



CVSN is the voice of the independent heavy duty 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 co-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.

www.cvsn.org



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.

SUPPLIERS & DISTRIBUTORS!

BOOK YOUR SPACE NOW FOR THE THIRD ANNUAL CVSN/GENNEXT TRAINING EXPO!



This program is designed for suppliers interested in training 200 distributor outside sales, parts managers, and branch managers coast-to-coast from the U.S. and Canada from all industry affiliations and groups. This saves each supplier a considerable amount of time and money in travel, housing and other expenses!

This is a great opportunity to train your distributor customers at one place at one time at a significant cost savings for your company.

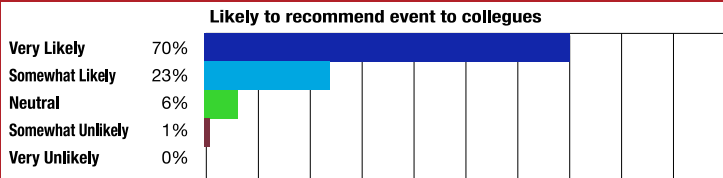
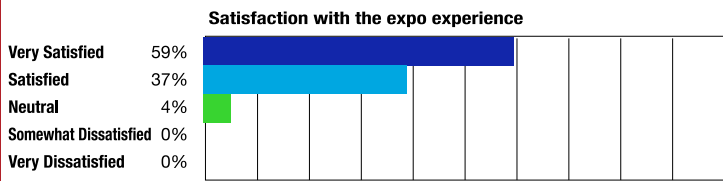
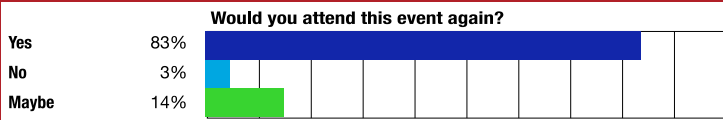
The cost of this event is comparable to other industry events but gives suppliers more face to face time with the people who actually sell their products everyday. This is your opportunity to give them the tools to sell your product more effectively.

HYATT REGENCY

APRIL 26TH-28TH, 2019

ATLANTA, GEORGIA

2018 Attendee Survey



SUPPLIER COST:

\$20,000 FOR A GOLD LEVEL SPONSORSHIP

\$12,000 FOR A SILVER LEVEL SPONSORSHIP

* Must be a company or individual member of CVSN or GenNext to attend DTE

* 2018 Suppliers have first right of refusal on sponsorship until October 1st, 2018. After October 1st, sponsorship will be awarded on a "first to sign up" basis. Supplier companies are encouraged to register asap and new supplier spots will be confirmed after the October 1st deadline.

SPONSORSHIP INCLUDES

- Classroom and booth training area space so you can network, discuss and train 200 of the front line sellers of your product in the aftermarket
- All meals and networking receptions
- 10x10 or 10x20 individual training area booths

If suppliers want to bring extra manpower above the 4 attendees included in the GOLD level sponsorship and 2 attendees in the SILVER level sponsorship the cost is \$495.00 per person to cover F&B. With this event, the training is completed in one weekend at a desirable cost of less than \$70.00 per person. Without this event, a supplier might grind out training for months at a cost-per-person much higher. Even more, we feel the distributor salespeople will be more receptive to training in this out-of-office face-to-face environment.

DISTRIBUTOR COST:

- \$549 per person includes flight, hotel, meals, keynote speaker, classroom time, trade show and hotel transfers
- Maximum 8 distributor guests per company
- Recommended attendees: Outside sales, Parts Counter Sales, Sales Managers, Branch Managers, Purchasing
- * This deeply discounted cost is offset by the supplier sponsorship
- * Must be a company or individual member of CVSN or GenNext to attend DTE

1

HOW IS THIS EVENT DIFFERENT FROM HDAW OR A BUYING GROUP SHOW?

The GenNext/CVSN Distributor Training Expo is not comparable to a buying group show or HDAW. It's a completely different show. Buying Group shows and HDAW are sales and networking based shows that cater to the principle. This is a training event that caters to the salesperson. Any supplier company that has a focus on training heavy duty aftermarket inside/outside salespeople and counter people will benefit from this show.

2

HOW MUCH TRAINING TIME WILL I GET WITH THE ATTENDEES?

All of the distributors will be motivated to stop at all of the booths to give them time to ask product questions and get to know the supplier trainers. They will have 4-6 hours on the show floor with 20-30 individual training areas to visit. Additionally, Gold level sponsors will have four-40 minute classroom training sessions. The Silver level sponsors will have two 40 minute classroom sessions. Each of those meetings will have approximately 30 people per session.

3

HOW MANY DISTRIBUTOR COMPANIES WILL BE THERE?

The distributors can send up to 8 people per company and we estimate that 55-60 companies and 200 salespeople will represent the distributor attendees.

4

WHAT IS THE DEPOSIT AMOUNT NEEDED TO HOLD A SPACE?

Full payment is due at the time of registration by either company check or credit card. Invoices can be sent directly after registration has been submitted.

5

IS THIS EVENT MEANT FOR YOUNGER EMPLOYEES AND OTHER YOUNG LEADERS IN THE INDUSTRY?

The expo is for all age groups and experience levels. While this certainly fits the mold for training new and young sales talent.....we also anticipate having experienced sales professionals from outside sales, parts manager and branch manager roles.

BOOK TODAY!!



About Dr. Albert D. Bates – Dr. Bates is a Principal in the Distribution Performance Project, a research group devoted to distribution issues.

Al makes approximately 50 presentations each year on topics such as Improving the Bottom Line, Getting Serious About Profit, Doing More with Less, and Pricing for Profit. He is also a featured speaker at the University of Innovative Distribution. He has written extensively in both the professional and trade press, including the Harvard Business Review, the California Management Review and Business Horizons. Al received his undergraduate degree from the University of Texas at Arlington and his MBA and doctorate from Indiana University. While at Indiana he was one of the first recipients of the Ford Foundation Fellowships in Business Education. He is married and has three grown daughters. When he is not traveling giving seminars he enjoys tennis and skiing. He is not particularly good at either one.

Not Just Sales, Profitable Sales

Nothing happens until somebody sells something. This has always been true and always will be. The problem is that some of the things that happen when somebody sells something are bad rather than good.

This session will focus on how to ensure that every sales is profitable. It will highlight two key issues—order economics and gross margin maintenance.

Order economics means ensuring that every order has enough gross margin built in to cover the costs of servicing the order. This is accomplished by ensuring that every order involves a “would you like fries with that?” approach and making sure that pricing of individual items is correct.

Gross margin will examine where there are opportunities within the firm to generate additional margin dollars. Most frequently this involves slower moving items, especially when “I have been looking all over town for this.”

If these concepts and ideas are applied correctly, firms can increase their profitability—not just a little but a lot. It should be a session that changes your ideas about sales.

Only 10% of All Companies Produce a Great Profit- What’s the Problem?

- Companies don’t know what really drives profit (Hint: It isn’t sales.)
- They think they can cut price and make it up with volume (They can’t.)
- They think that improved productivity will lead to higher profit (It never has in the past, it won’t now.)

Focus on profit not sales. Don’t cut prices - ever. Have a plan, not a meaningless budget.

Angelo Volpe from CVS/N and Steve Hansen from GenNext/Minimizer are the event co-chairs. Contact Steve at steve@minimizer.com or Angelo at avolpe@cvsn.org if you have any questions.

Limited suppliers spots are on a first-come first-serve basis. We have 8 Gold Level Sponsor slots at \$20,000 and 23 Silver Level Sponsor slots at \$12,000.

**Suppliers, BOOK NOW AT www.miregistration.net/gncvnsupl
Distributors, BOOK NOW AT www.miregistration.net/gncvnsdist**