

RV EXECUTIVE TODAY

JANUARY 2019



DEALERSHIP TRAINING IS THE SOLUTION

FOR TODAY'S IMPATIENT CUSTOMERS

PAGE 10



Using discounts and menus to bring customers into your service bays

PAGE 19

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RV EXECUTIVE TODAY

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Industry Needs to Stay Vigilant to Protect Choices for Consumers in the F&I Office

By *Phil Ingrassia, CAE, president*

Dealers scored a big victory when Congress rescinded the Consumer Financial Protection Bureau's (CFPB) flawed vehicle lending guidance last year.

Despite Congress exempting RV dealers and most auto dealers from the CFPB's jurisdiction under the Dodd-Frank Act, the CFPB had issued "guidance" that threatened to take away a consumer's ability to receive discounted vehicle loans. RVDA, NADA, RVIA, and other industry allies supported legislation that finally removed the CFPB's "guidance" on the vehicle financing industry.

A new Congress means that the House Financial Services Committee may consider legislation that could limit consumer choice as well as undo some of the changes at the CFPB made by former Acting Director Mick Mulvaney and his successor, Kathleen Kranning.

There will be substantial roadblocks to overcome if any House bills are pursued in the Senate without strong bipartisan support; however, that doesn't mean ill-conceived legislation won't advance. In addition, state lawmakers and state attorneys general are expected to be more active in trying to regulate dealer F&I services - including ancillary or voluntary protection products.

For years the industry has heard from certain so-called consumer advocates that ancillary products are of little value and that these transactions could be unfair or deceptive as sold to consumers.

The real story is that voluntary protection products help more than 50 million



U.S. households make sure their payment obligations are covered and protect their vehicles - including RVs.

To combat unreasonable regulation and protect consumer choice, RVDA has joined the Voluntary Protection Products Coalition as a founding member. Other members include NADA, the American Financial Services Association, and the National Independent Auto Dealers Association.

The group is telling regulators and lawmakers that consumers need the ability to make informed choices to protect their assets and their credit.

Whether it's a loan payment, or the costs to repair their RV or its components, voluntary protection products sold in the F&I office provide buyers with peace of mind.

These, and other regulatory issues that impact F&I, are like to surface in 2019 and RVDA will be working hard to protect its members' interests and consumer choice.

Thanks for your support! ■

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A New Year Begins with Opportunities and Challenges

By Mike Regan, RVDA Chairman



As we head into 2019, many of us are busy getting our dealerships and people ready for what should be another solid year. The new year is a great time to reflect on last year and plan for a successful 2019.

The new year is a great time to examine your asset accounts. Run some reports and verify all the assets are current. Look at accounts receivable, warranty receivables, open repair orders - are these accounts current? Are your inventory levels in line with your goals for 2019?

After a decade of steady increases, projections show that RV shipments may decline this year but remain at a historically high level of 440,000 to 460,000 units.

On one hand, the employment outlook remains strong, which is so important to our industry. On the other hand, there are some challenges that are out of our control. Stock market volatility, interest rate hikes, and the sheer length of the current economic growth cycle provide some reasons for caution.

Of course, each of our markets is different, and it's up to us as dealers to make our own luck. We need to do everything we can to make sure our people are trained and ready to go, as well as keep a close eye on inventory and expenses.

One of the opportunities we can take advantage of in 2019 is RVIA's new RVX: The RV Experience, which promises to be a trade show like we've never seen before.

The March 12-14 event will provide a unique platform to see new and current products presented in a way that fits how our customers are using them - for outdoor adventure experiences, family travel, tailgating, and more. A new toolkit being developed for RVX should help us find and communicate with new prospects in our market throughout the year.

As part of the event, "The Reveal" will "Kick Off Camping Season," and Go RVing will be promoting this message directly to consumers throughout the spring. The 2019 Go RVing dealer program, in addition to leads, will have some promotional materials tied to the "Kick Off to Camping Season" theme.

Along with vendor exhibits at RVX, the Mike Molino RV Learning Center is working with RVIA to provide educational programs to help dealers prosper in 2019. RVDA will also host a dealer lounge on the show floor with information on member benefits, Go RVing, and RV Learning Center programs.

So, along with the challenges that we'll face this year, there are many opportunities to get better at what we do - like RVX and education programs available through the RV Learning Center.

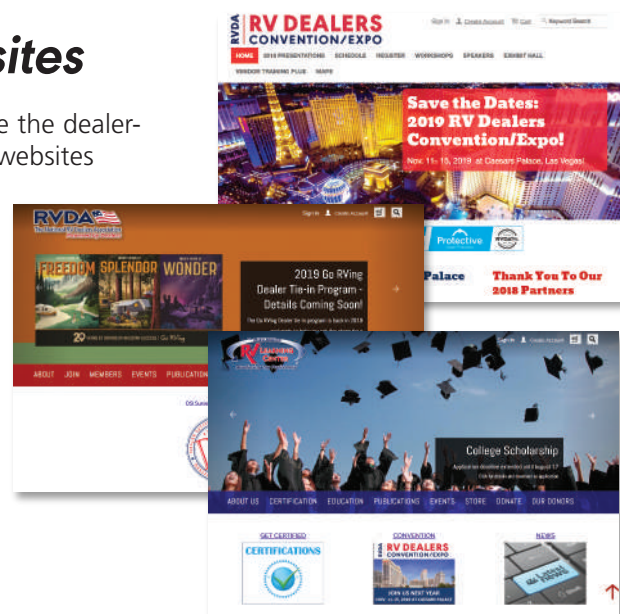
I hope you have a great 2019 - and I look forward to working for you and the industry in the coming year. ■

Take Advantage of Your RVDA Websites

The RVDA, Mike Molino RV Learning Center and convention 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 effectively. Download fact sheets on dealership best practices or the latest retail statistics, search training opportunities, and purchase CD-ROMs, publications, videos, or webcasts. RVDA member dealerships and any of their employees can have 24/7 access to most of RVDA's dealer specific information. Make www.rvlearningcenter.com, www.rvda.org and www.rvda.org/convention your first source for all dealership information.

CORRECTION

On page 28 of the December issue of *RV Executive Today*, former RVDA chairman Brian Wilkins was misidentified in photo captions as 2019 chairman Mike Regan. We apologize for the error.



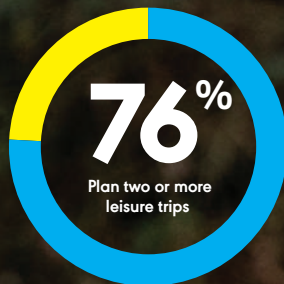
QUICKTAKES

Info For The Big Picture

We'll Be On the Move in 2019

It appears that this will be another good year for travel – a recent survey shows that 96 percent of Americans intend to travel for vacation. There will also be an increase of individuals taking vacation trips on their own, and the travel industry is starting to cater to that demographic with trips for the solo traveler.

“Several of the states in this year’s top 10 destinations are best known for outdoor recreational activities, national parks, and adventure travel, all of which are becoming increasingly popular as vacation tentpoles,” says Ninan Chako, CEO of Travel Leaders Group, which conducted the survey.



Top 5 U.S. destinations for solo travelers

- Florida
- California
- Hawaii
- New York
- Alaska

Top 10 U.S. destinations in 2019

- Hawaii
- Alaska
- California
- Florida
- Louisiana
- Colorado
- New York
- Arizona
- Montana
- Washington, D.C.

Reasons for not traveling more

- Money
- Work obligations
- Not enough time off

Dealership Training Is the SOLUTION for Today's Impatient Customers



By RVDA Staff

"A DEALER SURVEY SHOWED THAT 80 PERCENT BELIEVE CERTIFIED TECHNICIANS BRING IN MORE REVENUE FOR THE DEALERSHIP THAN DO NON-CERTIFIED TECHS."

Meeting your customers' expectations gets harder with every business cycle. Mobile technology now allows consumers to get what they want anytime and anywhere, with the result that they could well be the most impatient generation ever. If their experience with your dealership isn't up to their standards – for instance, an RV repair that takes months – they'll spread the word on social media and take their business elsewhere.

That's why it's so important that every employee at the dealership has up-to-date skills. From the

receptionist to the parts counter person to the technicians, every individual who has contact with the customer must keep pace with the demand for speed and excellence. When there are plenty of retailers and good products for consumers to choose from, their buying decisions could hinge on the professionalism of the dealership staffers they encounter.

The not-for-profit Mike Molino RV Learning Center offers training resources for almost every department and position in the RV dealership, even the greeter/receptionist. Materials include everything from

study guides and videos to convention workshops and distance learning.

The center also sponsors free webinars throughout the year that help keep dealers current on regulatory and legislative issues. Other materials are available in print, CD, and digital formats. Always, the goal is to help dealers operate more efficient, profitable businesses through increased knowledge and professionalism, using the most convenient and cost-effective tools possible.

Learning Center chairman Jeff Pastore once needed convincing



- Tech training and certification
- Fixed-ops workshops
- Service Management Guide
- Parts manager and specialist certifications

- F&I certification
- F&I workshops

- Free HR and regulatory webinars
- Management workshops
- Promotional posters and decals

- Sales workshops
- Vendor Training +Plus

about the benefits of training. Now he's a believer. "I've heard all the excuses - 'We don't have the time,' or 'We don't have the money,' or 'Certified employees will look for jobs at the competition,'" he says. But in his experience, training and certification make for happier employees who are more likely to stay. "They're more productive, and you'll see an increase in customer satisfaction. And with training, the dealership just makes more money."

In fact, a dealer survey showed that 80 percent believe certified technicians bring in more revenue for the dealership than do non-certified techs. And 75 percent believe certified techs perform better-quality work and create more satisfied customers than do non-certified peers.

The Learning Center's goal is to increase the level of professionalism throughout the RV dealership, so in

addition to technician certification, it offers certification in five other professions: parts manager, parts specialist, service manager, service writer/advisor, and warranty administrator.

To help individuals prepare for the certification tests, the center consulted with industry experts and individuals who actually perform these jobs, then developed learning guides that explain the information and skills needed for each position. The guides can be used by mentors working with new or existing employees, or they can be used by employees who already have some experience.

The Learning Center also offers online readiness tests so individuals can gauge if they're adequately prepared and

pinpoint any knowledge gaps. These tests take only 10 to 20 minutes to complete and provide instant feedback. Since each question relates to a job's specific skills, the tests help pinpoint areas where an employee's knowledge is weak. Prep test results are good predictors of whether an individual will pass the certification exam.

Information about the tests, certification requirements, and applications is available on the center's website (www.rvlearning-center.com), where dealers can also find out more about all of the center's resources and programs. ■

How to Earn RV Technician Certification

If you've never been certified before by RVIA-RVDA, start by taking the Registered Technician test, which determines if you have basic knowledge in areas such as propane, electricity, and other RV related subjects. This is a timed, online test consisting of multiple-choice questions. More than 80 percent of techs who take this exam pass it.

Technicians employed at RV dealerships can train by enrolling in the Florida RV Trade Association Distance Learning Network's online prep course. It offers foundation level (ie, registered) and professional level (ie, certified) training through dealership-based study. To find out more, visit www.rvtechnician.com.

Once you've become a registered technician, you can progress to the next level - Certified Technician. You'll take another timed, online test, plus complete a series of specific tasks (such as performing electrical system tests and installing air conditioners, generators, and refrigerators). More than 75 percent of technicians who take this test pass it.

If you achieve a score of 76.5 percent, you will earn Certified Technician status. If you score 90 percent and have five years of RV service experience, you will become a Master Certified Technician, the highest certification level available.

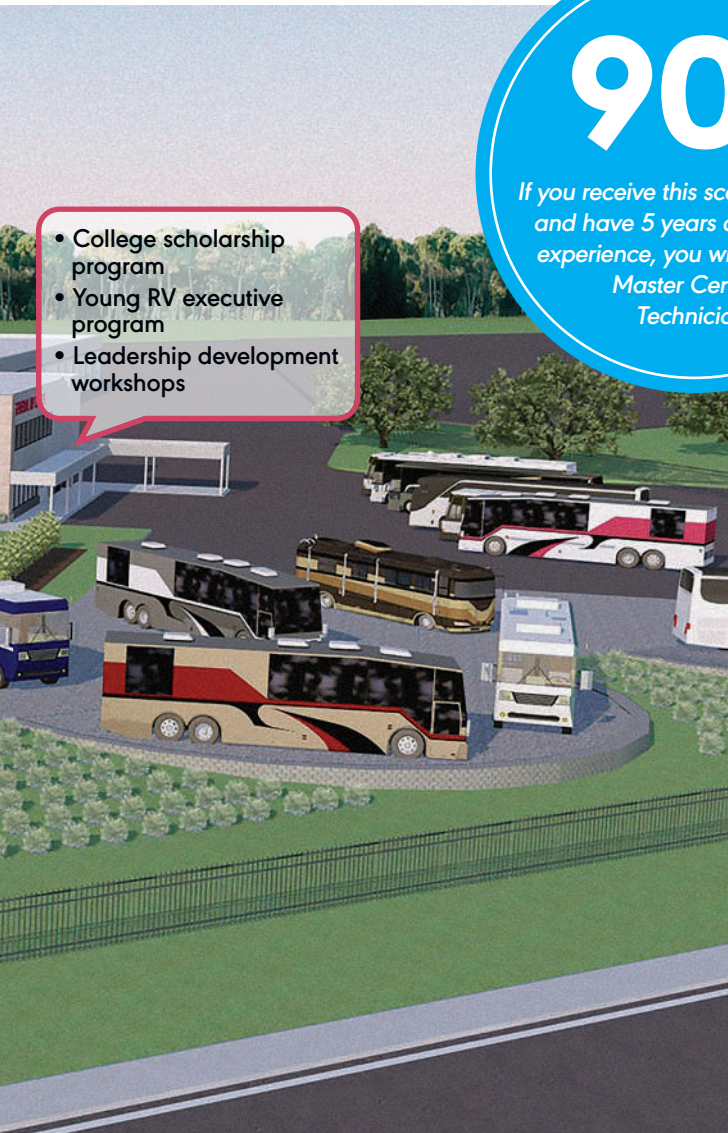
A preliminary score will appear on your computer screen after you complete the test, and you'll receive an official score report from the technician certification registrar via mail within 14 days. Techs who pass either test will receive a plaque, personalized certificate, three uniform patches, and a wallet ID card.

You can find information about the tests, certification requirements, resources, and fees - and sign up to start the process - at www.rvtechnician.com. ■

90%

If you receive this score on the test and have 5 years of RV service experience, you will become a Master Certified Technician.

- College scholarship program
- Young RV executive program
- Leadership development workshops



Maintaining Certification

By RVDA Staff

To remain certified as a technician, service manager, service writer/adviser, parts manager, parts specialist, or warranty administrator, you must recertify every five years. That process requires accumulating continuing education units (CEUs) and submitting proof of continuous employment since your last certification.

The number of CEUs required and the time frame for accumulating them varies between the certifications. In general, though, technicians must have at least 20 hours of industry-sponsored training over five years, and the other fixed-operations positions must have at least 40 hours.

Sources for CEUs include:

- RVDA's annual convention
- RVIA's RVX event
- The Mike Molino RV Learning Center
- Supplier/distributor schools and correspondence courses
- Community colleges (approved courses only)
- Manufacturer training
- State association training sessions
- Distance Learning Training (through FRVTA)
- Technicians in Training (TNT) program
- RV Technician Institute (opening in Spring/Summer 2019)



You've worked hard to earn certification – don't let it expire. There are multiple sources for finding the continuing education units you need to recertify.

You can find information on specific courses on the Mike Molino RV Learning Center's website (www.rvlearningcenter.com) under the Education menu and also on www.rvtrainingcalendar.com. If you can't meet the employment and/or CEU requirements, you can recertify by taking the certification test again. ■

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- Don Reed, CEO

Before Training vs. After Training

Metric	BEFORE DealerPRO	AFTER DealerPRO
PARTS SALES	~125,000	~165,000 (25.6% increase)
LABOR SALES	~125,000	~195,000 (50.9% increase)
GROSS PROFIT	~140,000	~215,000 (53.6% increase)

GP increase
48.7%
\$725,442

5 TECHNICIANS

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There's a Special Organization Just for Certified Dealership Employees

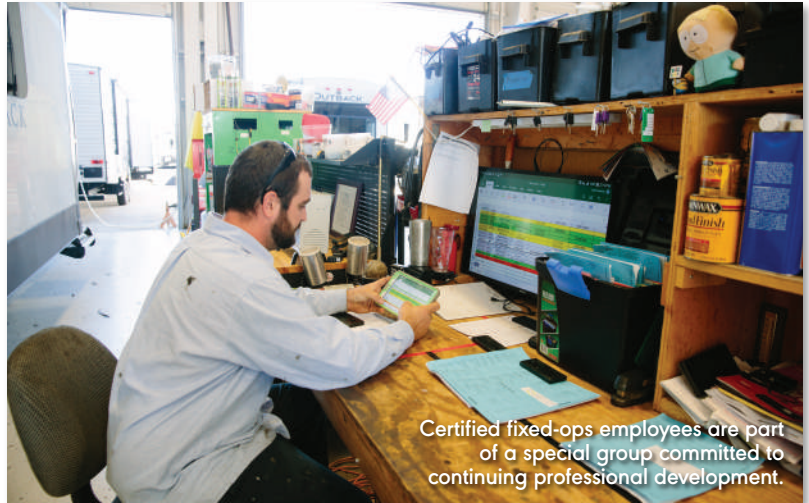


By RVDA Staff

Earning certification comes with an important side benefit – automatic membership in the Society of Certified RV Professionals. If you're already a certified technician, warranty administrator, parts or service manager, service writer/advisor, or parts specialist, you're a member.

The society was created with two goals: to honor newly certified employees and those who have made the commitment to professionalism by maintaining their certification over the years, and to facilitate professional development and training. The society is open not just to credentialed RV professionals, but also to those who support them, including dealers and young RV executives.

The society encourages dealers to recognize their employees' achievements by participating in its recognition program. It publishes an update of individuals who earned certification or recertification during the previous quarter from either the Mike Molino RV Learning Center or the RVDA-RVIA RV Service Technician Certification program. The list appears in *RV Executive Today* magazine and on the center's website. The society also provides templates for news releases that dealers can use to alert local media.



Certified fixed-ops employees are part of a special group committed to continuing professional development.

The highlight of the year is the society's recognition reception, held during RVDA's annual convention. Previous honorees say the award and attention have meant a lot to them, since it's the first time that a spotlight has been shown on fixed-operations employees.



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ATTENTION, Suppliers and Manufacturers:

Your Training May Qualify for CEU Credits

The Mike Molino RV Learning Center and RVIA are constantly searching for sources of high-quality training that can help technicians and fixed-operations employees maintain their certifications. Your company's training courses may qualify for continuing education units (CEUs).

To find out, submit your materials to either the RV Learning Center or RVIA, and reviewers will determine if they're a match with the skills and learning objectives of various dealership positions. If approved, your course will be assigned CEUs. Email info@rvda.org for assistance.

Training providers must provide a certificate of completion or other record showing the number of CEUs that were earned by participants. ■

RVDA Service Consultant Tony Yerman, a certified master technician and previous honoree, says “it was nice to get some recognition” in an industry that tends to pay more attention to the sales department. Technicians, even certified ones, don’t usually get much praise at the dealership. “There are lots of awards for top salesperson. They’re always getting some sort of praise, and the service department employees don’t.”

Dealerships need to showcase their fixed-ops employees to customers during the delivery process, says A World of Training Vice President David Foco, who spoke at the 2018 reception. Fixed-ops staffs work hard to train and certify in their fields, and they deserve to be recognized. Foco shared techniques for promoting the dealership’s service, parts, and warranty talent during his presentation.

In addition to plaques, this year’s four honorees received leather jackets from Prime Time Manufacturing, products from Northern Wholesale Supply Inc., and baseball caps and polo shirts from society chairman Mike Ferkey of Greenway RV Sales and Service, Wisconsin Rapids, WI. Read more about honoree Dan Kussow, parts and service director of Green Bay-based Van Bortel RV, on page 21.

The society encourages employees to maintain their certification and provides resources for finding educational opportunities and CEU-eligible training. Find more information about the certification process, the RV industry training calendar, CEUs, and more on its webpage under the Certification menu at www.rvlearningcenter.com. ■



Technicians and other fixed-ops employees say it’s nice to get recognition for the work they do.

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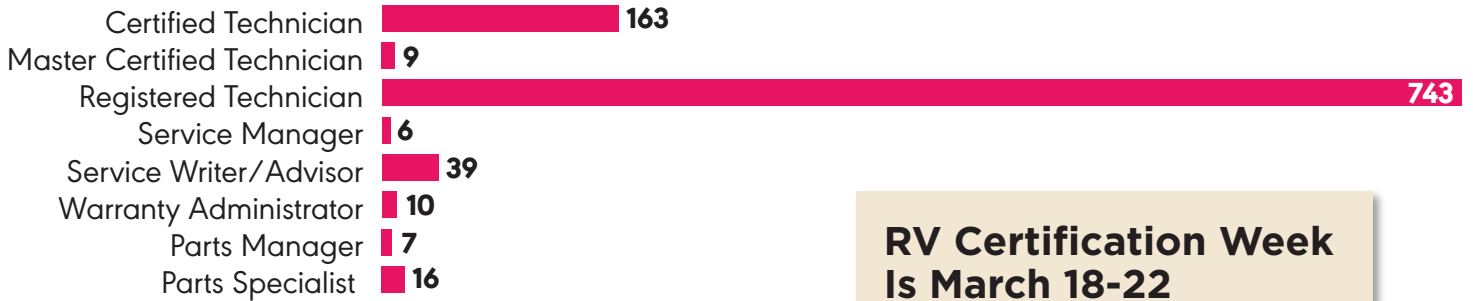
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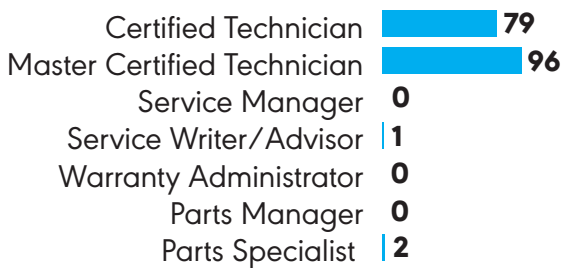
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Certifications/Recertifications Earned in 2018

Certifications Total 993



Recertifications Total 178



RV Certification Week Is March 18-22

Recognize your certified employees and encourage others to begin the certification process during RV Professional Certification Week. The RVDA-RVIA Tech Certification Program and the Mike Molino RV Learning Center have programs for technicians, service and parts managers, service writers/advisors, parts specialists, and warranty administrators.

Jessica Wahl Is New Executive Director of Outdoor Recreation Roundtable

Jessica Wahl will become executive director this month of the Outdoor Recreation Roundtable (ORR), the coalition of outdoor recreation trade associations that promotes policy reforms to strengthen the outdoor recreation economy. RVDA is a member of ORR.

Wahl previously directed the Outdoor Industry Association's outdoor recreation portfolio in Washington, D.C., where she helped gain government recognition of outdoor recreation's contribution to the national gross domestic product. In 2018, the Bureau of Economic Analysis reported that outdoor recreation makes up 2.2 percent of the GDP and is one of America's leading industry sectors.

Before OIA, Wahl worked in the Office of the Interior Secretary, where she managed former First Lady Michelle Obama's *Let's Move! Outside* and *Let's Move! in Indian Country* initiatives.

Wahl is "the ideal person to take on the new role of executive director at ORR," says Thom Dammrich, president of the National Marine Manufacturers Association and ORR chairman of the board. "Her demonstrated leadership in raising the profile of the outdoor recreation economy – combined with her proven skills in championing meaningful

policy changes that positively affect the entire outdoor recreation community – make her the perfect choice. She is a passionate advocate for outdoor recreation, a tireless convener and results-oriented change agent."

"She understands the importance of bringing all facets of outdoor recreation together to advance ORR's goals," says RV Dealers Association President Phil Ingrassia. "Her skillset and experience will help the organization expand its work to promote and protect the business of outdoor recreation in the United States."

Wahl succeeds Derrick Crandall, the longtime president of the American Recreation Coalition and current ORR president. Crandall led the successful integration of the two organizations and will continue to consult on ORR's Partners Outdoors and Great Outdoors Month programs and to represent the ORR board for the National Park Hospitality Association. ■



Jessica Wahl

10 Steps to the Sale

The more customers you can get through each of these steps, the more units you'll sell.

By Mark Sheffield

The key to closing more deals and holding additional margin is to follow a regimented sales process. If you don't start by building a relationship with customers, you will always remain behind the curve. People like to work with people they know and trust, and it takes a little time to get to that point. Here's the process.

1 Step 1 – The Greeting

No one opening line works for every customer, but here's the one question you should never ask: "Can I help you?" Customers have spent a lifetime practicing the response "Nope, I'm just looking." Instead, rely on situational awareness to start the conversation. Ideas include:

- If the customer pulls up in a lifted truck, ask about the modifications.
- If the email states the customer is from a local city, mention someone you know who lives there.
- If the customer has a cool Rolex watch, ask about it (almost every Rolex comes with a story).
- Pay attention to clothing, especially T-shirts, as they can provide information about a customer's travels and interests.

A few additional points about every greeting:

- Always stand up – never make an introduction from a sitting position.

- If a couple comes in, acknowledge the woman first.
- Ask open-ended questions that can't be answered with a yes or no.
- Reach out with a firm handshake.
- Introduce yourself.
- Ask for customers' names and use them back to the customer, as in, "John and Rebecca, I'm glad you decided to check out our selection here at Quantum RV." If you don't know the customer's name, you're not ready to move to the next step.
- Spend a few minutes talking about anything but your products to get to know people.

2 Step 2 – Exploration

Once you've made a new friend, identify what brought him or her to the dealership. Some will have a unit in mind, while others require you to work harder to identify



Customers may know what they want but not necessarily what they need. It's your job to make sure they buy the right unit.

their wants and needs. Instead of asking what the customer is looking for, ask questions that yield the info you need:

- Do you own a motorcycle?
- Where do you like to go camping?
- Do you live on the lake?

Then ask about when/where/how/why the unit will be used. Many customers know what they want, but not all know what they need. It's your job to make sure customers buy the right unit. Otherwise, you limit your chances of repeat and referral business and set up the service department for a potential nightmare scenario of working with a customer who's unhappy with his/her purchase. Next, provide options. If you discover that one unit is outside the customer's budget, you'll be able to

suggest a different, more affordable unit instead of discounting the single unit you've spent considerable time promoting.

3 Step 3 – Selection

After identifying the right unit, establish "mental ownership." When a customer sits on the seats and visualizes what ownership looks like, he or she crosses the line from being a shopper to becoming an owner.

4 Step 4 – Presentation

This is when to discuss features, advantages, and benefits. Walk around the unit, pointing out what makes it special, what separates it from the competition,

Continued on page 18

and why it's the best choice for the customer. Answer questions and confirm that they have selected the right unit for the intended use.

5 Step 5 – Sit Down

Your goal is to avoid discussing price on the floor. Move the customer from the unit to your desk and ask these key questions:

- How will the customer pay (cash, check, credit card, financing)?
- Will anyone else be involved in the purchase (co-signer, spouse)?
- Does the customer have a trade-in?

If the customer has a trade:

- What condition is it in?
- Is it paid off?
- When can the customer bring it in for a full appraisal?

6 Step 6 – Commitment

This is when you find out if the customer is willing to transition from a looker to an owner. It's often the toughest step, but if you've worked through the first five steps, it's a lot easier to ask the question. Here's an example:

- "John, based on everything you told me you were looking for in an RV, I think this model will be perfect for the vacation you and your family are planning. We've talked through all

your requirements, and this model meets them. When you were sitting in the driver's seat and adjusting the rear-view mirror, it looked like you were already heading out with your family. Are you ready to complete some paperwork so you can take it home today?"

If a customer isn't ready to commit, find the objection and spend more time working on it.

7 Step 7 – Closing

Make sure the customer is seated and comfortable before presenting a writeup. Confirm that you have his or her correct personal information and then present:

- Price
- Trade value
- Down payment
- Monthly payments

The customer either agrees or presents an objection. Negotiate until the deal works for both parties.

8 Step 8 – Business Office

Now turn the customer over to the business office, where a finance specialist will present their options and finalize the required paperwork. This person makes sure every "t" is crossed, every "i" is dotted, and that the customer has been presented with all the options to protect the purchase (warranty, maintenance plan, roadside assistance, etc.).



If a customer isn't ready to commit after the exploration, selection, and presentation, find the objection and spend more time on it.

9 Step 9 – Delivery

Ensure the customer knows how to operate the new unit, what their responsibilities are as an owner, and what the dealership's responsibilities are to the customer. Make sure the customer knows where to go when he/she returns for service and maintenance.

10 Step 10 – Follow Up

This step is paramount. A short time after delivery, follow up with customers to answer any questions or concerns. If everything is good, thank them for their business and remind them that you'd love to take care of their friends and family. History has shown that the more customers you can get to each step, the more units you'll sell. Every dealership can calculate its closing ratio (the number of customers talked with versus the number of units delivered). If a salesperson falls below the average, a traffic log can help identify where training is needed. If an individual consistently has a higher closing ratio, in most cases it means not all the greets are being logged. (In a few rare cases, I have identified a true superstar.) The goal is to improve closing ratios of each salesperson

and of the dealership. Most dealerships measure the effectiveness of the sales process by whether a customer buys a unit. But there are other measurements for identifying a solid sales process. If a customer comes in looking for a specific unit but ultimately purchases a different model, you know the salesperson took time to identify the consumer's needs. When a salesperson consistently maintains margins higher than coworkers, that person is spending enough time on steps one through three.

Top performing dealerships have new-unit margins that are around 3 percent higher than average dealerships. With an additional 3 percent margin on each deal, a retailer with an average new unit selling price of \$15,000 who sells 1,000 units annually will have an extra \$450,000 of available income/gross profit. Regardless of the cost of training, that's an incredible return on your investment.

Mark J. Sheffield is a 20 Group facilitator with Spader Business Management. He can be reached at info@spader.com or (800) 772-3377. ■

SERVING UP A SPECIAL

How to use service discounts and menus to bring customers into your shop

By Tony Yerman

Many dealerships offer service specials, either individually or as part of a service menu. These deals are usually routine maintenance items that are discounted to bring business into the dealership. Frequently, customers will add other repairs or can be sold additional accessories and options.

Some service specials involve only technician time, as in the case of a propane system test. Other specials may involve parts or materials, such as roof maintenance packages. Specials and packages can be maintenance items or seasonal items. They can be discounts on common accessory installation.

Dealer principals, service directors or service and parts managers may work out these specials, packages, and menus. Pricing is determined by discounting labor rate dollars and retail parts prices. A roof cleaning, for example, may require one hour to complete, using a gallon of roof

cleaning material. The service department may discount the labor retail dollar amount by 10 percent, and the parts department might discount the materials at 20 percent, depending on the dealership's purchasing practices.

The technician's flat rate labor time and labor rate don't change from the regular time and rate. Most techs don't choose to make discounts personally. The suggested flat rate labor times for many of these operations can be found in the "Service Management Guide," available through the Mike Molino RV Learning Center.

Here's an example: Your labor time to perform a particular task is one hour, and the part you're replacing (like a water filter) retails for \$10. Your labor rate might be \$100 per hour. Your total parts and labor would therefore be \$110.00. But you're able to discount your labor rate by 10 percent, without causing stress to the service department. And because of a special supplier



buy, the parts department says it can discount the part by 20 percent. So you can now sell the service and part for \$98.

By publicizing this value and savings, customers might be convinced to bring their vehicles to the dealership. Your service writers would then have the opportunity to sell additional repair or maintenance options.

RVDA Service Consultant Tony Yerman is a Cleveland-based certified master technician. He can be contacted at tyerman@rvda.org. ■

The article above and the chart are examples of a service package menu showing labor times and dollar amounts for the total package, including parts or materials. These are examples only to help readers understand the concept; every dealership should determine its own labor rates and discounts.

LABOR HOURS

Roof Clean and Treat

- 2.0 hours
- Entire roof cleaned with RV rubber roof cleaner
- Application of RV rubber roof protectant
- Inspect sealants condition and maintenance needs

Deluxe Gas Generator Service

- 1.4 hours
- Oil change and filter
- Check air filter
- Insect spark plug(s)
- Clean and adjust carburetor

Single Axle Service

- 1.6 hours
- Clean and inspect bearings and brake shoes
- Repack bearings and adjust brakes

CUSTOMER COST:

- | | |
|--------------------------------|----------|
| • Roof Clean and Treat | \$210.00 |
| • Deluxe Gas Generator Service | \$140.00 |
| • Single Axle Service | \$154.00 |



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Certiably Professional



The Society of Certified RV Professionals' recognition program publishes a quarterly update of individuals who have earned certification or recertification from either the Mike Molino RV Learning Center or the RVDA-RVIA RV Service Technician Certification program. The following list includes only individuals whose dealerships have chosen to participate in the recognition program. If you'd like to join the program, complete and return the form below.

NEWLY CERTIFIED TECHNICIANS

Dusty Compton Certified
 Richard Trostel Certified
 Douglass McCasland Certified
 George Harley Certified

RECERTIFIED TECHNICIANS

Michael Lineberry Certified
 Devon Miller Certified
 Edward Majors Certified
 John Jarvis Certified
 David Raff Certified

David Howell Certified
 Mark Stutzman Certified
 Richard Starr Master
 Dustin Stacy Master
 Sean Lakin Master
 Peter Juenker Master

Mike Molino RV Learning Center Certifications:

NEWLY CERTIFIED

Daniel T. KussowParts Manager
 Daniel T. KussowParts Specialist
 Christopher JonesService Writer/Advisor

Jessica MeyerService Writer/Advisor
 Jeff ZambruskiService Writer/Advisor
 Jim LutzService Writer/Advisor
 David DurlingService Writer/Advisor

Lora PflaumService Manager
 William WoodallService Manager
 Brett CameronService Manager
 Seth JohnsonWarranty Administrator

Want to give your certified team members credit for their hard work and achievement? Their names can appear in the next update. Just return this form by email to info@rvda.org

or fax to (703) 591-0734. More information about the Society of Certified RV Professionals and the recognition program is available at <http://tinyurl.com/SocietyofRVProfessionals>.



Authorization to Include Employee Certification Information



I understand that RVDA and the Mike Molino RV Learning Center have a news release program that recognizes individuals who earn or renew a certified, master certified, or service manager, service writer/advisor, parts manager, parts specialist, or warranty administrator certification in the previous quarter. Each announcement includes the names of the individuals and the type of certification. Employers will not be identified.

I hereby grant permission for RVDA and the Mike Molino RV Learning Center to include the names and certifications of individuals employed at: _____

City: _____ State: _____ Phone: _____

in the quarterly announcement of those earning or renewing a certification. I understand that I may revoke this permission by emailing info@rvda.org.

Printed Name: _____ Authorized Signature: _____

Date: _____ RETURN by email to: info@rvda.org or fax to: (703) 591-0734. Rev. Jan 2018

Dan Kussow: To Lead Them, You Must Be Able to Do What They Do

By Tony Yerman

Parts and service director Dan Kussow of Green Bay-based Van Boxtel RV believes that, to lead a department of service employees, you need to be able to do what they do. He himself is a certified RV technician and also has all five of the fixed-operations certifications offered by the Mike Molino RV Learning Center (service manager, service writer/advisor, warranty administrator, parts manager, parts specialist). You don't earn those badges without knowing how to do the jobs they represent.

Kussow started working at Van Boxtel 35 years ago when it was a Ford auto dealership. He began in the sales department, where he won a national Ford-sponsored "walk around" competition. As the prize, he was awarded the truck that he had demo'd.

Eventually he joined Van Boxtel's RV dealership, moving to the company's new RV location in 1996 and becoming general manager.

Van Boxtel sold off its Ford dealership in 2005 to concentrate on the RV business. "In 2005, I was asked to be the RV service manager," says Kussow. "I became a

certified RV technician at that time as well."

Kussow had hired 10 technicians when he was general manager. Now he would be their boss. "I felt that if I was going to lead these techs, and anyone else in service and parts, I would need to learn their roles," he says. "If I'm going to lead them, I have to know what they do and how they do it."

Most of the techs he supervises have been at the dealership for 20 or more years, and seven of 10 are certified.

Kussow goes beyond merely maintaining a skill set - he has all five of the RV Learning Center's fixed-ops certifications. And he was honored at the RV Dealers National Convention/Expo this past November during the Society of Certified RV Professionals' annual reception. RVDA leaders presented him and three other certified individuals with plaques, leather jackets, and other tokens of appreciation for their commitment to professionalism.



Parts and service director Dan Kussow of Van Boxtel RV

"I love my job and this industry," Kussow says, enthusiastically. "Money is like the fifth reason for working. Number one is that I love coming to work."

Kussow feels that there are opportunities in the RV service field and that there should be more publicity about the field and the jobs that are available. "We must lead by example and try to bring new generations of people into the profession," he says. "And we must demonstrate a career in RV dealership operations. People don't see that in the RV itself."

With his accomplishments, he is a role model for what can be accomplished. ■

New RECT Reports from IDS Provide Industry Scorecard

Integrated Dealer Systems (IDS) has launched a new product for RV dealerships - monthly Repair Event Cycle Time (RECT) reports - that are designed to help dealers pinpoint and solve the biggest bottlenecks within their shops.

IDS worked closely with RVDA and RVIA to develop the reports, which allow dealers to compare their RECT data with other North American dealers in order to:

- See where they stand in relation to their industry partners
- Understand the impact of parts availability and warranty coverage on their repair times
- Drill down to specifics, including individual work orders, part numbers, and labor hours
- Review historical data via charts and graphs to spot trends

All data is collected in an anonymous and aggregate format, and IDS doesn't share identifiable dealer information with anyone.

Acknowledging IDS' contribution to the RV industry, 2018 RVDA Chairman Tim Wegge presented IDS General Manager Sean Raynor with a Chairman's Service Award during the 2018 RV Dealers Convention/Expo this past November.

"We now have the data to see exactly where our bottlenecks are with long repair cycle times," says Wegge, owner of Burlington RV Superstore in Sturtevant, WI. "The data shows how RECT is affected by warranty coverage versus customer pay, and by whether parts are needed through a vendor or a manufacturer."

As a result, "we have the opportunity to manage our service departments in

ways we never could before and share our data with our industry partners to help them identify the areas where they need improvement," says Wegge.

"The IDS team has created a scorecard this industry will use for decades to come," Wegge says, "And this is just the beginning. I'm looking forward to watching how this changes the entire industry. [Sean's] award was well-deserved."

Former RVDA chairman Brian Wilkins, another early adapter of the IDS product, says the reports are "a great tool for providing owners and managers with the information they need to improve their departments and RECT management."

"It's something the industry desperately needed - if you can't measure it, you can't manage it," Wilkins says. ■

The RV Learning Center Pledge Agreement



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

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

OR \$ _____ per year for _____ years, starting in the month/year _____

This is a: Company Contribution Personal Contribution

Signature: _____

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Please check here if you would like the RV Learning Center to send you a reminder invoice in the month/year that you listed above.

The Mike Molino RV Learning Center 3930 University Drive, Fairfax, VA 22030 • Phone: (703) 591-7130
 Fax: (703) 591-0734 • Email: info@rvda.org • www.rvlearningcenter.com



Total Management I

Mar. 25 – 29 Sioux Falls, SD

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Apr. 2 – 4 Chicago, IL

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Mar. 5 – 7 Orlando, FL

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Feb. 12 – 13 Las Vegas, NV

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Did You Know?

Benefits Extended to Your Tow Vehicle

Did you know that Protective Asset Protection's XtraRide® RV Service Contract Program extends many of its benefits to the tow vehicle or vehicle in tow? Our roadside assistance, towing and optional tire and wheel coverage protect not only the customer's towable but also the tow vehicle. Motorhome owners benefit from coverage for the vehicle in tow.

In the unfortunate event the covered RV, tow vehicle, or vehicle in tow becomes immobile, our towing coverage applies. The condition of a customer's tow vehicle might not be at the top of his or her mind when they're buying an RV, but very few things can do more to ruin a vacation than a tow vehicle breakdown while on the road. If the tow vehicle breaks down, contract holders can rest easy knowing the truck pulling their camper will be towed to the nearest repair facility.

Roadside coverage is also extended beyond the covered RV. Protective Asset Protection will assist if the tow vehicle or vehicle in tow has a flat tire, runs out of gas, requires a jump start, or needs lockout assistance. The towing and roadside benefits are a phone call away and available in the United States and Canada 24 hours a day, 365 days a year.



Under our optional tire and wheel coverage, tire and wheels on new and used vehicles are protected against road hazards. The tire and wheel coverage extends to the tow vehicle or to the vehicle in tow while contract holders are camping. Coverage applies even if the tow vehicle or vehicle in tow is not connected to the RV. In other words, if the customer's tow vehicle has tire damage from a pothole on a trip to the grocery store while camping, it is covered! Please see the XtraRide coverage booklet for exact terms and conditions.



Mark your calendar for the 2019 RV Dealers Convention/Expo
See you at Caesars Palace!

November 11-15, 2019, Las Vegas

**SAVE
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Online Training with FRVTA's DISTANCE LEARNING NETWORK

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The DLN offers online training for:

- RV Service Technicians
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- Dealers/GMs
- with more training in development!

The RV Training Institute at Florida Gateway College, in partnership with the Florida RV Trade Association (FRVTA), and the Mike Molino RV Learning Center (MMRVLC), is pleased to offer this distance learning training program exclusively for the RV Industry. We are able to deliver training programs directly to member dealerships and other industry-related sites throughout the U.S. and Canada through Internet Broadband. A variety of programming is available for all occupations within the RV Industry, as well as manufacturer and supplier product-specific clinics and workshops.

The program is an in-house, mentor-led, group-learning training opportunity where costs associated with travel and time out of the shop are eliminated. The only requirements needed for

participation in the Distance Learning Network is a computer with high-speed internet connection. You will also need an "out" video cable connected to your computer and directly to a television making group learning a reality.

Participating dealerships can purchase RVIA RV Service Technician course textbooks through FRVTA at a discounted price. Each subscription location will have access to all available training for a full curriculum year from August 1 of the current year through July 31 of the following year.

Complete details about the training and functionality of the Distance Learning Network is available at: <http://rvtraining.fgc.edu>. Find training on the 'Courses' dropdown menu.

NATIONAL DEALERSHIP REGISTRATION FORM

Company Name: _____

Address: _____ City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

Mentor Name: _____ Phone: _____

Email (at dealership): _____ Fax: _____

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

_____ location(s) at **\$995 each** = payment due: \$_____

Discount given for multiple dealerships (5 or more). Contact the RV Training Institute at Florida Gateway College (386) 754-4285 for details.

PAYMENT METHOD Note: prices are subject to change without notice. Complete lower section and mail to:

Florida RV Trade Association, 10510 Gibsonton Drive, Riverview, FL 33578

PAY BY CHECK OR MONEY ORDER

For more information, call (386) 754-4285 or go to <http://rvtraining.fgc.edu>

1/2019

The Mike Molino RV Learning Center proudly recognizes these **CONTRIBUTORS**



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

Received From	Contributed 12/11/16- 12/11/18	Total Lifetime Contribution	Total Lifetime Pledge	Last Contributed
MAJOR GIFTS				
Camping World and Good Sam	\$332,013	\$1,000,000		9/8/17
Protective	80,312	350,895		12/11/18
Brown & Brown Recreational Insurance	40,000	60,000	200,000	5/17/18
Tom & Carolyn Stinnett	21,500	125,000		12/28/17
Campers Inn	10,000	86,000	100,000	12/19/17
PleasureLand RV Center Inc.	4,750	99,600		12/3/18
Horsey Family Memorial Fund	1,610	73,610		6/29/18
Byerly RV Center	15,000	72,000		10/2/18
Bill Plemmons RV World	5,000	22,550	50,050	8/13/18
All Seasons RV Center	2,000	39,049	47,049	12/19/17
Pan Pacific RV Centers Inc.	4,500	46,000		7/31/18
McClain's RV Superstore	1,000	45,000		6/13/17
Reines RV Center Inc.	7,500	42,525		12/15/17
Palm RV	7,500	15,000	37,500	8/4/17
Bill Thomas Camper Sales Inc.	1,000	37,000		1/3/17
Pikes Peak Traveland Inc.	1,000	33,700		7/31/17
Wilkins R.V. Inc.	5,000	25,500	33,000	12/4/17
Diversified Insurance Management Inc.	3,200	28,000	31,200	5/7/18
LazyDays	5,000	30,000		10/2/18
RV Country	1,000	30,000		8/4/17
Greenway Inc. (Route 66 Dealer)	6,500	27,350		12/15/17
United States Warranty Corporation	5,000	14,250	26,250	9/17/18

CHAMPIONS

Curtis Trailers Inc.	14,500	23,250		11/30/18
Alpin Haus	2,000	22,500		8/8/18
Stolzfus RV & Marine	2,500	22,500		9/14/18
MBA Insurance Inc.	2,000	19,100	20,100	9/10/18
Hartville RV Center Inc.	2,000	16,750		6/18/18
Blue Ox	1,000	13,750		8/29/17
Floyds Recreational Vehicles	3,250	13,750		6/5/18
Mike & Barb Molino	450	12,586		9/27/18
Motley RV Repair	500	10,575		7/7/17
Don Gunden	5,000	10,000		11/30/17
Burlington RV Superstore	2,000	9,000		6/11/18
Crestview RV Center	2,500	9,000		12/18/17
Camperland of Oklahoma LLC	2,000	8,350		7/30/18
Circle K RV's Inc.	530	8,030		6/18/18
Hilltop Camper and RV	4,000	7,622		6/7/18
Hayes RV Center	500	7,350		6/18/18
All Valley RV Center	2,000	8,000		11/6/18
Madison RV Supercenter	500	7,000		12/22/17
Topper's Camping Center	500	6,553		6/4/18
Best Value RV Sales & Service	750	6,500		5/7/18
Phil Ingrassia	2,000	6,500		12/29/17
Skyline RV & Home Sales Inc.	2,000	5,500		9/4/18
RCD Sales Company Ltd.	1,000	5,349		6/18/18
American Guardian Group of Companies	2,400	5,100		12/1/18
Good Life RV	1,000	5,100		5/26/17
Noble RV Inc.	1,500	5,005		1/9/18
ROUTE 66 RV Network	2,000	4,000	5,000	1/10/18
J. D. Sanders Inc.	500	4,250		7/3/18
Leo's Vacation Center Inc.	2,000	4,000		10/27/17
Tacoma RV Center	1,000	4,000		6/18/18
Myers RV Center Inc.	100	3,850		6/19/18
RV Outlet Mall	250	3,550		6/13/17
Gib's RV Superstore	2,000	3,500		6/4/18

Received From	Contributed 12/11/16- 12/11/18	Total Lifetime Contribution	Total Lifetime Pledge	Last Contributed
Mount Comfort RV	1,500	3,500		9/17/18
Ocean Grove RV Supercenter	1,250	3,500		6/22/18
Northern Wholesale Supply Inc.	1,500	3,250		6/11/18
Kroubetz Lakeside Campers	2,600	3,100		11/26/18
The Trail Center	500	3,050		11/20/17
Alliance Coach	500	2,500		5/19/17
Clear Creek RV Center	2,500	2,500		10/30/18
Bill & Shannon Koster	1,000	1,500	2,500	12/11/18
Moix RV Supercenter	2,500	2,500		12/19/17

LEADERS

Dinosaur Electronics	250	2,450		6/27/17
NERVDA	100	2,100		1/30/17
RV World Recreation Vehicle Center	250	2,100		6/13/17
Candys Campers	250	2,050		8/16/17
Airstream Adventures Northwest	1,000	2,000		5/14/18
Steinbring Motorcoach	750	2,000		9/21/18
Beckley's Camping Center	750	1,750		10/19/18
Camp-Site RV	500	1,750		1/17/18
American Family RV Inc.	1,000	1,500		9/8/17
Camp-Land RV	1,000	1,500		8/13/18
Cold Springs RV Corporation	1,500	1,500		6/7/18
Colonial Airstream & RV	1,000	1,500		3/8/18
Tennessee RV Sales & Service LLC	500	1,500		8/3/18
Mid America RV Inc.	750	1,300		6/11/18
Clippership Motorhomes Rental	1,250	1,250		7/18/18
Colerain Trailer Center	1,000	1,250		3/6/17
84 RV Rentals & Service	1,000	1,000		12/27/17
Modern Trailer Sales Inc.	500	1,000		6/18/18
The Makarios Group LLC	500	1,000		6/11/18
Tri-Am R.V. Center of East Tennessee	750	1,000		1/9/18

BENEFACTORS

Keepers RV Center	200	900		8/14/17
Bowling Motors & RV Sales	500	800		8/28/17
Starr's Trailer Sales	200	650		5/29/18
Dodd RV	600	600		8/17/18
Setzer's World of Camping Inc.	500	600		3/17/17
North Point RV	500	500		6/12/18
OK Recreational Vehicle Association	500	500		8/18/17
RH Power & Associates Inc.	500	500		5/8/17
Southern RV Inc.	500	500		10/2/17
Tire Shield	500	500		6/16/17
Total Value RV of Indiana Inc.	500	500		1/18/17
Welcome Back RV Center	500	500		7/25/18

SUPPORTERS

Black Book RV Value Guide	50	300		6/20/18
RV Value Mart Inc.	200	300		7/31/17
North Texas RV Repair	250	250		5/7/18
Pettes & Hesser Ltd.	250	250		7/30/18
RV General Inc.	250	250		8/13/18
RV Quest	250	250		6/28/18
Tonie's RV Inc.	250	250		4/27/18
Macdonalds RV Center	225	225		1/19/17
Inventrue	100	100		7/25/18
Tom Lindstrom RV Inc.	100	100		5/7/18

ENDOWMENTS

Kindlund Family Scholarship		\$270,000		
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aweilage@bblouisville.com
(502) 550-2399

Offers members a way to provide employee health benefits while saving money. Dealers can maintain their current health benefits or customize their offering to employees.

Hiring Tools Upward.net

www.upward.net

A network of job sites with over 75 million job seeker members; offers multiple recruitment products and works with over 3,500 employer brands across the country.

Customer Tracking and Reporting Customer Service Intelligence Inc. (CSI)

www.tellcsi.com
sales@tellcsi.com
(800) 835-5274

All-new cloud-based system for customer follow-up lets dealers track and manage customer interaction with the dealership and provides daily reports. For the first 90 days, CSI will review the reports with dealers and guide them on how best to use the data.

Loan Origination and Warranted Loan Documents AppOne

www.appone.net
A web-based indirect loan origination platform helps dealers and lenders manage the origination process of retail credit applications from lender submission to funding. Provides a library of loan documents that are regularly reviewed for compliance with federal and state laws in all 51 U.S. jurisdictions.

Market Intelligence Program RV Industry Data Program from Statistical Surveys

Scott Stropkai
sstropkai@statisticalsurveys.com
(616) 281-9898 ext.128

Provides dealers with data and analytics, including data on where new units are being registered and which dealers sold which units by make, model, length and axles.

Occupational Footwear, Clothing, Personal Protective Gear Gearcor Inc.

www.Gearcor.com/rvda
jon@gearcor.com
Office (800) 517-5970
Mobile (607) 206-6792

Offers discounts on occupational footwear, work clothing, company-branded logo apparel, technician uniforms, and personal safety gear. Dealers can establish their own private company stores for management and employee purchases.

Office Supplies Office Depot

www.officediscounts.org/
rvda.html

Save up to 80% on over 93,000 products at Office Depot and OfficeMax. Shop online or in any Office Depot or OfficeMax store. Free next-day delivery with online orders over \$50. Visit the website to shop or to print a free store purchasing card.

Payroll Service Paycom

www.paycom.com

Receive discounts of up to 35 percent on payroll services.

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

www.nada.com
lsims@nadaguides.com
(800) 966-6232, Ext. 235

An essential tool to determine the average market value for used RVs. RV Connect provides updated RV values, creates custom window stickers for both newer and older RVs, and more.

Propane and Propane Supplies Suburban Propane

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

Discounts on propane, along with attractive and safe equipment for refilling most any propane cylinder, 24-hour service, on-site instruction for dealership personnel, signage, and a periodic review of filling stations by safety experts.

RVDA/Spader 20 Groups Spader Business Management

www.spader.com
info@spader.com
(800) 772-3377

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.

RV Repair Financing Confident Financial Solutions

www.rvrepairfinance.com
RV Solutions Group (817) 310-8812

Dealers can offer customers simple RV repair financing with this product from CFS, a financial technology company providing loans to consumers who need to repair or upgrade their RV or finance a service contract.

Shipping Discounts PartnerShip LLC

www.PartnerShip.com/79rvda
(800) 599-2902

Provides RVDA members with substantial shipping discounts. Save on small package shipments with FedEx and less-than-truckload (LTL) freight shipments with UPS Freight and Con-way Freight.

Software & Consulting Services KPA

www.kpaonline.com
(303) 356-1735

Provides consulting services and software to automotive, truck, and equipment dealerships. Its Environmental Health & Safety product line provides onsite, on-call, and online services. Its Human Resource Management software ensures compliance with state and federal regulations.

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THE RV Industry's

CENTRAL TRAINING CALENDAR

February 2019

Sun	Mon	Tue	Wed	Thu	Fri	Sat	
						1 2	
		ONGOING ONLINE EVENTS: Technician Certification Self-Study Prep Course FRVTA's Distance Learning Network - Position at Your Dealership Customer Service Training through FRVTA's DLN Service Writer/Advisor Training through FRVTA's DLN				Show Online Events	Show Online Events
	3	4	5	6	7	8	
Show Online Events	Show Online Events	Show Online Events	Show Online Events	Show Online Events	Show Online Events	Show Online Events	
	10	11	12	13	14	15	
Show Online Events	Show Online Events	Spader Service Management Workshop Spader Win3 Selling Workshop Show Online Events	Show Online Events	Show Online Events	Show Online Events	Show Online Events	
	17	18	19	20	21	22	
Show Online Events	Spader Next Level Leadership 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	
	24	25	26	27	28		
Show Online Events	Show Online Events	Show Online Events	Dealer Candidate Development Program Show Online Events	Show Online Events	Don't see your events listed? Visit www.rvtrainingcalendar.com to upload your events to the calendar.		

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

RVDA Welcomes Our Newest Members
 11/1/18 - 11/30/18

- Dealers**
- Adventure Camper Sales, Almo, KY
 - Colorado Teardrops, Boulder, CO
 - Eagle Vision RV, Hahira, GA
 - ET Quality RV, Yuba City, CA
 - Family Fun RV Inc., Portland, OR
 - Get Out & Go RV, Hoopston, IL
 - Reed's Trailer Sales, Petaluma, CA
- Aftermarket**
- Dsuban Spring Service Cincinnati, OH
 - Luxury Vehicle Care, Portland, OR
- Rental**
- American Adventure RV Rentals Austin, TX
 - Hightened Path RV Colorado Springs, CO
 - Native Campervans, Denver, CO
 - North Atlanta RV Rentals Acworth, GA
 - Road Shark RV, Los Angeles, CA

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