Early Bird Continental Breakfast <i>BRASILIA 1</i>				
	7:45 - 9:00 a.m.	ECO Compliance 101: What You Need to Know and Why You Need to Care About It Chip Zyvolski <i>BRASILIA 1</i>				
	9:15 - 10:30 a.m.	CFPB Guidance and Rate Markups: Do You Understand Your Roles and Responsibilities? Chip Zyvolski <i>BRASILIA 1</i>				

ch & meeting (12:00 - 5:00 p.m.) **TANGO**

eland, Blue Ox **BRASILIA 2**

# 2013 EDUCATION MATRIX



**STAR Development Program** Will Slattery, IA-SAL **BRASILIA 5**


12:00 p.m. - 12:30 p.m. **Forest River** | 12:45 - 2:00 p.m. **Winnebago/Sunnybrook** | 2:15 - 3:30 p.m. **Heartland** | 3:45 - 5:00 p.m. **Prime Time** | 3:45 - 5:00 p.m. **KZ (BRASILIA 5)**

**Increase your Dealership's Online Footprint** Tracy Amato, Auction123 **BRASILIA 5**


Class RV **BRASILIA 2** | **How to Leverage Your IDS DMS Software to Run a More Efficient Business** Mark Berggren & Grant Farrer, IDS **BRASILIA 3**

ray & <b>BRASILIA 5</b>	<b>Solar Power – The New Way to RV!</b> John Yozamp, Zamp Solar <b>LAMBADA</b>	<b>Using QuickBooks to Run Your Dealership?</b> Michael Goodwin, Everlogic <b>TROPICAL F</b>
ice	<b>We're Talking Millions Here – Customers and Sales</b> Scott Tuttle, Livin' Lite RV <b>LAMBADA</b>	<b>Raising the Bar on Lead Management &amp; Customer Relationship Management</b> Mike Martin, Quantech <b>TROPICAL F</b>

	<b>PARTS</b>	<b>SERVICE</b>	<b>RENTAL</b>
	<b>Discover Hidden Profits in Your Parts Department</b> Mark De Lucia <b>TROPICAL B</b>	<b>Inspection Processes &amp; Tools</b> David Foco <b>TROPICAL F</b>	<b>How to Comply with 20th Century Laws in the 21st Century</b> Leslie Pujo <b>LAMBADA</b>
	<b>Growing a Dealership with Parts, Accessories &amp; Service</b> Gary McGugan <b>TROPICAL B</b>	<b>Let's Put the "P" Back in Service</b> Jim Carr <b>LAMBADA</b>	<b>Healthcare Reform: How to Get Ready Now</b> Kathryn Carlson <b>BRASILIA 1 &amp; 4</b>

	<b>The Art of Successful Selling in the Parts Department</b> Michael Doyle <b>TROPICAL B</b>	<b>Crucial Accountability: Tools for Resolving Broken Promises and Violated Expectations</b> David Nelson <b>TROPICAL F</b> 	TBD <b>LAMBADA</b>
<b>Your Next</b> Kathryn <b>BRADA</b>	<b>Creating a Winning Display: Turn Your Parts Display into a Visual Experience</b> Barry Siskind <b>BRASILIA 5</b>	<b>How to Utilize Email Marketing to Increase Your Fixed Ops Revenue</b> Peter Martin <b>TROPICAL B</b>	<b>Still Surprised by Why People Do What They Do?</b> David Spader <b>BRASILIA 3</b>

	<b>"Rooftop" Measurements for Effective and Profitable Fixed Operations</b> Mike Nicholes <b>LAMBADA</b>	<b>"Rooftop" Measurements for Effective and Profitable Fixed Operations</b> Mike Nicholes <b>LAMBADA</b>	
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	<b>Stock the Right Part at the Right Time</b> Chuck Marzahn <b>TROPICAL B</b>	<b>Boomer Power: Meet the Best Buyers on the Planet</b> Linda Cahan <b>TROPICAL F</b>	<b>RV Rental Agreements</b> Leslie Pujo <b>LAMBADA</b>
	<b>A Day in the Life of a Successful Parts Manager</b> Mike Nicholes <b>TROPICAL B</b>	<b>Customer Service or "Am I Selling?"</b> Paul Webb <b>BRASILIA 3</b>	<b>Panel Discussion</b> with Leslie Pujo and others <b>LAMBADA</b>
<b>BRASILIA 1 &amp; 4</b>	<b>Let's Get Visual: Merchandising's Secret Weapons</b> Linda Cahan <b>TROPICAL B</b>	<b>New Hires with a Customer Service Mindset</b> Ricardo Roman <b>LAMBADA</b>	<b>Online Reputation Management</b> Peter Martin <b>TROPICAL F</b>



of special interest  
to young RV  
executives

\*Subject to change



## Be A Partner In Progress

### Brand Committee meetings slated during convention

**D**oes your dealership carry these manufacturers/brands? If so, plan to attend their Partners in Progress Brand Committee meetings during the 2013 RV Dealers International Convention/Expo in Las Vegas from Sept 30 - Oct 4. These meetings provide dealers a forum to discuss brand-specific issues with top management from participating manufacturers. Only dealers who carry the specific manufacturer/brand attend, and dealer volunteer leaders moderate the events. ■

#### BRAND COMMITTEE MEETINGS SCHEDULE

##### MONDAY, SEPTEMBER 30:

Keystone 3:30 - 5:00 p.m.

Dutchmen 5:15 - 6:30 p.m.

##### TUESDAY, OCTOBER 1:

Jayco 8:00 - 9:15 a.m.

CrossRoads/Redwood 9:30 - 10:45 a.m.

Forest River 11:00 a.m. - 12:30 p.m.

Winnebago motorized & Winnebago/  
Sunnybrook towables 12:45 - 2:00 p.m.

Heartland 2:15 - 3:30 p.m.

Prime Time 3:45 - 5:00 p.m.

KZ 3:45 - 5:00 p.m.

**All meetings are in Brasilia 4, except KZ, which is in Brasilia 5**

*Schedule subject to change.*

## AGENDA-AT-A-GLANCE\*

### Sunday, September 29

4:00 - 5:30 pm Registration desk open

### Monday, September 30

7:00 am - 5:30 pm Registration desk open

8:00 - 11:30 am RVDA of America Board of Directors breakfast & meeting

12:00 noon - 3:15 pm RVDA of America Board of Delegates lunch & meeting

12:00 noon - 5:00 pm RVDA of Canada Board of Directors lunch & meeting

1:30 pm - 5:30 pm Vendor Training+ plus sessions

3:30 - 4:45 pm Proprietary workshops

3:30 - 6:30 pm Partners in Progress Brand Committee meetings

### Tuesday, October 1

7:00 am - 5:30 pm Registration desk open

8:00 am - 12:15 pm Proprietary workshops

8:00 am - 5:00 pm Partners in Progress Brand Committee meetings

9:00 am - 1:00 pm Vendor Training+ plus sessions

1:00 - 6:00 pm Expo open

4:00 - 6:00 pm Reception in Expo

6:00 - 7:30 pm RVDA of Canada Reception (open to all Canadians)

### Wednesday, October 2

7:00 am - 5:00 pm Registration desk open

7:30 am Early bird continental breakfast

8:00 - 9:30 am Opening general session with Ross Shafer "**Customer Empathy: Top Changes You Need to Make to Win Your Customer's Long-Term Loyalty**"

9:45 - 11:00 am Concurrent education sessions

11:15 am - 12:30 pm Concurrent education sessions

12:30 - 2:45 pm Expo open (lunch served 12:30-1:15)

2:45 - 4:00 pm Concurrent education sessions

4:15 am - 5:30 pm Concurrent education sessions

5:30 pm Reserved for private events

### Thursday, October 3

7:00 am - 5:00 pm Registration desk open

7:30 am Early bird continental breakfast

8:00 - 9:30 am General session

9:45 - 11:00 am RVDA of America annual meeting & RVDA of Canada annual meeting

9:45 - 11:00 am Education session for fixed operations employees

11:00 am - 1:00 pm Expo open (lunch served 12:00-12:45)

1:15 - 2:30 pm Concurrent education sessions

2:45 pm - 4:00 pm Concurrent education sessions

4:15 - 5:30 pm Concurrent education sessions

6:30 - 8:30 pm Reserved for party (included with registration)

### Friday, October 4

7:30 am Early bird continental breakfast

7:45 - 9:00 am ECOA Compliance 101: What You Need to Know

9:15 - 10:30 am CFPB Guidance and Rate Markups: Do You Understand Your Role and Responsibilities?

\* Subject to change



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- Social and education sessions specifically designed for young executives
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**Business opportunities in the Expo:** Meet more than one hundred manufacturers, vendors, and suppliers who can help you find products and services to solve problems and boost your profits.

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Your best opportunity to trade ideas, share concerns, and brainstorm with peers who care about the dealer's role in our industry. RVDA brand committee meetings are considered one of the best ways to network with peers.

### ADVANCED REGISTRATION RATE

**\$599** for first dealership registrant

**\$549** per each additional registrant

If you've registered for the convention and want to bring employees to attend just the Vendor Training +plus program, they can register for that program for \$179 per person. The Vendor Training +plus badge will also get the holder into the Expo on Tuesday, Oct. 1.

*RVDA Dealer Members Only – Expires 8/30/13*



Follow the convention on: **Linked**   

Presented by:



# DEALER REGISTRATION FORM

**1. Registration Information. Please copy this form if adding registrants.**

Company Name \_\_\_\_\_  
 Phone \_\_\_\_\_ Fax \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_ State/Prov \_\_\_\_\_ Zip/PC \_\_\_\_\_  
 Email \_\_\_\_\_



**Sept 30 - Oct 4, 2013**  
**Rio All-Suite Hotel & Casino**  
**Las Vegas**

**2. RVDA Dealer Member Registration Fees:**

First registrant locks in today's lowest rate for all future dealership personnel!	Advanced by 8/30	Late	Amount
<b>First Registrant</b> – includes <b>Vendor Training +plus</b> , a \$179 value!	<b>\$599</b>	<b>\$799</b>	<b>\$</b>

Registrant Name \_\_\_\_\_ Email \_\_\_\_\_  
 Badge First Name \_\_\_\_\_ Please check here if you require special accommodations.

<b>Second Registrant</b> – includes <b>Vendor Training +plus</b> , a \$179 value!	<b>\$549</b>	<b>\$799</b>	<b>\$</b>
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Registrant Name \_\_\_\_\_ Email \_\_\_\_\_  
 Badge First Name \_\_\_\_\_ Please check here if you require special accommodations.

<b>Third Registrant</b> – includes <b>Vendor Training +plus</b> , a \$179 value!	<b>\$549</b>	<b>\$799</b>	<b>\$</b>
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Registrant Name \_\_\_\_\_ Email \_\_\_\_\_  
 Badge First Name \_\_\_\_\_ Please check here if you require special accommodations.

<b>Non-Member Dealer</b> – includes <b>Vendor Training +plus</b> , a \$179 value!	<b>\$999</b>	<b>\$</b>
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Registrant Name \_\_\_\_\_ Email \_\_\_\_\_  
 Badge First Name \_\_\_\_\_ Please check here if you require special accommodations.

I would like to add a contribution to the RV Learning Center to promote education for our industry.*	<b>\$</b>
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**VENDOR TRAINING +plus ONLY** Dealership **must have one full convention registrant** to bring additional employees JUST for Vendor Training +plus. The cost for Vendor Training +plus is **\$179** per person and includes training on Monday, Sept. 30 and Tuesday, Oct. 1, plus Tuesday's reception in the Expo. Photocopy this form to add more registrants for Vendor Training +plus.

Name _____ Badge First Name _____ Email _____	<b>\$</b>
Name _____ Badge First Name _____ Email _____	<b>\$</b>

**3. Payment Information:** **TOTAL \$**

**Full Amount** or  **Easy Pay** (credit card only: 3 equal installments will be charged to your credit card, first on date received, then at 30 and 60 days). If neither box is checked you will be charged the full amount in one payment.

Check enclosed  
 Charge my:  VISA  MasterCard  Amex  Discover


Name on Card \_\_\_\_\_ Card # \_\_\_\_\_ Expires \_\_\_\_\_ Security Code \_\_\_\_\_  
 Billing Address \_\_\_\_\_ City \_\_\_\_\_ State/Prov \_\_\_\_\_ Zip/PC \_\_\_\_\_



**MAIL OR FAX A COPY OF THIS FORM TO:** RVDA of America, 3930 University Drive, Fairfax, VA 22030-2515 • (703) 591-7130 • Fax: (703) 359-0152 • www.rvda.org  
 RVDA of Canada, 204-6411 Buswell St, Richmond, BC V6Y 2G5 • (604) 718-6325 • Fax: (604) 204-0154 • www.rvda.ca

**CANCELLATION / REFUND POLICY:** All cancellations must be in writing and received by August 30, 2013, to qualify for a refund. A \$30 administrative fee will be deducted from each refund request received by July 31, 2013. A \$100 administrative fee will be deducted from each refund request received between August 1, 2013 and August 31, 2013. No refunds will be made after August 31, 2013. \*The RV Learning Center is a tax-exempt organization as described in section 501(c)(3) of the Internal Revenue Code. Contributions may be tax deductible as charitable donations.

# Vendor Training +Plus and Proprietary Workshop Schedules\*

for Monday, September 30 and Tuesday, October 1  
(as of July 24)

	 VENDOR TRAINING +plus	PROPRIETARY WORKSHOP	PROPRIETARY WORKSHOP
<b>MONDAY 9/30</b>	1:30 - 5:30 pm <b>Blue Ox</b> <i>Mike Thelander</i> <b>Learn How to Build Loyal Customers and Increase Sales &amp; Profits with Innovative Products from Blue Ox</b> Learn how a geometrically optimized and computer-designed weight distribution hitch increases customer satisfaction. Make more money with chassis handling, comfort, and safety enhancements. Maximize profits through lower installation time and ease of use of the Blue Ox Patriot braking system. <b>BRASILIA 2</b>		
	3:30 - 4:45 pm <b>RVT.com Classifieds</b> <i>Chris Mapson</i> Generate More Sales by Improving Your RV Listings <b>BRASILIA 1</b>	3:30 - 4:45 pm <b>Industrial Alliance Insurance &amp; Financial Services Inc. - SAL</b> <i>Will Slattery</i> STAR Development Program <b>BRASILIA 5</b>	

	 VENDOR TRAINING +plus	 VENDOR TRAINING +plus	PROPRIETARY WORKSHOP	PROPRIETARY WORKSHOP	PROPRIETARY WORKSHOP	PROPRIETARY WORKSHOP
<b>TUESDAY 10/1</b>			8:00 - 9:15 am <b>Wheeler Advertising</b> <i>Ron Wheeler</i> Digital 365: The Ultimate RV Dealer Digital Plan <b>BRASILIA 1</b>	8:00 - 9:15 am <b>Auction123</b> <i>Tracy Amato</i> Increase your Dealership's Online Footprint <b>BRASILIA 5</b>		
	9:00 am - 1:00 pm <b>NCompass RV</b> <i>Janet Scavo</i> Spotlight on F&I: Four Fast-Paced Hours of the World Inside a Finance Department <b>BRASILIA 2</b>	9:00 am - 1:00 pm <b>IDS – Integrated Dealer Software</b> <i>Mark Berggren &amp; Grant Farrer</i> <b>How to Leverage Your IDS DMS Software to Run a More Efficient Business</b> Attendees will learn: • What Key Performance Indicators (KPI) are and why they're valuable tools • What KPIs you should monitor and how often • How to integrate them into your management process <b>BRASILIA 3</b>	9:30 - 11:00 am <b>Stag Parkway</b> <i>Frankie Blackstock</i> Learn how new technologies for RVers are creating profit opportunities for dealers. <b>BRASILIA 1</b>	9:30 - 11:00 am <b>Mobile Outfitters/ Lippert Components</b> <i>Andy Murray &amp; Steve Paul</i> Exciting new trailer parts and accessories <b>BRASILIA 5</b>	9:30 - 11:00 am <b>Zamp Solar</b> <i>John Yozamp</i> Learn how to sell and install the proper solar battery, increase your profit per unit sold. <b>LAMBADA</b>	9:30 - 11:00 am <b>Everlogic</b> <i>Michael Goodwin</i> Using QuickBooks to Run Your Dealership? <b>TROPICAL F</b>
			11:00 am - 12:15 pm <b>Wheeler Advertising</b> <i>Ron Wheeler</i> Digital 365: The Ultimate RV Dealer Digital Plan <b>BRASILIA 1</b>	11:00 am - 12:15 pm <b>RV Dealer Pro</b> <i>Don Reed</i> Identify the Hidden Profit Opportunities in Your Service Department <b>BRASILIA 5</b>	11:00 am - 12:15 pm <b>Livin Lite RV</b> <i>Scott Tuttle</i> "We're Talking Millions Here – Customers and Sales" <b>LAMBADA</b>	11:00 am - 12:15 pm <b>QUANTECH</b> <i>Mike Martin</i> Raising the Bar on Lead Management & Customer Relationship Management <b>TROPICAL F</b>

\*schedule subject to change

# RVDA Media Partners

## RVDA Salutes RV Dealers International Convention/Expo Media Partners

**R**VDA would like to thank the following media partners for their support of RV dealers and the RV Dealers International Convention/Expo:



### RV Pro Magazine [www.rv-pro.com](http://www.rv-pro.com)

RV Pro Magazine is providing print and online promotional support and is the official video production company for the RV Dealers International Convention/Expo.



### RV Business Magazine [www.rvbusiness.com](http://www.rvbusiness.com)

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### RV Daily Report [www.rvdailyreport.com](http://www.rvdailyreport.com)

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AUGUST 2013 31

# Dealership Design for all Generations

Putting out the welcome mat for boomers, Gen Xers, and millennials

By Linda Caban

**W**e're in an age of customization in which everyone wants to feel unique and be treated as such. Members of each generation – baby boomers, Gen X, and millennials – all have their own reasons for buying an RV. And that means your store and merchandise should be designed to appeal to all three. Customers who feel comfortable and welcomed tend to stay longer, and once they've invested their time with you, the chances are good that you'll get a sale!

## Baby boomers

There are 78 million Americans between 47 and 67 years old. Some of these individuals may have health issues with aging joints and aching backs. If you have RV models that address these issues, market them to this age group.

**LIGHT:** To make your showroom appealing to boomers, add more lighting – a lot more. The rods and cones in our eyes that allow us to process light start to die as we age. So a boomer is probably receiving at least four times less light than a younger person. The two can be in the same room, standing under the same lights, but the

Would **this** generation feel comfortable at your dealership?



What about **this** one?



older customer is having a hard time reading your signage because the lights are too dim for them to read by.

If you can't afford to revamp all your lights, add small LED clip-on lights to the signage describing your RVs. Retrofitted LEDs will pay back their cost in 1.5 years through enormous savings in your electric bill. LEDs give stronger light with far less heat than incandescent or halogen lights. Plus, you'll change the bulbs maybe once every six to eight years instead of every three to five months. Be sure to use daylight spectrum or a soft white instead of the older, almost blue whites that defined LEDs in the past.

**SIGNAGE:** Even well-lit signs can be difficult to read if there's not enough color contrast between the type and the paper. The paper should be no darker than a light tan or vanilla, and the type a deep navy, burgundy, forest green, or black. The fonts should be clear and easy to read. Getting cute with informational signage is counterproductive and can limit visibility.

**SIGN HOLDERS:** Signs should be at least 36" up from the floor. Visit [displays2go.com](http://displays2go.com), [displaypeople.com](http://displaypeople.com), or [kc-store-fixtures.com](http://kc-store-fixtures.com) for some good floor-standing sign holders. Or have some built locally for your specific décor.

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253-565-2577



**Book a Sales Evaluation Appointment with Randy Sobel at the 2013 RVDA Convention now while spots are available.**



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<http://guidebook.com/g/2013RVDAConEx>



## **2013 RV Dealers International Convention/Expo**

September 30—October 4  
Rio All-Suite Hotel & Casino  
Las Vegas

**STAIRS:** For boomers and others with physical challenges, having a handrail on the stairs is a vital necessity. If your showroom is elevated, you need double handrails. For the RVs, consider carrying exterior stairs with handrails and display them with the RVs that are best for boomers.

**SEATING:** It never fails – a spouse needs to sit down during the sales presentation and all you have to offer is a chair by a desk. A park bench-like seat would be a perfect addition to your store’s decor and could be jazzed up with a few real or

high-quality fake bushes, trees, and rocks.

**LEVEL CHANGES:** Avoid level changes whenever possible. Whatever you do, don’t design them to create a focal area – they limit visibility and create tripping and falling issues. To attract attention to a specific area, add a gazebo, tall trees, long colorful banners, or any type of outdoor decorative lighting.

**AISLE WIDTHS:** Americans have a need for more personal space than people in other countries. If someone stands two feet or less from

you, you probably instinctively back up. When we stand in aisles, we also like a bit more space. Paco Underhill in his must-read book, “Why We Buy,” talks about how too-narrow aisles create lost sales. Also, people using crutches, wheelchairs, walkers, and baby strollers also appreciate wider aisles. Three feet is the minimum width, and three-and-a-half to four feet is even better.

## Generation X

This group of about 50 million is between 29 and 46 years old. Cater to them with family-oriented displays and more seating. They’re vitally concerned about the safety of their small children and will appreciate anything that educates them about RVs and children.


**SIGNAGE:** This generation researches extensively online before coming to your dealership, but they’ll still want to read about the features and benefits of each RV while they’re there. Having a QR code on select units that leads the reader to a (very) short video about the product would be an excellent way to engage this group as well as Generation Y.

Payment plans are an important issue for this age group and for Gen Y. These individuals may need a creative way to finance the sale, so list some options on signage near the RVs to give these customers something to think about and work with.


**QUALITY DISPLAYS:** Gen Xers seek out quality in their purchases, so using poor-quality props will downgrade their perception of the dealership. Whatever you use, make sure it’s good. If you have plants or bushes, for instance, they should either be real and healthy or fabulous fakes. They should not still be showing the sticker from Target. Check out Tuesday Morning or Home Goods stores for reasonably priced but more upscale-looking props to enhance your RV interiors.

**INTERACTIVE TECHNOLOGY:** If you place short videos around the dealership that describe the


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qualities and properties of your most desirable units, this age group as well as the Millennials (Gen Y) will be happy to tune in. Just make sure they know up front how long the videos are. The video narrator should say, "In just two quick minutes, I'll tell you about..." Remember: Patience isn't a quality these generations possess, and they don't want to get involved without knowing the time commitment.

**EDUCATE THEM INTO BUYING:** Be more of a consultant than a salesperson. These individuals are pragmatists who crave information before making a decision. Provide links, sites, and online content about your store, your services, and why you chose your product lines. They want to know what makes yours the best.

**LET THEM CLOSE THE DEAL:** This group researches online but wants your expertise once they get to your store. But lead them to the sale, don't crowd them. If they've made it this far, chances are good they feel you're on their side and will sign on the line. Time is money, and they want it to work as much as you do.

## Generation Y or Millennials

This huge segment has approximately 95 million people between the ages of 12 and 30. While they're not your major customer base right now, they are your future. Staying current with this group means adding technology, fresh and more vibrant colors on the walls, and more natural light wherever possible. Actually, natural light would benefit everyone – sales go up some 35 percent under natural light. Retailers at Wal-Mart discovered this when they noticed that the same merchandise placed under a skylight sold at least 35 percent better than the exact same product under fluorescent lighting.

**GREEN:** Gen Ys are very involved with the green movement but aren't willing to pay more for green products. First, they don't have the money, and second, they don't see why green products should cost more in the first place. But they will align themselves with companies that have a green/do no harm policy.

## For all generations

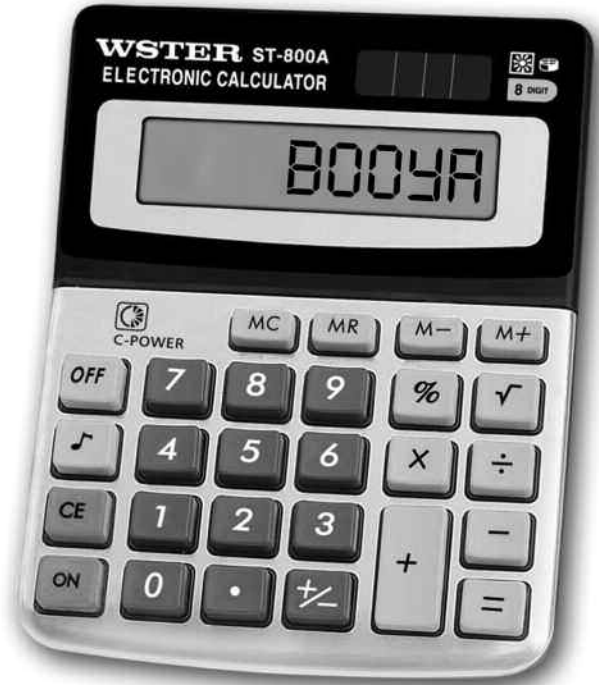
You must have an online presence, or you don't exist. Facebook is important – at least at present.

Don't talk down to anyone of any age. Every generation resents this. Each generation requires you to understand why they are buying something, and each person wants a solution to their specific needs and problems. One-size-fits-all no longer exists.

*Linda Cahan is president of Cahan & Company, which provides retailers with guidance on visual merchandising, store design, and display. She will present "Let's Get Visual: Merchandising's Secret Weapons" and "Boomer Power: Meet the Best Buyers on the Planet" during the 2013 RV Dealers International Convention/Expo. Contact her at (503) 638-6727 or lindacahan@gmail.com.*



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# RVDA Endorsed Products

## **Certified Green RV Program TRA Certification Inc.**

www.tragreen.com  
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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  
steve.bolinger@af-group.com  
(877) 967-5748, Ext. 8699  
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  
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## **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)**

http://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.

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

www.tellcsi.com  
bthompson@tellcsi.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 experienced safety experts.

## **RVDA/Spader 20 Groups Spader Business Management**

www.spader.com  
info@spader.com  
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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**

http://partnership.com/79RVDA  
sales@PartnerShip.com  
(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 www.PartnerShip.com/79rvda for more information and to enroll.

**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).**

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# CONTRIBUTORS

\*Active donors are those who have contributed to the RV Learning Center since 07/01/11.



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Newmar Corporation	\$45,000	\$260,000	01/28/13	McClain's RV Superstore	\$1,000	\$36,000	08/14/12
Bank of America Merrill Lynch	\$5,000	\$173,000	04/29/13	Winnebago Industries	\$6,000	\$34,000	09/30/11
Protective	\$44,713	\$132,558	01/18/13	Pikes Peak Traveland	\$1,000	\$31,000	06/03/13
Tom Stinnett Derby City RV	\$1,000	\$101,500	12/28/12	RVAC	\$8,000	\$31,000	02/15/13
PleasureLand RV Center, Inc.	\$3,000	\$86,350	10/22/12	Paul Evert's RV Country, Inc.	\$1,000	\$30,000	04/01/13
Horsey Family Memorial Fund	\$2,000	\$69,000	07/01/13	Tiffin Motor Homes, Inc.	\$5,000	\$28,500	03/11/13
Bill & Kristen Fenech	\$7,500	\$57,500	07/09/13	Avalon RV Center, Inc.	\$1,000	\$26,500	04/12/13
Campers Inn of Kingston	\$18,578	\$50,000	03/20/13	Holiday World of Houston	\$500	\$25,500	06/17/13
Byerly RV Center	\$21,000	\$47,000	07/08/13	Bill Plemmons RV World	\$5,000	\$25,000	06/24/13
Ace Fogdall, Inc.	\$2,500	\$39,100	04/12/13				
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Reines RV Center, Inc.	\$4,500	\$24,525	12/19/12	Motley RV Repair	\$135	\$8,075	11/04/11
Diversified Insurance Mgmt. Inc.	\$2,200	\$21,000	11/05/12	Curtis Trailers	\$1,000	\$8,000	06/03/13
Wilkins R.V., Inc.	\$1,500	\$19,600	06/28/12	American RV	\$1,000	\$6,925	10/04/12
Greeneway, Inc. (Route 66 Dealer)	\$5,250	\$18,550	06/11/13	Circle K RV's, Inc.	\$500	\$6,250	06/24/13
Jayco, Inc.	\$1,000	\$18,500	12/27/11	Burlington RV Superstore	\$500	\$5,500	06/19/13
Alpin Haus	\$2,000	\$17,500	06/21/13	Hayes RV Center	\$300	\$5,400	02/01/13
Rivers RV	\$500	\$17,350	06/15/12	Webster City RV, Inc.	\$1,000	\$5,100	04/22/13
Butch Thomas	\$1,000	\$16,000	11/30/12	Madison RV Supercenter	\$1,000	\$5,000	08/21/12
Hartville RV Center, Inc.	\$1,250	\$15,500	05/07/13	Minnesota RVDA	\$5,000	\$5,000	01/11/13
MBA Insurance, Inc.	\$2,000	\$15,100	05/17/13	Camperland of Oklahoma, LLC	\$1,500	\$4,850	07/02/13
Mike Molino	\$550	\$11,311	07/03/12	Topper's Camping Center.	\$1,000	\$3,500	04/18/13
Affinity RV Service Sales & Rentals	\$2,000	\$11,000	07/01/13	Myers RV Center, Inc.	\$1,250	\$3,250	06/11/13
AIRXCEL - RV Group	\$1,000	\$11,000	06/06/13	United RV Center	\$2,000	\$3,000	09/20/12
United States Warranty Corp.	\$2,000	\$10,250	04/12/13	J. D. Sanders, Inc.	\$500	\$2,750	08/07/12
Little Dealer, Little Prices	\$5,000	\$10,050	01/23/13	Best Value RV Sales & Service	\$1,000	\$2,750	04/08/13
Great Lakes RVA	\$10,000	\$10,000	02/27/13	RV Outlet Mall	\$1,000	\$2,550	06/05/13
Hemlock Hill RV Sales, Inc.	\$639	\$10,000	09/14/12	Alliance Coach, Inc.	\$500	\$2,500	10/26/12
Rich & Sons Camper Sales	\$4,000	\$10,000	11/21/12	RCD Sales Company, Ltd.	\$1,000	\$2,500	06/07/13
<b>LEADERS active donors* with a cumulative donation or pledge between \$1,000 and \$2,499</b>							
Hilltop Trailer Sales, Inc.	\$541	\$2,122	06/11/13	Phil Ingrassia	\$1,000	\$1,000	09/05/12
Skyline RV & Home Sales, Inc.	\$1,500	\$1,500	06/14/13	Newell Coach	\$1,000	\$1,000	09/01/11
Tacoma RV Center	\$1,000	\$1,500	06/15/12	Pete's RV Center	\$1,000	\$1,000	05/07/12
Noble RV, Inc.	\$1,255	\$1,405	06/21/13	Spader Business Management	\$1,000	\$1,000	12/02/11
The Trail Center	\$250	\$1,350	02/01/13	Bill Mirrielees	\$250	\$1,000	05/09/13
Dinosaur Electronics	\$1,000	\$1,250	06/06/13				
<b>BENEFACTORS active donors* with a cumulative donation or pledge between \$500 and \$999</b>							
Fretz Enterprises, Inc.	\$750	\$750	06/18/12	All Valley RV Center	\$500	\$500	06/26/12
Steinbring Motorcoach	\$500	\$750	11/21/12	Camp-Site RV	\$500	\$500	12/31/12
Ronnie Hepp	\$300	\$625	08/24/12	Lindsey Reines	\$500	\$500	12/19/12
Holiday Hour, Inc.	\$200	\$500	03/20/13	Beckley's Camping Center	\$500	\$500	06/06/13
<b>SUPPORTERS active donors* with a cumulative donation or pledge between \$100 and \$499</b>							
Bowling Motors & RV Sales	\$300	\$300	12/16/11	Quality Drive-Away, Inc.	\$250	\$250	06/05/12
Howard RV Center	\$250	\$250	05/09/13	Karin Van Duyse	\$250	\$250	10/25/12
Foley RV Center	\$250	\$250	09/01/12	Happy Camping RV	\$100	\$100	10/19/12
Kroubetz Lakeside Campers	\$250	\$250	12/02/11	Amy Pennington	\$100	\$100	11/30/12
Mayflower RV, Inc.	\$250	\$250	07/27/12				
<b>ENDOWMENTS</b>							
Kindlund Family Scholarship		\$270,000					

# Go RVing PROGRAM FOR 2013!

The Go RVing dealer tie-in program is back in 2013... 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:**

*Away*  
is a place that's  
not on any map.  
But you know it  
when you find it.

## 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 \$225 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)



# Go RVing Produces **New** Tailgating-Themed "Away" TV Ad

Edited by RVDA staff

**Go RVing will air a new "Away" TV ad in September** in conjunction with college football ad buys with ESPN, CBS Sports and Sports Illustrated that will run through the fall.

Titled "Victory," the new 30-second ad shows how RVs are the perfect tailgate vehicle by featuring families gathered at a girls' soccer game where they are grilling, relaxing in and around the RVs, and enjoying each other's company. The voiceover, once again performed by Tom Selleck, tells viewers that "Away is always having home field advantage even when you are miles away from home."

The ad was shot in Denver in June and features a Fleetwood Storm motorhome and a CruiserRV Fun Finder travel trailer. The manufacturers were selected

in a lottery to provide the vehicles.

Go RVing will launch new tailgating partnerships with ESPN, CBS Sports, and Sports Illustrated this fall. Go RVing ads will appear on the highly-rated ESPN "College GameDay" program airing each Saturday morning through the season. Footage of RV tailgating will lead into a Go RVing commercial in the "A" position of the program. There will be additional exposure on ESPN2 and ESPN.

The CBS Sports buy will include sponsorship of the Thursday night "Inside College Football" post-game show; custom-produced "Tailgate Tradition" vignettes airing on "This Week in the SEC" and "Inside College Football," as well as online on CBSsports.com. Road Trip Fact graphics featuring the



Go RVing logo will air in 15 live college football games.

The Go RVing partnership with Sports Illustrated will be a high-impact, on-site consumer event. The SI on Campus Tailgate Tour presented by Go RVing will visit six NCAA football games throughout the country. The tour will feature a Winnebago Adventurer motorhome and Keystone

RV travel trailer, which fans will be able to tour. There will also be tailgate cooking competitions, fan games and giveaways, and autograph and photo opportunities with Sports Illustrated and college football talent. Videos will be shot at each stop and aired on SI.com website properties.

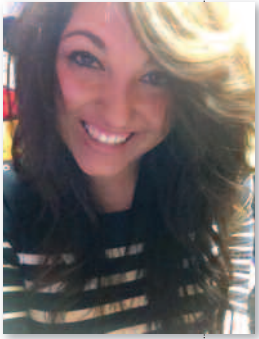
## Go RVing Awards "Spring Fever" Sweepstakes Grand Prize

**Go RVing's "Spring Fever" sweepstakes,** which was conducted in partnership with the Outdoor Channel, concluded recently with the presentation of a Forest River Flagstaff Classic folding camping trailer to winners Pam and Brian Hoffman at Greenway RV Sales and Service in Wisconsin Rapids, WI.



The Hoffmans won the drawing for the trailer from among 162,632 entries. The Go RVing/Outdoor Channel "Spring Fever" sweepstakes ran throughout April and generated more than 22,678 unique entries and 2,331 opt-in leads for the Go RVing database.

## College Intern at General RV Receives RV Learning Center Scholarship



Kurtz's work at General RV included helping to improve relationships between RV dealers and campgrounds.

**Haley Marie Kurtz**, a rising college senior who has worked as an intern at General RV in Wixom, MI, and in customer service for Crossroads RV, is the 2013-14 recipient of the RV Learning Center Scholarship. The \$2,500 annual award is endowed through the Kindlund Family Foundation.

Kurtz, who grew up in Elkhart, IN, is a student at John Brown University, where she is pursuing a B.A. in history with a minor in business administration. Her work at General RV included helping to improve relationships between RV dealers and campgrounds.

The scholarship recipient says a research assignment entitled "Twentieth Century American Consumerism and its Effect on the RV Industry" solidified her interest in the RV industry. She plans to pursue a master's in business administration and work in the RV industry after completing her undergraduate studies.

"Haley's background in her stepdad's RV service business and current experience at General RV and Crossroads RV make her just the type of student we are proud to name as our scholarship recipient," says Newt

Kindlund. "Between school and work, Haley is making a commitment to her future and the future of our industry."

The RV Learning Center Scholarship Program recognizes deserving rising college sophomores, juniors, and seniors. Applicants are judged on academic achievement, extracurricular activities and honors, RV industry involvement, financial need, and a 500-word essay. The program has awarded more than \$56,000 to 23 students since its inception in 2000.

The Kindlund family, which endowed the scholarship program with \$270,000, remains active in the RV industry even after selling its corporation, Holiday RV Superstores, in 1999. Newt Kindlund serves on the RV Learning Center Board of Directors.

The RV Learning Center is a tax-exempt 501(c)(3) organization. Contributions may be tax-deductible as charitable donations. Visit [www.rvlearningcenter.com](http://www.rvlearningcenter.com) for more information.

## RVDA Chairman Jeff Hirsch Will Bike across Massachusetts for Cancer Charity Joins Campers Inn Colleague in 192-mile Trek



**RVDA** Chairman of the Board Jeff Hirsch will be pedaling across Massachusetts to raise money for a New England cancer charity known as The Jimmy Fund, which supports

Boston's Dana-Farber Cancer Institute by raising funds for adult and pediatric cancer care and research. The bike-a-thon, called the PMC Pan-Mass Challenge, runs 192 miles from Sturbridge to Provincetown.

Hirsch, owner of Campers Inn, is joining the manager of

his Raynham location, Brian Sullivan, who completed the bike-a-thon two years ago. Sullivan's participation in the ride brought in \$5,600 in donations from Campers Inn in 2011. This year, Hirsch aims to raise \$12,000 from their combined participation in the event, which runs August 3-4. To date, the bike-a-thon has raised approximately \$300,000.

The Jimmy Fund, well-known in New England, was founded in 1948 and has been integral to the successful treat-

ment for once-incurable childhood cancers. The PMC Pan-Mass Challenge is just one of more than 500 events that benefit The Jimmy Fund.

For more information and to make a donation to Team Campers Inn, go to their donation page or mail your contribution to: Team Campers Inn, Id# 28432-1, Pan-Mass Challenge, PO Box 415590, Boston, MA 02241-5590.





# September 2013

RV Executive Today spoke with dealers to recreate the monthly calendar to make it more useful in planning your month. Use the checklists below to track each department's progress. If you have comments or suggestions, please e-mail the editor at mashreve@rvda.org.

SUN	MON	TUE	WED	THU	FRI	SAT
1	2 LABOR DAY	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

## Department Tasks:



### Dealer/General Manager

- D-1 Department Managers Meeting
- D-2 Change Ads
- D-3 Check Go RVing Leads
- D-4 Review Department Activity
- D-5 Review Numbers



### Sales

- S-1 Check Internet Leads
- S-2 Check Inventory
- S-3 Change Display
- S-4 Customer Follow Up
- S-5 Review R.O.'s on Deals
- S-6 Department Meeting



### Service

- SV-1 Check Outstanding Warranties
- SV-2 Review All Carryover R.O.'s
- SV-3 Review Numbers
- SV-4 Review Actual vs. Flat Rate Time
- SV-5 Department Meeting



### Rentals

- R-1 Review R.O.'s
- R-2 Check Rental Contracts
- R-3 Review Repairs Needed
- R-4 Place Ads
- R-5 Department Meeting



### F & I

- F-1 Check On Outstanding Titles
- F-2 Check Distress Titles
- F-3 Log Deals
- F-4 Review Log
- F-5 Review Pricing Policies
- F-6 Department Meeting



### Parts & Accessories

- P-1 Check Replacement Parts Orders
- P-2 Check Weekly Parts Orders
- P-3 Change Displays
- P-4 Review All R.O.'s - Make Sure Parts Are Listed
- P-5 Review Numbers
- P-6 Department Meeting

\* Make copies of the calendar above for each department to track progress.

# TECHNICIAN CAREER LADDER

MASTER CERTIFIED TECHNICIAN



## A Promising Career Climb

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

Start your workforce – and your dealership – on the right path to success. The new RV Technician Certification Program is designed to streamline the certification process and adapt to the demands of a fast-paced business environment. The program makes certification more convenient and accessible than ever before.

- Improved, restructured program, featuring a two-path Career Ladder that allows candidates to pursue advanced technical specialties.
- Timesaving online testing options.
- Updated materials, textbooks, and online test-prep resources that reflect changing needs and industry trends.
- RVIA Trouble Shooter Clinics that track seamlessly with the specialty areas of the Career Ladder.

And the new RV Technician Certification Program will boost your bottom line. In a recent survey of more than 600 dealers...

- 80% confirm certified technicians make them more money than non-certified counterparts.
- 75% report certified technicians perform better quality work than non-certified counterparts.
- 72% believe certified technicians create more satisfied customers.

***It's time to take the first step. The certification process is just a click away. Visit [www.rvtechnician.com](http://www.rvtechnician.com) to learn more.***

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

- Home
- Disclaimer
- Search Events
- Online Events
- Manage Events

# THE RV Industry's CENTRAL TRAINING CALENDAR



View | List | **Monthly** | Weekly | Daily

- Dealer/GM
- Sales
- Service
- RV Service Technician**
- Parts
- F & I
- Rental

<< Back		September 2013						Fwd >>
Sun	Mon	Tue	Wed	Thu	Fri	Sat		
1 Show Online Events	2 Show Online Events	3 Show Online Events	4 Show Online Events	5 Show Online Events	6 Show Online Events	7 Show Online Events		
8 Show Online Events	9 RV Technician Training Show Online Events	10 Beating the Competition...and the Mindset of Winning Parts Manager Clinic The Latest and Greatest RV Park Trends Show Online Events	11 Show Online Events	12 Show Online Events	13 Show Online Events	14 Show Online Events		
15 Show Online Events	16 RV Technician Certification Training - w/hands-on Show Online Events	17 Show Online Events	18 Show Online Events	19 Show Online Events	20 Show Online Events	21 Show Online Events		
22 Show Online Events	23 Show Online Events	24 Show Online Events	25 Show Online Events	26 Show Online Events	27 Show Online Events	28 Show Online Events		
29 Show Online Events	30 2013 RV Dealers International Convention/Expo 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
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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.

**RVDA Welcomes Our Newest Members**  
*As of July 20, 2013*

- Dealers**
- Airstream Adventures Northwest, Gladstone, OR
  - Brown's RV, McBee, SC
  - Roberson RV Center, Salem, OR
  - Schumacher European LTD, Phoenix, AZ
- Aftermarket**
- Barry's Auto/RV Center, Brockport, NY
  - Guardian RV & Fleet Service, Chalmette, LA
  - RV Medics LLC of New England, Springfield, MA
  - Stephenville Trailers, Stephenville, TX

## ADVERTISERS INDEX

Ally 800-814-8842 . . . . . 14	GE 800-289-4488 . . . . . 4	PRVCA Pennsylvania RV Show 888-303-2887 . . . . . 31
A World of Training 866-238-9796 . . . . . 20	IDS 800-769-7425 . . . . . 18	RV Pro rv-pro.com/enews . . . . . 25
American Guardian 800-579-2233 . . . . . 2	MBA Insurance Inc. 800-622-2201 . . . . . 21	RVT.com 888-928-0947 . . . . . 19
Bank of the West www.bankofthewest.com . . . 13	NTP 800-242-6987 . . . . . 17	Sobel University 253-565-2577 . . . . . 32
Diversified Insurance Management Inc. 800-332-4264 . . . . . 3	Priority One 800-419-1341 . . . . . 15	Spader 800-772-3377 . . . . . 35
	Protective 888-326-0778 . . . . . back cover	Systems 2000 407-358-2000 . . . . . 34

# Offer your customers more.



## Protective Asset Protection's XtraRide® service contract now offers MORE.

- More parts coverage
- More pre-owned benefits
- More travel benefits
- More pet and food spoilage benefits
- More renewal and post-sale program options
- More opportunities to drive your dealership's profitability

Like you, we believe in doing more to serve the increasing number of RV buyers that are unprotected from the cost of future mechanical expenses – so they can protect tomorrow and embrace today. This is why we took our leading service contract solution and added more.

Call us at 888 326 0778 or visit [protectiveassetprotection.com](http://protectiveassetprotection.com) to learn more about the XtraRide service contract program.



## Protect Tomorrow. Embrace Today.™

XtraRide Service Contracts | Post-Sale Programs  
Dealer Experience Refund & Reinsurance Programs | Rental Programs  
F&I Training | On-Line Rating, Reporting & Contracts



\*An RVDA endorsed product or service is one that has been extensively evaluated by the RVDA to assure quality, dependability and overall value. RVDA and the RVDA Education Foundation receive compensation from a Protective company for business generated by RV dealers. The XtraRide service contract program is backed by Lyndon Property Insurance Company, a Protective company, in all states except New York. In New York this product is backed by Old Republic Insurance Company.