



Press Release

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CVSN/GenNext 2018 Training Expo to Feature Keynote Speaker

(Jacksonville, FL – December 12, 2017) – The organizers of the Distributor Training Expo (DTE) CVSN and GenNext, are proud to announce that award-winning Keynote Speaker, thought leader, and sales expert Jim Pancero will Keynote the 2018 DTE in Atlanta, Georgia April 20-22.

Pancero's Keynote on Saturday, April 21st during the General Opening Session will be entitled ***"We need Arsonists...not Firefighters!" Shifting from reactive supporters into proactive initiators*** – Are you still functioning as just "Order takers" to your customers instead of selling as "Trusted Advisors?" Successful selling in today's competitive markets is no longer founded on just servicing and supporting a customer. Learn how even experienced counter reps can sell more (and at higher margins) bringing your best customers new solutions and challenging the way your buyers have done business in the past. A detailed workbook and action guide will be provided to all attendees.

Pancero will also do two breakout sessions, one for counter sales people entitled ***"Mastering the sales call – Selling skills for the Parts Counter Professional"*** - You are an expert helping your customers find the best parts to solve and repair their trucks. But how strong are your selling skills and ability to control a sales call? and another breakout session for supervisors, managers and owners entitled ***"How to Lead Your Sales Team to a Competitive Advantage"*** - Is your sales team functioning as a collection of independent gun fighters each choosing their own targets and their own selling message or a trained sales team with process, structures, strategy and direction? Learn the sales leadership "best practices" that can most impact your team's market share and profitability.

Registration is currently underway for the third installment of the very popular Distributor Training Expo that will see 200 distributor representatives covering the areas of inside, outside sales, sales managers and branch managers. To date 152 distributor spots have been booked so register your people today at <http://www.miregistration.net/gncvsndist>

This is a great opportunity for suppliers to train 200 distributor reps from many companies from all over North America and Puerto Rico all in one place at one time which is a huge cost saving. Suppliers can register at www.miregistration.net/gncvsnsupl

About CVSN: CVSN (www.cvsn.org), with close to 70 members and over 400 warehouse locations across North America, is the voice of the independent aftermarket distributor. The mission of CVSN is to strengthen its members' businesses through training and education and building strong relationships between members and their supply partners across North America. CVSN is a one-third owner of HDAW and hosts an Aftermarket Distribution Summit every September for top industry distributor and supplier executives and co-hosts a Distributor Training Expo (DTE) every spring with GenNext.

About GenNext: GenNext is a select group of young and influential heavy-duty trucking aftermarket leaders. This group is considered the up-and-coming leaders of tomorrow in the aftermarket truck parts industry. While the group's message is meant for younger executives (45 and under) any age level is welcome to join. The core goal of GenNext is to educate, mentor, and recruit the next generation of heavy duty aftermarket leaders.