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**SEMINAR**

TRAINING WEEK



**July 11-14, 2024**

Hyatt Regency DFW | Dallas, TX

**COURSE CATALOG**

# COURSE CATALOG

## DTE Training Track

### Overview

The DTE Training Track brings together 25-30 of the industry's leading suppliers, spanning a broad spectrum of product groups and occurs in both expo booths and classroom settings. Attendees will benefit from hands-on learning and one-on-one conversations with direct access to experts in various fields. Attendees will delve deep into product features, applications and troubleshooting techniques, ensuring a well-rounded and immersive training experience that is unmatched anywhere else.

### Audience

Front-Line Outside Sales, Counter Sales and Branch Managers

### Agenda

#### Thursday, July 11th

- All Attendees Product Training Expo / Reception / Dinner

#### Friday, July 12th

- DTE Product Training (In Classroom)
- DTE Product Training Expo

#### Saturday, July 13th

- DTE Product Training (In Classroom)



**All meals, breaks, receptions and the Product Expo will be shared among all tracks, providing ample opportunities for networking and catching up with fellow participants.**

# GenFirst Certification Track

## Overview

The GenFirst Certification Track was developed for entry-level newcomers to the Commercial Vehicle Aftermarket industry (0-2 years). This introductory course provides attendees with the core knowledge they need to understand how a truck and trailer work, industry vocabulary, who they key players are, and what the economy of the industry looks like. GenFirst equips attendees with vital information for success, enhancing employee retention. Following this track, GenFirst attendees can participate in the DTE Traditional Track to deepen their product knowledge alongside industry suppliers.

**Audience** Any Professional New to the Industry

## Agenda

### Thursday, July 11th

- **Anatomy of a Truck and Trailer (presented by HTI and Conmet)**
  - Deep dive into the anatomy of a truck and trailer. An actual truck will be provided for this training with two experts in the field to lead attendees through a guided tour of the truck and trailer components and how they work with each other in a hands-on approach not easily forgotten.
- **How to Find the Right Part (presented by IPD)**
  - Attendees will learn effective strategies for identifying the correct parts utilizing serial numbers, VIN, and other available information. Additionally, attendees will gain insights into building customer confidence through expert part identification and customer service skills.
- **Component Overview Deep Dive - Powertrain (presented by Meritor)**
  - The remainder of training for the day will focus on each component area, how they operate on a truck or trailer, and what their “role” is. Each component area will be taught by a leading supplier in the given component area but in an agnostic way, providing the core knowledge required to understand how a truck and trailer operate.
- **Component Overview Deep Dive - Wheel End and Brake Systems (presented by ConMet)**
- **Component Overview Deep Dive - Hydraulic Systems (presented by Eaton)**
- **All Attendees Product Expo / Reception / Dinner**

### Friday, July 12th

- **Component Overview Deep Dive - Suspension Systems (presented by Dayton Parts)**
- **Component Overview Deep Dive - Aftertreatment / Exhaust Systems (presented by Denso)**
- **Component Overview Deep Dive - Filtration (presented by Luber-Finer)**
- **Component Overview Deep Dive - Electrical Systems (presented by Delco Remy and Grote)**
- **Component Overview Deep Dive - Trailer (presented by HTI)**
- **DTE Track**
  - Distributor attendees who have completed the GenFirst Certification will now transition to the DTE Traditional Track. In this track, they will receive classroom-style training from top suppliers in their respective product areas.
- **DTE Product Training Expo**

### Saturday, July 13th

- **DTE Product Training (In Classroom)**

# GENFIRST

All meals, breaks, receptions and the Product Expo will be shared among all tracks, providing ample opportunities for networking and catching up with fellow participants.

# COURSE CATALOG

## GenNext Certification Track

### Overview

The GenNext Certification is tailored for employees seeking extra training to gain essential skills to take their careers to the next level. Comparable to a condensed MBA course, this track covers a wide range of subjects delivered by industry leaders to equip attendees with comprehensive knowledge that will enhance them in their current roles, and prepare them for future advancement within their companies.

### Audience

Parts Counter Staff, Mid-Level Managers, Sales Reps, Branch/Purchasing Managers, Up and Coming Leaders

### Agenda

#### Thursday, July 11th

- All Attendees Product Expo / Reception / Dinner

#### Friday, July 12th

- **Financial Insights and Acumen (presented by Northwood University)**
  - CVSN's Financial Acumen Course delivers robust discussion and learning related to financial leadership and the challenges and opportunities confronting the motor vehicle aftermarket industry. It is facilitated by Northwood faculty, senior aftermarket executives, and Ph.D. thought leadership professionals. The Financial Acumen experience includes a blend of industry research and market analysis, lively discussion and debate on the challenges confronting the light vehicle and heavy-duty aftermarket. Financial Acumen will help you improve your financial results by creating a competitive advantage through your financial strategy. This session will help you implement change, develop your process improvement strategy, design agile and ethical financial concepts, identify financial best practices and strategies, foster team dynamics connected to your innovative financial insights, and other evolving industry topics and trends.
- **Building a Performance Organizational Culture & Bridging the Generational Gaps in Today's Workplace (presented by Northwood University)**
  - Delivers robust discussion and learning related to the challenges and opportunities confronting the motor vehicle aftermarket industry. It is facilitated by Northwood faculty, senior aftermarket executives, and Ph.D. thought leadership professionals. Building a Performance Organizational Culture and Bridging the Generational Gaps in the Today's Workplace includes a blend of industry research and market analysis, lively discussion and debate on the challenges confronting the light vehicle and heavy-duty aftermarket, methods connected to creating a competitive advantage, retention & retainment best practices, leadership styles and imperatives, leading change, designing process improvement and problem solving, identifying agile and ethical leadership strategies, organizational culture best practices, creating team dynamics, and other evolving industry topics and trends.
- **Inventory Management (presented by Michael Keller D.M., Vice President, Category Management & Sourcing - FleetPride)**
  - Tired of losing money on core returns? Need to understand the warranty process better? Need to consider factors such as rebates or national account programs? This jam packed 120 minutes will teach attendees how to manage all of the above, and what it means to your organization.
- **Purchasing and Procurement**
  - Taught by an industry leader in this field, learn to consider critical factors such as pricing, delivery speed, product availability, expertise, quality controls, and more when sourcing parts.

The logo for GENNEXT, with 'GEN' in green and 'NEXT' in grey.



# GenNext Certification Track Continued...

## Agenda

### Friday, July 12th - Continued

- **High Impact Presentation and Public Speaking (presented by Lucas Deal, Editor - Trucks, Parts, Service)**
  - In this course you will learn the key elements of high-impact communication: structures that have a purpose, meaningful content, and delivery that compels listeners with an authentic appeal.

### Saturday, July 13th

- **Heavy Duty Marketing Strategy - How to Attract and Retain Customers through an Innovative Marketing Approach (presented by Steve Hansen - Vice President of Marketing at High Bar Brands)**
  - Discover the specialized marketing strategies tailored specifically for heavy-duty trucking in this course. Participants will gain insights into leveraging social media, Google AdWords, local advertising, and sales support techniques proven to attract new customers and buy-ready leads to your store. Led by industry leader and marketing expert Steve Hansen, Vice President of Marketing at High Bar Brands, this course offers invaluable expertise from his over 20 years of experience. Steve has successfully driven business for renowned brands such as Minimizer, Premier Mfg., Viking Sales, Dieters, and Panelite. Through real-world examples and actionable advice, Steve will guide sales and marketing representatives, providing immediate takeaways that can be implemented in their businesses right away.
- **Negotiations and Sales**
  - Learn from industry experts on relationship-based sales, a unique set of skills and a sales methodology that any sales rep can learn. Our negotiations and sales training gives attendees a hands-on experience that teaches them how to put what they learned into action immediately to win more deals.
- **Leadership Training (presented by Dignify)**
  - Today's leaders need to reimagine everything they have learned about leadership—the rules have changed! Timeless topics around leadership like accountability, engagement and motivating employees must be reevaluated. The old ways of leading are no longer effective. Dignify has uncovered a key that connects people quickly... dignity. Giving people credit for exactly who they are, not who you want them to be. It means hiring people who are right for your company and the job because of their unique emotional drivers and putting them in a position to succeed from the outset. It means taking the time to get to know their story so you can humanize and not objectify them. Dignify will challenge and enlighten your audience to reimagine what they learned about leadership through his energized and thought-provoking workshop.



All meals, breaks, receptions and the Product Expo will be shared among all tracks, providing ample opportunities for networking and catching up with fellow participants.

# GENNEXT

# COURSE CATALOG

## The Service Training Track by Diesel Laptops

### Overview

The Service Training Track provided by Diesel Laptops targets businesses with service and repair facilities, offering hands-on training sessions for technicians. Topics covered include Aftertreatment and Emissions Systems, Diagnostics 101, Universal Diagnostic Software, and more! Take your service technicians to the next level with this hands-on training experience.

### Audience

Service Technicians

### Agenda

#### Service Training Track A

Thursday, July 11th

- All Attendees Product Expo / Reception / Dinner

Friday, July 12th

- Aftertreatment (All Day)

Saturday, July 13th

- Electrical (All Day)

#### Service Training Track B

Thursday, July 11th

- All Attendees Product Expo / Reception / Dinner

Friday, July 12th

- Aftertreatment (All Day)

Saturday, July 13th

- HVAC (Half Day)
- Datalink (Half Day)



All meals, breaks, receptions and the Product Expo will be shared among all tracks, providing ample opportunities for networking and catching up with fellow participants.

# The Karmak Training Track

## Overview

The Karmak Training Track is exclusively designed for distributor team members using Karmak's Fusion System. The course aims to help users maximize their system's potential and introduce new modules to address organizational challenges. Topics include Parts Point of Sales, Inventory Integrity, Repair Order Workflow, and more. The event offers a chance for technicians to enhance their proficiency with Karmak software and network with peers.

**Audience** Distributor Team Members using Karmak's Fusion System

## Agenda

### Thursday, July 11th

- All Attendees Product Expo / Reception / Dinner

### Friday, July 12th

- Parts Point of Sales and Pricing
- Parts Inventory Integrity
- Parts Purchasing, Receiving and Inter-Branch
- Physical Inventory, Cycle Counting and Parts Scan
- Parts Reporting and FRW

### Saturday, July 13th

- Integrations Overview, Mobile Services and Attach-It+
- Parts Inventory Reconciliation
- Repair Order Workflow
- Inter-Department Collaboration and Reporting/FRW
- Q&A / Wrap Up



All meals, breaks, receptions and the Product Expo will be shared among all tracks, providing ample opportunities for networking and catching up with fellow participants.

# COURSE CATALOG

## CVSN Distributor Technology Conference

### Overview

The CVSN Distributor Technology Conference offers technology decision makers a unique platform to participate in a mini-conference focused on best IT practices and innovative services. This is a great opportunity for attendees to engage in discussions, workshops, and presentations that showcase cutting-edge technologies and solutions relevant to the commercial vehicle aftermarket industry. Attendees will learn about emerging trends, explore new software applications, and gain insights into optimizing IT practices within their organizations.

**Audience** Technology Decision Makers

### Agenda

#### Thursday, July 11th

All Attendees Product Expo / Reception / Dinner

#### Friday, July 12th

- Vendor Introductions
- **E-Commerce Trends**
- **E-Commerce Trends**
- **E-Commerce Challenges and Solutions**
- **Tech Vendor Tables**
- **CRM**
- **Digital Marketing**
- **Campfire Discussion / Summary of Conversations**
- **Cyber Security**
- **Enhancing Product Information**

#### Saturday, July 13th

- **Panel: ERP Trends, Integrations, Challenges**
- **Social Media Guru**
- **Customer Service Solutions**
- **On-Demand Delivery Services**
- **The Future with AI**
- **Panel: Real Life Usage of AI for Different Departments**
- **Building the Perfect Technology Infrastructure / Team**
- **Sales Analytics**
- **Consumer Education / Product Videos**

All meals, breaks, receptions and the Product Expo will be shared among all tracks, providing ample opportunities for networking and catching up with fellow participants.

## The Seminar FAQ's

### Who should attend The Seminar?

The Seminar's course catalog offers something for every member of your team. Whether you're a service technician or an emerging leader within your company, there's a dedicated track at this training event designed just for you.

### Is this the same event as DTE?

The Seminar builds upon the success of previous DTE events, enhancing the experience with exciting additions. You can still register for the flagship DTE Training Track, featuring classroom training and the Supplier Product Expo with hands-on training from top industry suppliers. Additionally, we've introduced five new training tracks to offer a broader range of training experiences for our attendees.

### Do I have to register for a specific track or can I just register and attend all tracks?

Each training track will run simultaneously, allowing you to choose the track that best suits your needs. While you won't be able to attend all tracks, all attendees will have access to join the Supplier Product Expo, providing valuable hands-on training and networking opportunities with industry-leading suppliers.

### Why is it all-inclusive? What if we want to book our own flights?

This added service from CVSΝ ensures seamless transportation from the airport to the venue, eliminating the hassle of booking transportation for multiple individuals within your organization. By making it all-inclusive, we also keep the costs low and convenient for you.

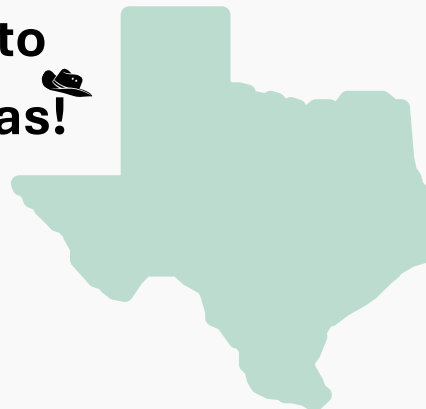
### Why is The Seminar on a weekend?

We understand the importance of maintaining productivity within our industry during the workweek. That's why we've scheduled the event on a weekend, ensuring it doesn't disrupt your day-to-day operations at your organization.

### Is this event only for distributors?

No, this event is open to both distributor and supplier attendees alike.

**We look forward to  
seeing you in Dallas!**





# About CVSNI

CVSNI is the premier trade association advocating for the advancement of the Independent Commercial Vehicle Aftermarket. Representing over 1,200 locations in North America, our diverse memberships include Distributors, Suppliers, Service Shops and Business Service Providers. We focus on four Pillar Communities: Legislative, Industry Awareness/Marketing, Education/GenNext and Technology. CVSNI hosts three major events: HDAW, the largest Aftermarket product show; The Seminar, an inclusive training event promoting employee growth; and The Summit, an exclusive executive strategy-focused conference for our members. Additionally, CVSNI advocates for the industry's Right to Repair through federal and state lobbying efforts, ensuring the commercial vehicle industry's needs are represented.

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[www.cvsni.org](http://www.cvsni.org)



## Get In Touch



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