

RV EXECUTIVE TODAY

SEPTEMBER 2012

ENDLESS OPPORTUNITIES



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Upbeat About RV Market**
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Show Tips**
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the Road to
Opportunity

RV DEALERS
INTERNATIONAL
CONVENTION/EXPO



New exhibitors, more work-
shops, and a special book-
signing have been added Page 14



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C O N T E N T S

September 2012

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Dealers say the RV retail market has cooled slightly since April, but they're still upbeat, especially about towables.

12 Twenty-One Retail Show Tips
From Pinterest to popcorn, emails to Elvis, this treasure trove of marketing ideas combines technology and promotionals to get the most traffic to your show space.

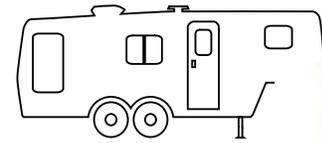
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Why will your dealership have its own app within the next 12 months? Because your customers never leave home without their smartphones.

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Looking for Something Most Americans Agree On? Try the Great Outdoors

By Phil Ingrassia, CAE, president

If the nation's pollsters have dubbed where you live a "swing state" in the upcoming presidential election, I feel your pain. I live in Northern Virginia, and both political parties are fighting it out over the airwaves and elsewhere for a victory in the "Commonwealth," as Virginia is known.

As I write this column, pollsters also say Florida, New Hampshire, Nevada, Iowa, Colorado, and Ohio join Virginia as toss-up states. These states likely hold the key to the outcome of the presidential race, because the other 43 are entrenched as either "red" or "blue" states, say those who keep track of Electoral College counts.

As divided as Americans are on certain issues, there are many that unify our great country. One key area of unity identified in a new survey of likely voters by the National Park Hospitality Association is the love of the great outdoors...and the national park system in particular.

The study said that "support for national parks is an issue that is personal for millions of Americans – more than four in five voters report having visited a national park at some point in their lives, and nearly nine in 10 say they are interested in visiting in the future." Nearly two out five respondents hope to camp at a national park, and 79 percent of those surveyed say they value parks as "places where people can have fun, be physically active, and enjoy themselves."

"One key area of unity identified in a new survey of likely voters by the National Park Hospitality Association is the love of the great outdoors...and the national park system in particular."

As I looked at the study in more detail, it also confirmed that the Go RVing "Away" national advertising campaign is aimed squarely at these universal themes of freedom, flexibility, and fun – and there's no better way to enjoy all the great outdoors has to offer than in an RV.

America's love affair with national parks and other public lands is good news for the RV industry and an important message that elected officials in both parties should understand, if they don't already.

As American Recreation Coalition President Derrick Crandall said in his analysis of the national park survey, "the issues that divide us as we approach the November elections should not obscure parks and other issues where there is national unity."

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Your Role in Getting Out the RVing Story

By Andy Heck, chairman



During the Go RVing Coalition meeting this past June, attendees got to see a presentation of the year's numerous media stories about RVs. Many of these clips featured local TV news stations interviewing our fellow RVDA dealers. There were many different topics and stories told by these dealers to the media. In one case, a dealer sold a trailer that was featured on the news. And RVIA also generates lots of buzz for RVs by getting on some national media programs.

The RV story really never gets old. There are so many places to go, so many ways to use RVs, and so many features to highlight that RV travel has been a magnet for media coverage over the years. But local reporters may not know this unless someone reaches out to them. That's where local dealers can make great things happen.

During the past couple of years, our dealership has found ways to get some positive attention from the media through our work with the Make-A-Wish Foundation, the Boy Scouts of America, Habitat for Humanity, Extreme Makeover: Home Edition, and other such organizations. There are many ways to generate good press in your local communities if you're creative and persistent.

During the convention next month, consumer outreach will be the topic of a special session presented by RVDA, RVIA, Go RVing, and The Richards Group ad agency. It's titled "Go RVing: Research-Based Strategies to Motivate Today's RV Buyers." Go RVing's new "Away" national advertising campaign is much more than TV commercials and print ads. Working with industry representatives on the Go RVing Coalition, The Richards Group developed a multi-media approach to reach consumers, based on what

people say they're looking for in leisure, vacation, and personal travel. Attendees will get an insider's view of the strategies Go RVing is using to grow the market. They'll also hear about:

- The latest consumer research behind the "Away" campaign media buying strategy
- Messages dealers can use in their own markets to motivate customers
- How mobile applications and social media fit into a comprehensive consumer outreach program

On another topic, this is my last column as chairman. It's been an honor to serve in this role for the past year. I really have enjoyed working with and getting to know so many different dealers and people in our industry. It was a year of transition in leadership—I came onboard working with Mike Molino and leave now with Phil Ingrassia as our president.

I was very fortunate to be able to work with Mike. He was a great leader and positioned RVDA for the future. It was a very smooth transition. Phil has done a great job and will continue to do so. We have a strong board and staff at RVDA that work hard for us every day. I'll continue to be active in the association and work to ensure that RVDA remains relevant to all dealers.

Andy Heck

Take Advantage of Your RVDA Websites

The RVDA and RV Learning Center websites are the dealership employee's complete online resources. These innovative, interactive websites provide easy access to the critical resources that assist dealers and their employees in running the dealership efficiently and effectively.

Visit both sites to download fact sheets on dealership best practices or the latest retail statistics, search the listings of training opportunities, and purchase CD-ROMs, publications, videos, or webcasts to enhance your dealership's

knowledge. RVDA member dealerships and any of their employees can have 24/7 access to most of RVDA's dealer specific information (broken down by department).

Make www.rvlearning-center.com and www.rvda.org your first source for all dealership information.



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Towable Inventory Growth Rate Slows, Motorhome Inventory Growth Rate Picks Up

By Thomas Walworth, Statistical Surveys/The Thrive Group

Dealers' towable inventories expanded in May 2012, but at a slower rate than in May 2011, and at a significantly slower rate than in early 2012, according to market research firm Statistical Surveys/The Thrive Group.

The inventory index for towables was 83.6 in May 2012, compared with 76.8 a year earlier. After the first five months of 2012, the inventory index for towables was 65.2, compared with 64.8 after the first five months of 2011.

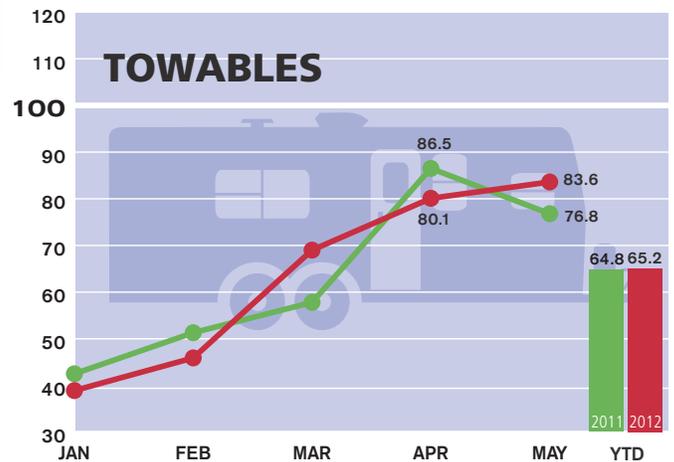
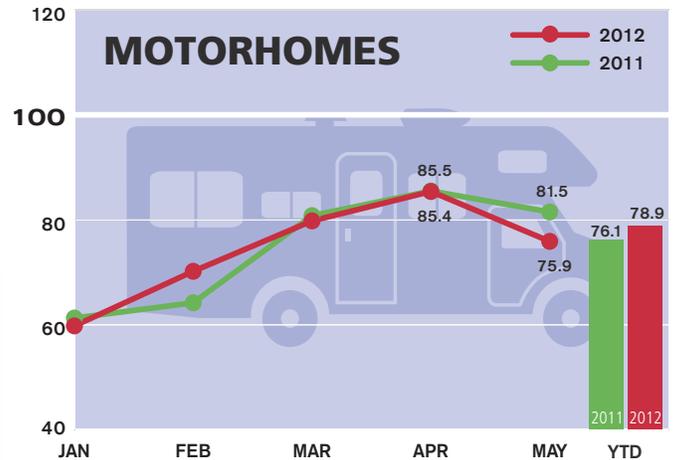
In the case of motorhomes, the inventory index in May 2012 was 75.9, which indicates motorhome inventories were building at a faster rate than in May 2011, when the motorhome inventory index was 81.5. When the first five months of 2012 are compared with the same portion of 2011, motorhome inventories grew at a slightly slower rate, as indicated by an inventory index of 78.9 after the first five months of 2012, compared with 76.1 during the same portion of 2011.

Dealers retailed 21,643 towables in May 2012, compared with 18,736 in May 2011, a 15.5 percent increase. Manufacturers shipped 25,900 towable units in May 2012, a 6.1 percent increase from the 24,400 units delivered in May 2011.

Dealers retailed 2,200 motorhomes in May 2012, the same number dealers sold in May 2011. Manufacturers shipped 2,900 motorhomes last May, a 7.4 percent increase from the 2,700 units shipped in May 2011.

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 is a build in dealer inventories. When the index is above 100, there is a decline in dealer inventories.



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DEALERS REMAIN UPBEAT ABOUT

By Jeff Kurowski

RV dealers surveyed in late July and early August felt that the retail market had cooled off slightly since April, but they remained generally upbeat, as indicated by a higher percentage of respondents saying their inventory levels were too low.

Fifty-two percent of survey respondents said the RV retail market was better in July-August than it was during midsummer in 2011, and 32 percent felt it was about the same as it was a year earlier. Sixteen percent of respondents said the market was

worse than it was a year ago.

In April, when the survey was last conducted, a little more than 61 percent of dealers believed the RV retail market was better, 6.5 percent felt it was worse, and a little more than 32 percent believed it was about the same as a year earlier.

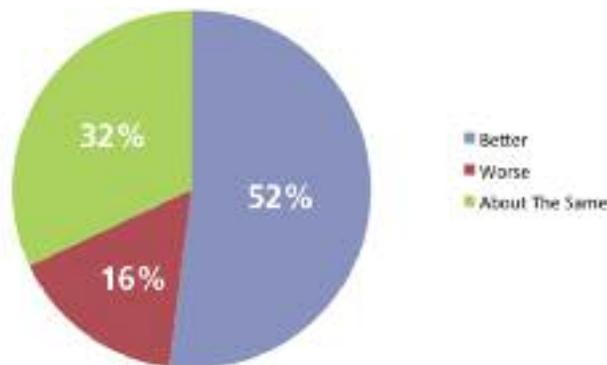
Towable market in good shape

The majority of midsummer survey respondents – 72 percent – felt that the

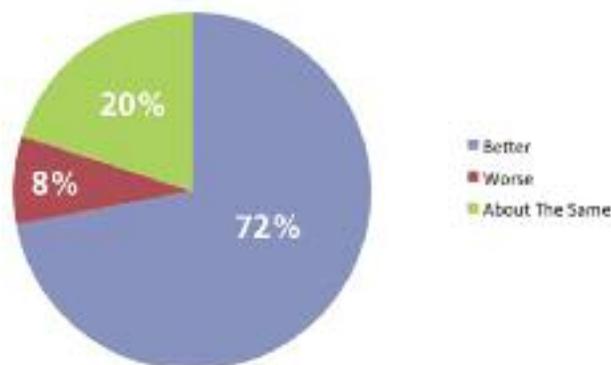
retail market for towable RVs was better than it was a year ago. In the April survey, 61 percent said the market was better. In the latest survey, 8 percent believed it was worse, while in the April survey no one believed it was worse. Twenty percent of those answering the latest survey believed the towable retail market was about the same, while 39 percent of those responding in April felt it was about the same.

For motorhomes, 14 percent of dealers said their first half 2012 sales

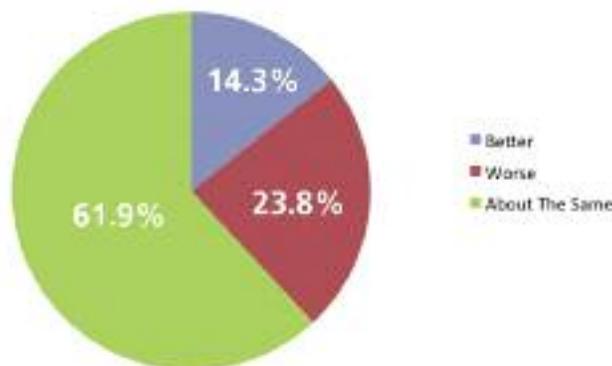
IS THE RETAIL MARKET BETTER THAN A YEAR AGO?



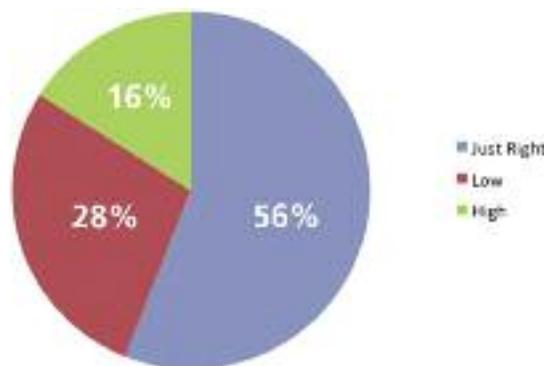
HOW ARE TOWABLE RV SALES COMPARED WITH A YEAR AGO?



HOW ARE MOTORHOME SALES COMPARED WITH A YEAR GO?



FOR CURRENT MARKET CONDITIONS, YOUR INVENTORY IS:



OUT MARKET CONDITIONS

were better than their first half 2011 sales, almost 62 percent said they were about the same, and almost 24 percent said they were worse.

Fifty-six percent of dealers who answered the midsummer survey believed their inventory levels were "just right," while 16 percent felt they were too high. Twenty-eight percent believed their inventories were too low, compared with almost 10 percent who felt in April that their inventories were too low. Also in April, a

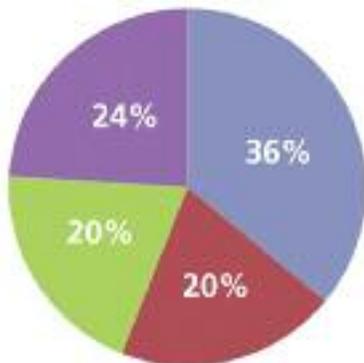
little more than 74 percent of dealers believed their inventories were just right, and 16 percent felt they were too high.

Adequate financing available

As of midsummer, 96 percent of respondents felt the right amount of credit was available for inventory financing, and 72 percent believed an adequate amount of retail financing was available for their customers.

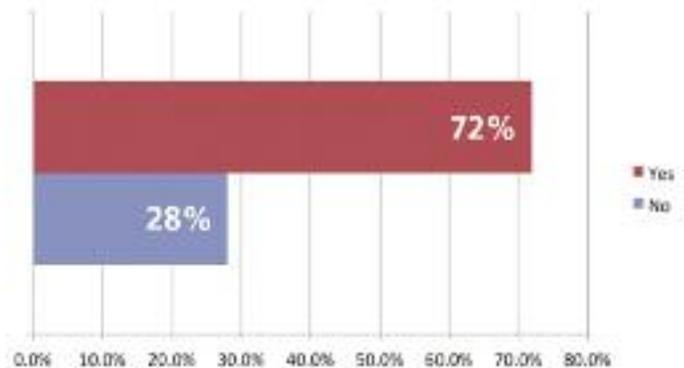
The generally upbeat attitude among dealers was reflected in the fact that 36 percent of those answering the midsummer survey said they plan to order more RVs during the second half of 2012 than they did during the second half of 2011. Twenty percent said they'll order fewer units, and another 20 percent said they'll order about the same number as they did a year earlier. Another 24 percent were undecided.

RV ORDERING PLANS FOR SECOND HALF OF 2012

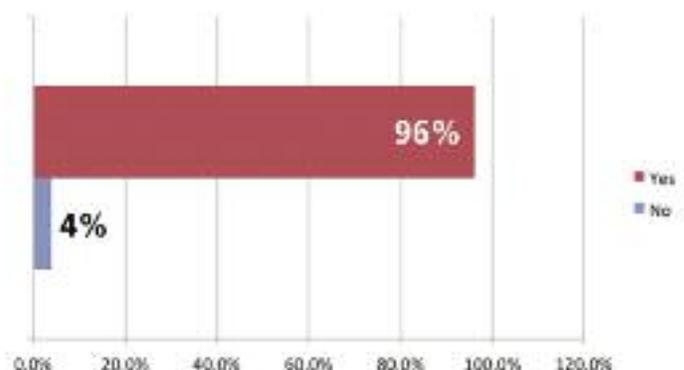


- More than during second half of 2011
- Less than during second half of 2011
- About the same as during second half of 2011
- Undecided

IS THE RIGHT AMOUNT OF RETAIL CREDIT AVAILABLE?



IS THE RIGHT AMOUNT OF WHOLESALE CREDIT AVAILABLE?



Twenty-One Retail Shows

By Evanne Schmarder

As summer winds down and the RV show season heats up, educating the public about enjoying the great outdoors in an RV is the name of the game. During the height of the show season, there are consumer RV events going on somewhere in the country almost every weekend from October to March.

And most likely, you'll be there, meeting both wanna-be and experienced campers. These are fun events that give people the chance to get excited about an outdoor vacation, learn what's new, and discover the many joys of owning an RV, be it a motorhome, travel trailer, or pop-up. For you, however, the challenge is getting people to visit your show space.

You already know the necessity of having an inviting-looking area with expert staff on hand and printed materials with trackable promotion codes. Now go to the next level and use technology to help your dealership get the most from the event. Using these 21 tips will get you noticed and yield a better return on your RV show investment.

Pre-show promotion:

- Decide on the specials, prizes, and promotional items you'll use at your show space: These could include coupons or even scratch-off tickets for branded items such as beverage cozies, hats, t-shirts, camping items, or discounts. Consider offering one or two big prizes, such as an iPad, camping weekend, or app package, to build buzz.



- Build an RV show landing page on your website: Write keyword-rich SEO content for the page. Create a QR code directed to that page and use it on printed show materials. Provide an offer coupon redeemable only at your show location. Promote all of your planned "at show" marketing hooks.



- Launch an email blast to your entire consumer list with an invitation to visit your space: Link to your RV show landing page.
- Blog about the details of your space and any behind-the-scenes scoop.
- Spread the word on Facebook: Link to your landing page, blog postings, post photos of the preparation, invite comments, and discuss specials and promotions you'll have at the show.
- Establish an RV show hashtag (#) on Twitter: Look for other complimentary businesses that will be at the show and co-promote, using their hashtags and yours.

- Develop a pre-RV show-themed Pinterest contest and encourage customers to 'Pin 'n Play.'

During the show:

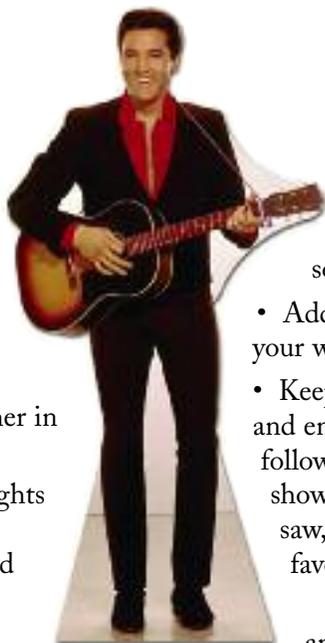
- Create a Foursquare event location, offering a special to people who stop by your location and check in.

- Do a daily drawing and announce the winner on your Facebook page: If they've "liked" your page, give them an extra goodie.
- Send out a call to action to your social networks: Offer something special to the "next 25 people" who visit a designated RV at your show space and say "I love camping!"
- Offer a photo opp with a famous or wacky cardboard cutout: Snap your own photos of folks having fun while their pictures are being taken and use them on your social networks.
- Show short, looping how-to videos and provide comfortable seating for weary shoppers (or their spouses): How-to's might include trip ideas, provisioning an RV, maintenance or safety tips, or campfire banana boats. Bring a popcorn popper and provide snacks for the "show."
- Hide a cache at your space near a unit you want to heavily promote: Add it to the Geocaching.com directory and promote it across your social networks.



- Host an RV show photo scavenger hunt: Players receive the scavenger hunt list at your space, take photos of each item/location found, and upload photos to your Facebook page, Flickr account, or designated Pinterest page in exchange for a coupon or goodie.
- Create a QR code that "likes" your Facebook page, "follows" your Twitter profile, or subscribes to your

Tips



- e-newsletter and post it around your show space.
- Hold a MeetUp or TweetUp at a designated time: This will bring your online friends together in person.
- Upload video highlights of the day to your YouTube channel and promote it on your social networks.

Post-show follow-ups:

- Launch an email blast with an overview of the show: Link to all of your social networks that had show news.

- Thank people who visited your show location, and list contest winners on your social networks.

- Add show news and follow-up to your website.
- Keep the communication flowing and engage with your fans and followers: Ask how they liked the show, what neat new things they saw, which of your units was their favorite, and ideas for next year.

Take the time to record and analyze your promotional efforts and results. This data goldmine will come in handy for determining how to spend your time and budget in the coming show seasons. Are you doing anything techy at your RV show space that I didn't

mention? I'd love to hear about it – drop me a line and we'll trade notes.

Evanne Schmarder is the principal of Roadabode Productions, which specializes in digital marketing strategy, consulting, and education for the outdoor recreation industry. She is co-author of "Unconventional Wisdom Works - 25 Marketing Strategies to Build Your Outdoor Recreation Business Today," and is the host and producer of the RV Cooking Show. She is a small-business blogger for the Huffington Post, as well as a speaker and panelist. Schmarder can be reached at evanne@roadabode.com or 702-460-9863.

Don't miss Schmarder's three workshops, including "Putting Video to Work for You," at the 2012 RV Dealers International Convention/Expo in Las Vegas. ■



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Agenda-At-A-Glance*

Monday, October 1

8:00 a.m.-3:00 p.m.	Expo vehicle set-up begins
8:00-11:30 a.m.	RVDA of America board of directors meeting
Noon-3:15 p.m.	RVDA of America board of delegates lunch & meeting
Noon-5:00 p.m.	RVDA of Canada board lunch & meeting
3:00-9:00 p.m.	Expo booth set-up
3:30-7:45 p.m.	Proprietary workshops
3:30-5:00 p.m.	Forest River Partners in Progress Brand Committee meeting
5:15-6:30 p.m.	Jayco Partners in Progress Brand Committee meeting

Tuesday, October 2

8:00 a.m.-12:15 p.m.	Proprietary workshops
8-9:15 a.m.	KZ Partners In Progress Brand Committee meeting
9:30-11 a.m.	Keystone Partners In Progress Brand Committee meeting
11:15 a.m.-12:30 p.m.	Winnebago motorized Partners In Progress Brand Committee meeting
11:15 a.m.-12:30 p.m.	Prime Time Partners In Progress Brand Committee meeting
12:45-2 p.m.	Winnebago/SunnyBrook towables Partners In Progress Brand Committee meeting
12:45-2 p.m.	CrossRoads Partners In Progress Brand Committee meeting
1:00-6:00 p.m.	Expo open
2:15-3:30 p.m.	Heartland Partners In Progress Brand Committee meeting
3:45-5 p.m.	Dutchmen Partners In Progress Brand Committee meeting
4:00-6:00 p.m.	Reception in expo

Wednesday, October 3

7:30-8:00 a.m.	Early bird coffee
8:00-9:30 a.m.	Opening general session with Peter Ricchiuti
9:45-11:00 a.m.	Concurrent education sessions
11:15 a.m.-12:30 p.m.	Concurrent education sessions
12:30-2:45 p.m.	Expo open (lunch served 12:30-1:15 p.m.)
2:45-4:00 p.m.	Education sessions for fixed-operations employees
3:00-4:00 p.m.	RVDA of America annual meeting & RVDA of Canada annual meeting
4:15-5:30 p.m.	Concurrent education sessions

Thursday, October 4

7:30-8:00 a.m.	Early bird coffee
8:00-9:30 a.m.	All-attendee education session
9:45-11:00 a.m.	Concurrent education sessions
11:00 a.m.-1:00 p.m.	Expo open (lunch served 12:00-12:45 p.m.)
1:15-2:30 p.m.	Concurrent education sessions
2:45-4:00 p.m.	Concurrent education sessions
4:15-5:30 p.m.	Concurrent education sessions
5:45-7:45 p.m.	Celebrate the Great Outdoors Indoors After-Hours Party (included with registration)

Friday, October 5

7:30-8:00 a.m.	Early bird coffee
7:45-9:00 a.m.	F&I Legal Compliance
9:15-10:30 a.m.	Ensuring your Sales Financing Agreements are Complete

*Subject to change

BRAND COMMITTEE MEETINGS SCHEDULE

Monday, October 1

3:30-5:00 p.m.	Forest River
5:15-6:30 p.m.	Jayco

Tuesday, October 2

8:00-9:15 a.m.	KZ
9:30-11:00 a.m.	Keystone

Schedule subject to change.

11:15 a.m.-12:30 p.m.	Winnebago motorized
11:15 a.m.-12:30 p.m.	Prime Time
12:45-2:00 p.m.	Winnebago/SunnyBrook towables
12:45-2:00 p.m.	CrossRoads
2:15-3:30 p.m.	Heartland
3:45-5:00 p.m.	Dutchmen

PROPRIETARY WORKSHOPS

The following 10 proprietary workshops will be conducted by exhibiting companies on Monday afternoon and Tuesday morning.

Monday, October 1

3:30 - 4:45 p.m.

Wheeler Advertising: Ron Wheeler

Location: Miranda 7

"Digital 360: A Complete Digital Dealer Program"

This session will explain what dealers need for a dynamic digital sales marketing game plan. How do you drive more traffic to your website and how do you convert that traffic into prospects and customers? You'll find the answers here.

Tuesday, October 2

9:30 - 10:45 a.m.

Ally Financial: Bill Thompson

Location: Brasilia 1

"The Financial Services Pie: Which Piece Is Right For You?" (Commercial, Retail, Insurance, Cash Management)

Ally Financial finances both new and used RVs, covering a variety of makes, and offers wholesale financing for RV dealers in the United States and Canada. It also offers wholesale insurance, working capital and real estate loans, an offset account cash management tool, and RV remarketing services to dealers, along with its exclusive Ally Dealer Rewards program.

Auction123.com: Tracy Amato

Location: Miranda 5

"It's a Popularity Contest: Easy Ways to Drive Traffic to Your Website & Inventory"

Attendees will learn how to get higher search engine rankings, how social media affects a company's search ranking, the importance of a mobile presence, and how listing inventory on multiple marketplaces like eBay and Craigslist can increase website traffic.

ProResponse: David Goodison

Location: Miranda 7

"CRM: Myth Versus Reality"

This session will explore customer relationship management, including what to look for when shopping for your CRM system, reasons why CRMs fail, best practices to ensure success for all departments, database management, and more. Even if you already have a CRM, you can learn how to make the most of it.

Lippold Returns for Book Signing

Retired Navy Cmdr. Kirk Lippold, who spoke at last year's convention about his experience as commander of the USS Cole when it was bombed by al Qaeda in October 2000, will return to the 2012 convention/expo to sign copies of his new book, "Front Burner: Al Qaeda's Attack on the USS Cole." Lippold's fast-paced presentation had convention attendees spellbound as he recounted the frantic efforts to keep the ship afloat after a bomb tore a gaping hole in the side, killing 17 crewmembers and wounding 39 more.

Lippold's book is his attempt to not only describe what happened, but also to analyze why it happened. He believes that inaction by presidents Bill Clinton and George W. Bush contributed to the attacks of 9/11.

One anecdote from the book describes his decision after

the attack not to lower the American flag at sunset, the usual procedure for Navy ships in port. "I decided not to lower the flag, but instead to bathe it in lights. It remained flying for the next eight days, until we recovered all 17 of our shipmates from the wreckage. We only lowered the flag at the memorial ceremony we held on the ninth day," he says.

Lippold will be available to sign his book at the convention's reception on Tuesday, October 22, from 4-6 p.m., in the Diversified Insurance booth (#411). ■



Tuesday, October 2 11:00 a.m. - 12:15 p.m.

Auction123.com: Clayton Stanfield (eBay Motors) and Robert Basha (Auction123)

Location: Miranda 5

"Sell More Units and Grow Your Dealership with eBay Motors"

This class will teach dealers how to maximize their success on eBay Motors. The speakers will present a list of eBay-specific best practices that cover merchandising, auction and pricing formats, managing leads, and how to use eBay Motors to grow your business.

IDS - Integrated Dealer Systems: Sean Raynor

Location: Miranda 8

"Drive Sales and Develop Engaging Customer Relationships with CRM"

Attendees will learn how to use customer relationship management technology to drive more revenue into the dealership and to develop more loyal and long-lasting customer relationships. You'll learn how to use triggered email messages that are activated by specific customer actions, plus how to measure and improve salesperson productivity by automating your daily traffic log.

LIVIN LITE Recreational Vehicles: Scott Tuttle

Location: Brasilia 2

"We're Talking Millions Here - Customers and Sales"

The speaker will share insights on how to tap into the millions of consumers who drive smaller fuel-efficient cars, minivans, and cross-overs and who currently have no reason to visit your dealership. RV dealers who expand their reach into this huge market demographic can increase sales and profits.

RVMax Training Solutions: Don Reed

Location: Brasilia 1

"Performance Improvement Plans that Maximize Service Profits"

In this interactive workshop, attendees will learn how to better manage the essential eight controllable metrics to build profits in their service and parts operations. RVMAX will provide all attendees with a performance improvement plan workbook and an interactive handout for calculating individual profit improvement opportunities. Topics will include increasing shop productivity by improving repair cycle times and increasing sales per repair order; prioritizing internal and external parts customers; the value of service menus, and more.

The Mobile Outfitters/Lippert Components: Andy Murray and Steve Paul

Location: Brasilia 3

"Lippert Components and The Mobile Outfitters: Taking RVing to the Next Level"

Established in 1956 as a small steel fabrication shop, Lippert Components has grown into a leading RV industry supplier. LCI's newest division, The Mobile Outfitters, was created to bring the company's products to the after-market. LCI designs exciting new RV and trailer parts and accessories using input from customers and field experience.

Wheeler Advertising: Ron Wheeler

Location: Miranda 7

"Advanced AdWords: A Dealer's Best Friend"

Come see how the best dealers in the country use Advanced AdWords to gain market share and defend their territory. There's nothing theoretical about this seminar - it's all facts and results. If AdWords isn't a big part of your business, it should be.

Why You'll Soon Have a Smartp

By Mike Martin



Imagine this scenario: Thanks to the amateur winterizing job he did on his motorhome, your customer now has some split pipes. After mopping up the mess, he launches the iPhone app he installed when he purchased the RV. First he reviews the service manual. From the

plumbing diagram, he can tell right away that trying to fix it himself is out of the question.

Going back into the app, the customer clicks “schedule service appointment.” After selecting his preferred day and time and giving a short description of his problem, he clicks send. A minute or so later, he

receives an instant message confirming his appointment – he’s booked! The service manager even messaged him to see if he’d prefer getting his repairs done onsite.

You may be thinking, “Why do I need a smartphone app – customers can do all that now on my website.” But most websites aren’t optimized for mobile devices – they’re often slow, almost always too small, and sometimes even missing entire sections. An app is always there, ready to go, constantly branding your dealership with the customer. A Web browser can’t do that.

In the very near future, customers and dealership staff are going to be interacting using smartphones and tablets. Forget the phone – customers hate automated switchboards and being put on hold. Forget your website. In our fully connected digital world, customers will use mobile devices to view inventory, buy parts and service, or schedule a test drive. Managers will access DMS “dashboards” showing real-time departmental performance. Sales staff will use iPads to track ups and guide customers to the right unit.

Think this is years away? Franchised auto dealerships are already using mobile devices to access DMS and lead management software. They also have branded apps that do everything I previously described and more. In a March 2012 report from global digital marketing firm ComScore Inc., half of the 200 million U.S. cell phone users use smartphones. More surprising is that almost 20 percent of American adults now own tablets. If your customer doesn’t have a smartphone or tablet now, they’ll have one soon.

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Making Sure Your Sales Financing Agreement

By Chip Zvoloski

Too often, dealerships find themselves facing compliance and legal troubles due to misunderstandings around finance agreements with their customers. Many factors can contribute to these problems, but it typically boils down to inconsistencies, unanswered questions, and lack of communication. With a little planning, these risks can be mitigated, helping ensure your

dealership maintains good customer relationships and profitability.

The best place to start is with this question: What is the “agreement?” It may sound simple, but this issue is at the core of making sure you have a complete sales financing agreement that all parties understand and approve.

Some individuals may view the “agreement” as the credit application, while others might view it as a buyer’s

order, retail contract, or manufacturer’s warranty. It could also be a combination of these or other documents, which may all contain terms of the deal. As you can see, defining the “agreement” isn’t always straightforward. And if you can’t easily deter-

mine which documents comprise your complete sales financing agreement, it may be difficult to enforce it – particularly if terms highlighted in various documents don’t agree with each other.

Many dealers find it’s easiest to answer the question of “What is the agreement?” by simply making sure one document comprises the entire agreement between the parties. One way to do this is to include a provision in a retail sales installment sales contract (RISC) that states the entire sales financing agreement between parties is in the RISC. Essentially, the RISC then becomes the only document containing the entire and final terms of the transaction. This provision is typically referred to as a “merger” or “integration” clause because it merges or integrates all terms into one document.

If a dealer is involved in litigation related to a sales finance agreement, the RISC should be the only document needed to reference and interpret the rights and responsibilities of all the parties involved – an advantage of using this strategy.

However, merger clauses must be crafted very carefully or they can result in disadvantages. For example, in a Florida case last year, the court said a dealership couldn’t enforce its arbitration provision in the buyer’s order because the RISC included a merger clause that stated the RISC contained the entire agreement. The problem? The arbitration provision was in the



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Agreements are Complete



Buyer's Order, not the RISC, so the provision essentially fell outside of the terms of the "agreement."

One obvious solution would have been to include an arbitration agreement provision in the RISC itself. Another strategy is to include specific references in the RISC to other documents, saying that they're part of the merged terms. In this scenario, the RISC and the referenced documents would be considered the entire agreement.

But how do you prevent a slippery slope where it feels like everything must be referenced in the RISC? Contrary to what you might think, incorporating everything by reference into a RISC won't always ensure you have it all covered. Another Florida case highlights a situation where an agreement was found to be inconsistent because the RISC terms purported to be final conflicted with a separate conditional delivery agreement that said the terms might not be final. This highlights the importance of making sure that all documents that represent the final entire sales financing agreement are consistent.

Dealers could also include cross-references within the RISC that explain the other documents that are included to help avoid any confusion among the involved parties. Some contracts include a phrase establishing which document controls if there's a conflict, but it may not help if the documents have such fundamental differences that they're confusing when read together.

For such a simple concept, this issue can be surprisingly complicated. While it's yet to be seen how the market will respond to recent court cases involving sales finance agreements, it's clear that this is an area that deserves attention from dealers and lenders.

Dealers need to determine what terms and documents they want to comprise the total sales and financing "agreement" and then use the different available strategies to put them together as a unified whole.

Zyvoloski is a senior attorney for Wolters Kluwer Financial Services' Indirect Lending business, which monitors pending and enacted legislation that affects the RV, auto, and marine finance and dealer markets. He can be reached at:

Chip.Zyvoloski@WoltersKluwer.com

Don't miss his convention workshop, "Ensuring Your Sales Financing Agreements are Complete," at the 2012 RV Dealers International Convention/Expo. Zyvoloski will help dealers determine what questions they must address to avoid compliance and legal troubles; the anatomy of a complete sales financing agreement; and strategies for making sure financing agreements clearly interpret rights and responsibilities of all parties involved. ■

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A Post-Recession Look at the Ten Secrets to Dealership Financial Success

By Stephan King

Several years before the Great Recession, I spoke at RVDA's convention about my theory that there are 10 secrets to dealership financial success. And I bemoaned what I had been observing – that sound fundamental business practices were eroding. I felt then that businesses weren't planning for anything other than unlimited future growth, and that dealerships were losing focus of the basics.

At the time, I had no idea of the pending economic collapse. Nor could I have predicted the degree or magnitude.

Much has happened to the industry in the intervening 6+ years. So much so that one needs to ask: Are the 10 secrets I introduced in 2005 still relevant today? With hindsight and wounds still fresh from the painfully slow



economic recovery, I think it's time to reassess those secrets. First, here's what I originally said in 2006 and 2007.

Over the past 20 years, I've learned a lot from the best teachers – successful dealers. What they have in common is passion, a commitment to excellence, and keen business acumen.

Let me share what I've observed about them.

- **Get good financial information:** Dealers make good decisions by first getting timely and accurate financial information. When times were flush, as they were until 2007, dealers got by with what they could get from the business office. When faced with leaner times, dealers needed to make critical decisions that required more and better financial info.
- **Hire professionals:** Successful dealers may have different backgrounds, but in all cases, they hire to their weakness, and they hire professionals. As dealerships became leaner, it became more important than ever to have good employees.
- **Stick to budgets and forecasts:** Dealers hold themselves and key personnel accountable. They measure their budgets and forecasts against industry benchmarks. They set targets for sales, units, and gross profit. Not only do they use them to predict the future, they also use them to reward results. Predicting the future was the only way to survive the downturn. Budgeting and forecasting is simply about discipline and accountability.
- **Hold people accountable:** Good dealers understand that they "get what they inspect." They use regular management and departmental meetings to track and evaluate results. During the downturn, dealers became more actively involved in their businesses, holding people accountable for results. The responsibility was not passed along to key managers. Dealers stopped accepting mediocrity.
- **Reward the right behaviors:** Dealers know that using pay plans and other incentives to reward the right behavior works if the process is monitored and evaluated. With the downturn, dealers needed additional incentives to keep the best performers. Becoming lean

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was actually a reward for the top performers. It opened doors and opportunity.

- **Manage cash:** Dealership sales have been rather unpredictable over the past six years, and holding onto earned cash has been an absolute necessity. Successful dealers use budgeting and forecasting to predict their future cash needs. For them, managing cash is a daily occurrence, once which requires the help of qualified personnel providing timely and accurate financial information.
- **Unlock frozen capital:** Dealers traditionally were short on cash and high on debt. The recession forced them to find cash from other sources. Successful dealers were adept at unlocking frozen capital by speeding up collection of receivables, reducing inventory levels, or deferring payment of payables. Today, most dealerships have very little frozen capital.
- **Reinvest:** Successful dealers put profits, extra cash, and unfrozen capital back into their business. This hedge is a self-funded insurance policy for the proverbial rainy day. The recession was no mere rainy day – it was a full-blown hurricane requiring total discipline and commitment to survive. Dollars that left the dealerships in the early 2000s were returned to the dealership by the end of the decade. Reinvestment was paramount to survival.
- **Manage debt:** Managing debt is very similar to managing cash. Debt is the dealership's lifeblood. It typically is the primary source for funding inventory and is also used to fund capital projects and level out cash flow needs. Debt can also be a toxin to a dealership low on cash. It never fails – you can't get credit when you need it. Sound familiar?
- **Build wealth:** Successful dealers build personal wealth and are financially secure. Their stores provide jobs and financial support to others in their communities.

I believe that the axioms I espoused in 2005 are still relevant. In fact, they represent the basic fundamentals of doing business, in good times or bad.

How are you surviving the recession and the uncertainty of the future? Did you use any of the 10 secrets to help you get through the toughest economic stretch since the Great Depression? Have you institutionalized the good behaviors that you honed during the tough times? Are you poised to take advantage of future growth opportunities?

And what are the post-recession secrets of future dealership financial success? Have you given it any thought?

Stephan King, a certified public accountant, has spent more than 20 years advising dealerships ranging from single-point stores to large mega dealerships and publicly-held groups. For more information, he can be contacted at 480-477-6478, or visit his website at www.skingcpa.com.

Don't miss his workshop, "A Post-Recession Look at the Ten Secrets to Dealership Financial Success," during the 2012 RV Dealers International Convention/Expo. ■

Financing Credit Challenged Customers

By John Haymond

In today's credit market, dealers are still losing sales from customers who have credit problems in their past. This doesn't need to be the case. Many customers with credit challenges still have good incomes and the desire to buy an RV. They attend RV shows and visit dealerships, looking for their perfect getaway trailer or motorhome. Finance and sales staff need to identify these customers and capitalize on these sales opportunities.

Get to know customers

Many customers think they have good credit when in fact they don't. Nearly 40 percent of the American population has a credit score below 700, reflecting some sort of credit challenge in their past. Sales and finance staffs need to work together to learn more about the customers who walk through your dealership's doors. They should ask customers: Are you current on payment obligations such as auto loans and mortgage? Have you ever filed bankruptcy or had a home foreclosed on? The more information they collect about customers' financial capacity, the easier it is to sell customers the unit for which they qualify.

Sell customers units that fit

The right unit for a customer may not always be their dream unit. As you get to know your customer, you'll learn which unit is a good fit for them financially. Nobody benefits when a customer gets excited about his dream RV and is then declined by the bank. This sours the dealer-customer relationship. So it's vital to sell your customers on units that fit their needs and finances.

Prepare customers for closing

Finance managers need to explain lender requirements and educate

customers on why they may not qualify for a prime loan or interest rate. Prepare customers for the common stipulations associated with a non-prime loan, such as W2s and recent paystubs. The F&I department also should give customers hope and let them know there are many financing options. Stay positive and never let an approval of any rate appear as a negative. Let your customers know that some lenders, such as Medallion Bank, offer simple interest loans with no pre-payment penalties. Encourage them to rebuild their credit and have fun while doing it.

Today's credit market is full of opportunities, if you know where to look for them. Dealerships that have analyzed and refined their selling process to customers with credit chal-



lenges are having a better year and have a brighter future than those that haven't. Increasing sales to credit challenged customers just may prove to be the difference between an average year and a great year.

John Haymond is vice president of marketing and business development at Medallion Bank, which provides retail finance to the RV industry. For more information, email him at jhaymond@medallion.com. ■

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All cancellations must be in writing and received by August 31, 2012, to qualify for a refund. A \$30 administrative fee will be deducted from each refund request received by July 31, 2012. A \$100 administrative fee will be deducted from each refund request received between August 1, 2012 and August 31, 2012. No refunds will be made after August 31, 2012.

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Go RVing Sweepstakes Generates Thousands of Leads

Go RVing's RV giveaway, conducted in partnership with Great American Country Network (GAC) drew much attention this summer.

The winners, Clinton and Pamela Johnson of Hardinsburg, IN, won a 2012 Lance Camper Ultralight travel trailer in a drawing.

The sweepstakes, which ran from March 1 through April 16, brought in more than 23,000 leads for the Go RVing program from entrants who opted to receive information from participating Go RVing dealers, manufacturers, and campgrounds. ■



Go RVing Co-chairman Tom Stinnett presents the Lance travel trailer keys to the Johnson family at Tom Stinnett Derby City RV in Clarksville, IN.

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Ace Fogdall, Inc.	\$500	\$37,100	12/27/11	Mike Molino	\$550	\$11,311	07/03/12
AIRXCEL - RV Group	\$500	\$10,500	06/14/12	Motley RV Repair	\$135	\$8,075	11/04/11
All Valley RV Center	\$500	\$500	06/26/12	Newell Coach	\$1,000	\$1,000	09/01/11
Alpin Haus	\$1,500	\$17,000	06/29/12	Newmar Corporation	\$20,000	\$135,000	10/28/11
Automotive Recruiting	\$30	\$30	11/07/11	Noble RV Inc.	\$500	\$900	02/21/12
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Bowling Motors & RV Sales	\$300	\$300	12/16/11	PleasureLand RV Center Inc.	\$1,000	\$76,350	12/16/11
Byerly RV Center	\$10,000	\$36,000	01/03/12	Protective	\$23,118	\$110,963	12/02/11
Camperland of Oklahoma, LLC	\$1,000	\$4,350	06/25/12	Quality Drive-Away Inc.	\$250	\$250	06/05/12
Campers Inn of Kingston	\$5,000	\$32,422	07/11/11	RCD Sales Company, Ltd.	\$500	\$2,250	07/20/12
Camp-Site RV	\$250	\$250	02/01/12	Reines RV Center Inc.	\$2,000	\$22,025	12/22/11
Circle K RVs Inc.	\$250	\$6,000	06/08/12	Rich & Sons Camper Sales	\$2,000	\$6,000	11/02/11
Classic RV's, LLC	\$10	\$10	04/18/12	Rivers Bus & RV Sales	\$500	\$17,350	06/15/12
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Mayflower RV Inc.	\$250	\$250	07/27/12	Winnebago Industries Inc.	\$6,000	\$34,000	09/30/11
MBA Insurance Inc.	\$1,000	\$14,100	05/14/12	The Kindlund Family Scholarship Endowment		\$270,000	

Service Writer/Advisor at Colerain Trailer Center Receives RV Learning Center Scholarship

College student and working service writer/advisor Jeremy Sullivan is the latest recipient of a \$2,500 scholarship from the RV Learning Center Scholarship Program, which is endowed through The Kindlund Family Foundation.

Sullivan recently completed an associate degree in pre-business and is studying to receive an accounting degree at the University of Cincinnati. He is employed at Colerain Trailer Center in Cincinnati, Ohio.

"We are extremely pleased to provide the RV Learning Center scholarship to a student who is actively employed at an RV dealership," says Newt Kindlund. "Jeremy is a great example of how higher education can benefit dealerships and employees."

Sullivan says his eight years at Colerain have been rewarding. "I've learned a great deal about how an outstanding business should operate, as well as how to appreciate the employees that help a business become outstanding," he says.

The Learning Center's scholarship program recognizes deserving students entering their sophomore, junior, or senior year. 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 \$54,000 to 22 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 center is a tax-exempt 501(c)(3) organization. Contributions may be tax-deductible as charitable donations. Visit www.rvlearning-center.com for more information. ■



Focus Group 09 recently celebrated its 25th anniversary in Palm Springs, CA. Longtime member Crosby Forrest Senior (far left) says the group provides invaluable support and information. "They're like a board of directors," says Forrest. "If we have a question about rentals, we can ask Scott Krenek, or if we have a question about running more than one store, we can get great input from Ed Collier." Forrest also credits moderator Lee Berryman with doing an excellent job of guiding the group.

From left to right: Crosby Forrest, Dave Columber, Steve Francis, Jeff Caldwell, Rod Ruppel, Ed Collier, Bert Adams, Scott Krenek, Lee Berryman, Dennis Fergus, Charley Anderson, Roger Sellers, Casey Bast, Dennis Dalheim, Lynne Dalheim



RV Technician, a digital bimonthly magazine, is the industry source for detailed, in-depth articles geared for the professional RV repairer. It's written and vetted by master technicians and covers every aspect of RVs, from electrical systems to plumbing. It keeps techs up-to-date with:

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- **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.
- **Dealers/GMs** – This program features important topics for management, including lemon laws, LP gas licensing issues, and the federal Red Flags Rule.

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For more information, call (386) 754-4285 or go to www.fgc.edu/rv-institute.aspx

FRVTA and the RV Learning Center Renew Partnership to Deliver Online Training to RV Dealerships

The RV Learning Center is pleased to announce it has renewed its partnership with the Florida RV Trade Association (FRVTA) to provide online training for RV dealership personnel through the Distance Learning Network (DLN). This is the seventh consecutive year the organizations have joined forces to promote the program.

A subscription includes unlimited access to more than 50 DLN training sessions, coursework reviews, and test preparation sections, which are available anytime throughout the program year. The 2012-13 DLN program includes a range of subject matter to improve the performance of dealership personnel, including:

- **RV technician certification preparation course:** More than 40 hours of instruction will help train and prepare RV service technicians for the RVDA-RVIA RV Service Technician Certification test, and completion fulfills recertification requirements.
- **Service writer/advisor course:** This three-hour program is ideal for both veterans and new hires. Presented by service writer/advisor veteran Andrea Blackmon, the program helps prepare your personnel for the center's service writer/advisor certification test. Completion of the course counts toward recertification requirements.
- **Advanced/manufacture specific training:** This features product-specific training from RV manufacturers and suppliers from within the RV industry.
- **RV greeter /receptionist course:** A 50-minute program that covers the importance of customer service; the skills and expectations for the RV receptionist; the importance of making the right first impression; communicating on the phone; handling difficult customers; and organizational techniques for the workplace. The program is suitable for anyone who needs customer service skills and includes a final exam and certificate of completion.

"The DLN gives dealerships the opportunity to engage in group training with a mentor," says FRVTA Executive Director Lance Wilson. "It's extremely cost-effective training, delivered right to the dealership. FRVTA also provides mentor support and encouragement throughout the year, once the dealership is signed up for the program."

"This program is available immediately for dealerships that want to get started on a comprehensive training program," says RV Learning Center Chairman Jeff Pastore of Hartville RV Center, Hartville, OH. "With the RV industry outlook improving and dealers hiring new people, the DLN is an ideal way to get employees on the road to success."

The only requirement to participate is a high-speed Internet connection. A video cable connected to a television is also useful for group training. A one-year subscription to the program costs \$995 per dealership location. The subscription term is August 1, 2012 - July 31, 2013.

For more information and a sign-up form, visit www.rvlearning-center.com, www.rvtechnician.com, www.rvda.org, www.frvta.org, or call the RV Learning Center at (703) 591-7130 or FRVTA at (386) 754-4285.

Dealers can learn more about the DLN and other training programs during a special workshop at the RV Dealers International Convention/Expo on Thursday, October 4. FRVTA Director of Training Jim Carr of Florida Gateway College will present "RV Service Employee Improvement: A Service Manager's Responsibility," designed for service and general managers and others responsible for the daily operations of an RV service center. Workshop attendance can be applied toward certified service manager and service advisor recertification continuing education requirements. To register for the convention, visit www.rvda.org.

The RV Learning Center is a tax-exempt 501(c)(3) organization. Contributions may be tax deductible as charitable donations. FRVTA's purpose is to promote and protect the general welfare of the Florida recreational vehicle and camping industry. ■



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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
(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.protective.com/dealerservicesrv.asp?id=204
buildprofits@protective.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.mmicinurance.com/RVDA/quotes@mmicinurance.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, rather than being limited to plans from one insurance company. Coverage is available to individual members and those firms with two or more employees. With group coverage, all active full-time employees including owners, partners, and officers are eligible. Spouse and dependent children under age 19 (23 if full-time student) are also eligible to apply. 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.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 experienced 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
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

RV dealers can access resumes and post job openings through a partnership with Boxwood Technology at www.rvcareers.org.

October 2012

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	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	31 HALLOWEEN			

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.

- 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 **October 2012** Fwd >>

Sun	Mon	Tue	Wed	Thu	Fri	Sat	
		1	2	3	4	5	6
	2012 RV Dealers International Convention/Expo Show Online Events	Show Online Events	Show Online Events	Show Online Events	Show Online Events	Show Online Events	Show Online Events
			<div style="border: 1px solid black; padding: 5px; display: inline-block;">  OCTOBER 1-5, 2012 </div>				
	7	8	9	10	11	12	13
Show Online Events	RV Absorption Refrigerators Show Online Events	Show Online Events	Show Online Events	Show Online Events	Show Online Events	Show Online Events	Show Online Events
	14	15	16	17	18	19	20
Show Online Events	Show Online Events	Kelly Enterprises 3-Day Financial Center Seminar Show Online Events	Show Online Events	Show Online Events	Show Online Events	Show Online Events	Show Online Events
	21	22	23	24	25	26	27
Show Online Events	Show Online Events	Show Online Events	Show Online Events	Show Online Events	Show Online Events	Show Online Events	Show Online Events
	28	29	30	31			
Show Online Events	Show Online Events	Show Online Events	More Video Marketing Mojo 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

Go RVing

Don't see your events listed? Visit www.rvtrainingcalendar.com to upload your events to the calendar.

As of August 18, 2012

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