HAPPY HOLIDAYS
FROM CVSN STAFF AND BOARD OF DIRECTORS
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Visit Our Newly Redesigned Website!
www.cvsn.org
Dear CVSN Members,

Now that my tenure as CVSN President is over I have been asked to share my thoughts on our association, industry, and business in general.

First let me start by saying we are blessed to have Angelo Volpe as our Executive Vice President, because he is the absolute best at what he does. Angelo cares deeply about our industry and our association making sure that every company involved, both distributor, manufacturer, and service provider is treated with 5 star service. While CVSN is not perfect, no one doubts Angelo's commitment to doing all he can to make everyone’s Summit and HDAW a top notch experience. Angelo’s humility, hard work, attention to detail, and joy of people are invaluable to this association and we are a better association because of him. Make sure you thank him for all he does.

I also want to thank all who have volunteered their time and talent to serve on our board. In today’s frenetic paced world taking time out to serve on an industry board is difficult to say the least, but essential to the long term well-being of our industry. We need more people willing to lend their knowledge, expertise, opinions, and time to the betterment of the heavy duty aftermarket. I am confident that all who have served would say they derived more benefit being actively involved than not. As my father used to say “You get out of something what you put into it!”. Wise words as it relates to CVSN.

A lot has happened over the last few years though none bigger than “Right to Repair”. The work Marc Karon, Dave Scheer, and Ian Johnston put in is nothing short of amazing, but the work is just beginning. You can equate their work to those who first tried to climb Mount Everest. They had a 350 mile hike with all their gear over rivers, through forests, and up mountains just to get to the base of the mountain. That is where we are now. At the base of the mountain with a lot of climbing left to go. Any help you are willing to give would be greatly appreciated.

Education has been a big focus of CVSN and we have been very successful at providing distributors and manufacturers alike with strong informational programs they can use to help make their companies better and stronger. We are now partnering with GenNext to provide a weekend product training program never before offered in our industry. We think this will be very warmly received.

The heavy duty aftermarket is a mature industry with our members maturing as well, or shall I say growing old gracefully. We are not a sexy industry like technology or investments, so we need to find ways to reach out to the young and get them interested in a career in the HD aftermarket. CVSN is perfectly situated to fill that void, but it will take a commitment from our members. This is a critical issue confronting all distributors and can only be addressed by the collaboration of all to solve this dilemma.

Please remember this is OUR association and it is only as strong as WE choose to make it. I ask all of you to take an active role in our meetings, membership, education, and political activity. Finally I would like to thank all the past presidents whose hard work, vision, and leadership have molded CVSN into the best association for the heavy duty aftermarket distributor. With Edward Neeley stepping in as our president I know his enthusiasm, knowledge, and guidance will make CVSN that much stronger at the end of his 2 years.
Season’s Greetings from CVSN!

I would like to take this opportunity to wish you all a Merry Christmas and a Happy New Year.

I would like to thank the membership for entrusting me and the current Board with the leadership of CVSN. We are looking forward to a great year in 2016.

To start off, the CVSN Board has just completed its annual meeting and is excited to get the RTR (Right to Repair) training kicked off this January. CVSN is proud to bring this resource to the aftermarket segment of this great industry. Our thanks go out to Marc Karon, Dave Sheer and Ian Johnston, and the many others that have worked on bringing this resource to you.

We at CVSN are looking forward to another great HDAW (2016) in January. In May, CVSN will partner with GEN NEXT to host a training session in Atlanta. The majority of the 150 distributor spots are now filled so book your team soon so you won’t miss this unique training event.

The 2016 Summit will be held in Vancouver, BC in September and will include a great line-up of training sessions and networking opportunities that we hope will be of value to your business. This meeting will provide you with the opportunity to enjoy Western Canada, as well as take in a cruise (I am all over this one), if you so desire. This cruise is filling up so book today. You can get the cruise information on the CVSN web site www.cvsn.org.

If I can be of any assistance, please feel free to contact me or any Board member. We are here to serve and lead this Association into the future.

Edward Neeley
President, CVSN
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By now, most of the industry is aware of CVSN’s successful negotiation that led to a Memorandum of Understanding with the Engine Manufacturers Association (EMA) on right to repair. The EMA represents almost all the major engine and truck manufacturers that sell domestically. As a result of the MOU, the same software that dealers have with respect to repairs and resetting on-board computers will be made available to the independent aftermarket after January 1, 2016. In addition, independent repair shops will be able to get access to VIN code to part number cross reference on repairs. We have been in contact with every major vehicle manufacturer and most component suppliers. All of the members of EMA have agreed to comply with the MOU.

CVSN is working with the National Automotive Service Task Force (NASTF) to provide access to the OE sites where the software can be downloaded. CVSN selected this approach because NASTF has a broad base of support at the automotive and heavy truck level. NASTF has been the central access point for all the automotive sites. Hence, they have an efficient process for getting access, and resolving problems. CVSN will publish more on this process as we roll it out. There will be a cost, but the cost should be in line with what dealers are charged for the same software. The site for access is www.nastf.org.

I realize that not everyone appreciates the significance of this accomplishment by CVSN. I have heard from distributors who only sell parts, and they do not see the value in this agreement. What they fail to realize is that without the access to this information and the ability to completely service vehicles, their fleet customers would have to send them to the dealers. Dealers would have a real advantage on parts sales and also have more access to these customers.

Although this is a great achievement for our industry, we cannot sit back and take victory laps. The threats to our markets continue to grow. There are other legislative efforts in the digital arena that could threaten our MOU. But, thanks to AutoCare and CVSN, we are monitoring this and working with legislators to not destroy what we have accomplished. Telematics is similar to on-board telemetry that senses the vehicle status and reports to the nearest dealer to make sure the truck is serviced before it breaks down.

However, threats can also become opportunities. At HDAW16, there will be a session titled “How Emerging Technologies can Generate Aftermarket Opportunities”. In addition, CVSN is undertaking an effort to provide needed technician training for the independent shops and fleets to help them be able to successfully repair the new vehicles coming into the market. Technology will be advancing and trucks will become more complicated. Our industry needs to be prepared. Finally, CVSN is looking for opportunities to expand the application of the Right to Repair MOU to other vehicle applications, not covered by the current MOU. These include motorhomes and agricultural equipment. In addition, CVSN will make sure that software and training to repair new vehicle safety systems is made available to the independent aftermarket.

CVSN has invested a lot of time and capital to address the threats and opportunities that affect our members and the entire industry, and CVSN will continue on that mission.

Support CVSN by becoming a member today at www.cvsn.org so we can continue to work for the heavy duty independent distributor channel.
OK! OK! Yes, there are certainly more than 21 ways to give GREAT customer service, but rather than overwhelm you, we wanted to start out with a palatable number. And 21 sounded like a good number to me. Sort of like the winning hand of Blackjack. Any one of these tips will produce better relations in your customer service. Here we go.

1. Smile! Right. Don’t kid yourself. Just as it can be ‘seen’ in person, the smile can be heard on the phone. So as NIKE says, “Just DO IT.”

2. Say something nice at least once a day to someone. I was at the St. Louis airport a while back and the skycap came up to me and said, “Hi Mrs. Friedman. Are you going first class or does it just look that way?” That was over 10 years ago and it still seems like yesterday. People remember nice things. Just as they remember the not so nice things. So best to say nice things more often.

3. Don’t ever argue with a customer. You’ll lose every single time. Don’t even get into the ring with them. No discussion needed here.

4. If you’re sending something to a customer via any method, add a short personal note. Items received without any note or mention of transaction are perceived as cold and rude. A simple “Thank you” on company note paper or even a post it note will do the trick. It says you stopped to do something special.

5. Use “WE” vs. “YOU” in your conversations when possible. “We” is consultative and feels friendlier. And it’s far less confrontational.

6. See someone walking into your store/branch/location/office? Say “HELLO” first; loud and clear. Ignoring people, even fellow employees, isn’t good customer service. A nod of the head is semi-useless.

7. Keep the fences in your organization low. We all know there needs to be rules, guidelines and policies. However, when there are so many of them, they can make doing business difficult. It’s not worth it. Make it easy to do business with your company.

8. Be a double checker. Often, we can miss something or not know all the details. Most people appreciate hearing, “The last time I checked, we were out of stock on that; however, let me DOUBLE CHECK for you.” That particular statement is most comforting. Everyone loves a double checker.

9. We cannot do 2 things well at once. If you’re working with a customer, on the phone or in person, then focus on that person. Trying to type, or file, or do some paperwork while you’re communicating with a customer is dangerous and rude.

10. If your attitude stinks, change it. No one – absolutely no one – wants to be connected with someone with a bad or negative attitude.

11. Respond rapidly. When you receive information from a client, it’s a good thing to let them know you did receive it. That’s good communications.

12. Extend a firm handshake when being introduced to a customer. FIRM is the key word. That loose, fish like handshake is not a sign of confidence. FIRM is key.

13. Thank you notes are still thought of as GREAT. Take the time to jot several off to new or, better yet, older clients. Very appreciated.

14. Use your name when you answer the phone. Everyone likes to know who they’re
15. Use your listening skills more often. We all like to talk, mainly to show off how much we know. But listening to what the customer knows is much better. Let others have the stage. You’ll get the applause.

16. It shouldn’t take 2 people to give good customer service. Learn how to handle the situation yourself rather than trying to get rid of it by shipping it off to a co-worker or supervisor.

17. Show some empathy or sympathy when a customer complains. Sincerely. Doing or saying nothing when they feel they have a problem will put you in the doghouse fast.

18. Learn to say, “I apologize for that” or something that will allow the customer to feel that you are apologizing. That quick, “Sorry ‘bout that” statement sounds as though you’re throwing the statement away.

19. Be prepared. If you’re in customer service, or any front line position, expect things to happen. Be prepared is not just for the Boy Scouts. It’s for anyone who works with customers. Prepare for the unexpected.

20. When in doubt, leave it out. Writing a letter or email to a client? Or calling them. If you’re in doubt of using a certain word, leave it out or use something else.

21. This is reserved for you to put in your own customer service tip. Send us your tip and we’ll include it in our new book with CREDIT to you.

Nancy Friedman was voted one of meeting planners FAVORITE SPEAKERS, 2015 by Meeting Planners Poll (Meetings & Convention Magazine)

Nancy Friedman is one of America’s most popular speakers on customer service, communications and sales. She has appeared on OPRAH, Today Show, CNN, FOX News, Good Morning America, CBS This Morning & many other top rated TV and radio talk shows. Her articles have appeared in USA Today and Wall Street Journal among many other major dailies. Engaging and entertaining, Nancy captures the audience from the start and has them laughing and learning throughout the program. President of Telephone Doctor Customer Service Training, Nancy is the author of 8 books on sales, communications and customer service. She has presented at several CVSN events. www.nancyfriedman.com
You’re Invited to the First Ever:

CVSN/GenNext Distributor Training Expo

is selling out quickly!

Over 100 of the 150 distributor spots are booked by GenNext and/or CVSN members and all 4 supplier GOLD LEVEL spots are now SOLD OUT.

Sign up now to reserve your spot for this unique training opportunity.

Who Should Attend?

Distributors: This program is designed for outside sales, parts managers, and branch managers from all aftermarket distributor companies.

Suppliers: This program is designed for suppliers interested in training 150 distributor salespeople coast-to-coast from the U.S. and Canada.

Meeting Details

When: April 29th - May 1st, 2016
Where: Hyatt Regency - Atlanta, GA.
Who’s Invited: The product trainers from the heavy duty commercial vehicle parts suppliers who will have the opportunity to train up to 150 Distributor Attendees with the function of Outside Sales, Branch Manager, and Parts Managers.

This is a great opportunity to train your distributor customers at one place at one time and will be a significant cost savings (rather than travel to each individual distributor company location) for the supplier companies who participate. Sign up quickly as there are a limited number of supplier spots available.

The cost of this event is comparable to other industry events but gives you more face to face time with your customers? The fees for suppliers and distributors have been adjusted as outlined below.

The distributors will pay $295 per person and that will include flight, hotel, meals, networking events, speakers and training. The suppliers will pay $20,000 for a Gold Level Sponsorship SOLD OUT and $10,000 for a Silver Level Sponsorship. These fees have been reduced to allow suppliers to take advantage of this unique opportunity to actually train 150 ‘feet on the street’ salespeople from coast-to-coast in North America.

The supplier fee to participate includes:

• Individual training area space so you can network and discuss your product offering with up to 150 distributor customers
• All meals, networking receptions and speakers
• 10x10 or 10x20 individual training area based on sponsor level (see registration form for more information)
With this event, that training is completed in one weekend at a desirable cost of only $70-$135 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 distributors salespeople are more receptive to training in this out-of-office environment.

**FAQ’s:**

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 new 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 salespeople will benefit from this show.

2- Can a supplier bring more than the allotted amount of people in the sponsorship level (2 for Silver and 4 for Gold)?

Yes, the cost is $195 per person for extra attendees just to cover the cost of food and beverage for the event.

3- How much training time will I get with the attendees?

All of the distributors will be heavily coached 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 24 individual training areas to visit. Additionally, Gold level sponsors will have 1 hour of training time with all 150 distributor salespeople. The Silver level sponsors will have one 30 minute timeslot of training time. Each of those meetings will have 25-50 people.

4- How many distributor companies will be there?

The distributors can send up to 10 people per company but most, so far, are sending 2-5 people. Currently, we would estimate 40-50 companies and 150 salespeople will represent the distributor attendees. Angelo Volpe from CVSN and Steve Hansen from GenNext/Minimizer, the co-chairs for the event, will have updated lists available weekly starting in mid to late November.

5- Can suppliers sign up now and pay for the expo in 2016?

A deposit, of at least half of the full amount, is required however the majority of the payment will be in 2016.

- Silver sponsors will pay a $5,000 deposit this year, $2,500 due Jan 31st and the final $2,500 due Feb 29th 2016.
- Gold level sponsors will pay a $10,000 deposit this year, $5,000 due Jan 31st and the final $5,000 due Feb 29th 2016.

6- 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.

7- Why should my company attend this training expo?

There is a real need in our industry for training of every kind.
Consider This:

- How often do you have this many customers in one place at one time for training?
- How much does this format save your company in dollars on training for 2016?
- What is your normal cost per person to train versus this “one weekend” blast with 150 customers?
- The number of supplier companies has been reduced to give those who participate maximum exposure and “quality time” with their customers.

Supplier spots are limited and are on a first-come first-serve basis. We will have 4 Gold Level Sponsors at $20,000 (SOLD OUT!), and 20 Silver Level Sponsors at $10,000.

BOOK YOUR SPACE TODAY!!

Suppliers, to sign up for the Training Expo go to:

http://miregistration.net/gncvsn-2016supl

**Distributors, to sign up for the Training Expo go to:

http://miregistration.net/gncvsn2016dist

NOTE: Book early as spaces will go quickly!

Here is the preliminary training agenda for the Expo:

CVSN would like to welcome our newest members!
Drive Train Industries, Inc. - Denver, CO.
Truck Equipment Inc. - Green Bay, WI.

2016 Heavy Duty Aftermarket Week (HDAW)
January 25th to January 28th
Mirage Hotel & Casino
Las Vegas, Nevada

This is the largest North American gathering of suppliers and distributors in the independent heavy duty aftermarket.

For more information, visit: www.hdaw.org
HEAVY DUTY AFTERMARKET WEEK (HDAW)  
Mirage Hotel & Casino  
Las Vegas, Nevada

HDATP ANNUAL MEETING  
April 13-16, 2016  
JW Marriott Hill Country  
San Antonio, Texas

CVSN/GENNEXT TRAINING EXPO  
April 29- May 1st  
Hyatt Regency  
Atlanta, Georgia

HEAVY DUTY AFTERMARKET CANADA (HDAC)  
June 4 -8, 2016  
Four Seasons Hotel  
Whistler, BC, Canada

CVSN AFTERMARKET DISTRIBUTION SUMMIT  
September 10-14, 2016  
Sutton Place Hotel  
Vancouver, BC, Canada

Join us on a once-in-a-lifetime Alaska Cruise around the Pacific Northwest before or after the Convention!  
For details, visit cvsn.org/2016summit

VIPAR ANNUAL BUSINESS CONFERENCE  
October 17-21, 2016  
JW Marriott Orlando Grande Lakes  
Orlando, Florida