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### Dealer of the Month

#### November

Best Used Trucks of PA  
Myerstown, Pennsylvania

#### December

M & K Quality Truck Sales  
Byron Center, Michigan

#### January

Navistar, Inc.  
Philadelphia, Pennsylvania

**If you would like to be a  
Premium 2000+™ Dealer,  
call Marguerite at  
888-261-7581**

**Take Note:  
We have added  
Water Pump Coverage  
to our Optional Turbo &  
Injector Coverage**

### Letter from the President

This month in our Premium People section, we are highlighting Katherine Cranford, our Premium 2000+™ Area Manager for the Midwest, the country's heartland. How we found each other is a little hazy to me, but I'm sure glad that we did. Katherine is a hardworking, caring, and considerate individual who has figured out how to best utilize all that Premium 2000+™ offers in order to capture the attention of used truck dealers, get them enrolled in our programs, help them maximize their truck sales, and increase their profit per sale.

Katherine identifies and contacts quality truck dealers and piques their interest in providing peace of mind for their customers, which, of course, leads to repeat and referred business for them. She refers prospective dealerships to other dealers in her area that use Premium 2000+™ or walks them through popular industry publications pointing out how many dealers display our logo in their ads. Hundreds of dealers across the United States and Canada now proudly display our logo and take advantage of Co-op Ad Program discounts. Katherine also directs prospects to our website, [www.Premium2000.com](http://www.Premium2000.com), which is a great source for complete product and program information.

Enrolling quality dealers is not a difficult task. They recognize the value of Premium 2000+™ Warranty Programs for Medium and Heavy Duty trucks. We now have over 800 dealer locations aboard with a dozen or so being added each month. We are proud and delighted to work with each and every one of them. Once enrolled, Katherine strongly encourages each new dealership to take advantage of our WebEx Training conducted by Steve "Bear" Nadolson. The training enables the sales and service departments to completely understand the processes and procedures right from the beginning. This coordination and cooperation helps everyone at the dealership see how simple qualifying a truck for a Premium 2000+™ Warranty is. In many cases, dealerships are so accustomed to the detailed inspections required by other warranty companies that they are astounded by the simplicity of our programs. We are often questioned about "dyno tests", "cylinder cut out tests" and "blow-by tests". Although these tests are helpful and we certainly don't discourage them, they ARE NOT REQUIRED to qualify a truck for one of our warranties sold through the dealership's sales department. Remember, we are the "No Hoops To Jump Through" warranty program.



# MURPHY'S LAW



By Lynn Murphy

Premium 2000+™ has a heart and soul. This is what truly differentiates us from the other aftermarket and OEM warranty providers. We don't just see trucks as pieces of equipment; we see trucks as being driven by individuals who provide an essential service to our economy. When a truck has a major component failure, a person's livelihood is at stake; financial ruin is a potential outcome, and no one benefits when that occurs. Truck drivers need to keep buying and servicing trucks and encouraging others to do so. If a dealer treats his customers appropri-

ately, they will buy trucks again and encourage their acquaintances to come to such a dealer the next time they are in the market for a truck.

Our Premier Dealers, those who average two of our warranty sales a month consistently, are eligible for certain additional benefits above and beyond those already in place for all dealers. One of these benefits is goodwill assistance for gray area claims. Gray area claims are those that, by interpretation, don't qualify for claim assistance but fall very close, i.e., a customer who didn't do maintenance as required but didn't miss requirements by too many miles. Although this situation generally voids coverage, we might assist in some form or fashion.

But herein lies the Murphy's Law: To qualify for Premier Dealer status, in addition to the volume requirement, the dealer's loss ratio must be less than 50 percent. Loss ratio is the percentage of reserves (income) used to pay claims and claims related expenses. So, goodwill assistance can increase a dealer's loss ratio. As you can see, there is a fine line to walk. Consequently, this may be something for a dealer to consider when requesting such assistance from us.

Realize these goodwill situations don't arise too often because we pay all qualifying claims without question or hassle as well as many borderline claims. We reserve adequate funds for these situations, and after over a decade of experience with trucks and truckers, in most cases, we are able to reach an outcome that is best for all involved. We have become very good at this side of the business, and paying claims as we do is our best advertising.

## Premium People



This month we introduce one of our Area Managers, Katherine Cranford. Katherine opened a vehicle

warranty agency back in 1998, and six years ago she joined us at Premium 2000+™.

From her home base of Missouri she works all over the United States to help dealers learn the advantages of being a Premium 2000+™ Dealer. Katherine tells us, "I'm proud to be part of a company that has the programs, customer service and claims department that sets us apart from all others in the industry. Plus being a little unique in this position makes it fun." She likes being the first to visit with a dealer, showing a friendly, helpful attitude, which gives that dealer a firsthand glance at the entire Premium 2000+™ staff. She also enjoys the travel and the experience of working with people in the trucking industry.

Katherine lives in Springfield, Missouri, near her sons and their families. When not working, you will find her with them or camping in her motor home. But, she wants you to know that during all her activities, she stays available for her dealers. We are so glad that Katherine is part of our team!

**Please visit our website at**

**[www.Premium2000.com](http://www.Premium2000.com)**

**and see Premium 2000+™ "In Action"**

## Sales Savvy

By Larry Palkins  
National Sales Manager

"One day at a time." No, I'm not referring to the 80s sitcom with Valerie Bertinelli, nor am I referring to a 12-step program. Pretty close, though, I would think.



Have you ever wished things would happen, hurry up, slow down, or be over with? I think most of us have had wishes like that about one thing or another: "Can't wait until summer, Christmas, until I lose 40 pounds, quit smoking, or in this case, "I sure wish business would get better!"

Well, most of those wishes can happen, but we can't control the timing and cause things to speed up. We have nothing to gain by just sitting and waiting for them. That just makes the time pass that much slower.

What we can control, however, is today. The day you started at 6:30 a.m. with a cup of coffee. This day. What are you going to do with it? Much of it is totally up to you. So accomplish something—anything. Make a list of things to do today. Start off with a small list—just 3 or 4 things. Small things eventually turn into bigger things. You can't lose 40 pounds in a single day, but you can work on it just for *that* day. At the end of the day, ask yourself, "What have I accomplished, today?" Look at your list of 4 things: check, check, check, check! Man, this is great!

You just had a little success. As salespeople, nothing spurs us on like success. We get high on it! We thrive on it!

So instead of wishing our lives away, let's just start with today. Work just for today. Then tomorrow will become a "today" and so on. String all of them together "one day at a time," and you'll be amazed at how those wishes become a reality.

2010 will be a great year if we just work it (you guessed it) "one day at a time."

## Claims Corner

By Alan McDonald  
Director of Claims

The claims side of the used truck warranty business confronts my department with many interesting challenges. This month I will address an issue that can be a real stumbling block to all parties involved. Premium 2000+™ as the warranty provider, the dealer, the customer, and the lender (lien holder) can all get caught up in this problem.



On the surface this issue may seem small, even inconsequential! One might even think that it is no big deal. But, not so! The issue is the starting mileage of a used truck's warranty plan. No big deal? We disagree. In fact, we think this is a serious issue and one worthy of discussion.

Our warranties (like most similar products) are based upon, and operate within, a prescribed mileage parameter. Needless to say, we need a base line, or in this case a starting mileage, from which to work. My point here is that we need an accurate record of the mileage that is on the truck at the time of the warranty sale, which is when our warranty begins.

Many times, unfortunately, this information is left off of the warranty contract when it is sent to us. When we don't get this information in a timely manner, it creates a dilemma for us and potentially a big problem. We have to call you, and you have to chase down that mileage figure. What happens if that truck owner has a breakdown before you get that mileage to us?

While we struggle to determine the starting mileage, the customer waits. The customer complains to us, "How did the salesman forget to put the &\*%@ mileage on the Warranty Agreement? The truck was right in front of him the whole time. All he had to do was go out to the truck and write down the miles and put it on the paperwork and I wouldn't have been sitting here two extra days for nothing!" A fair question to be sure.

On the other hand, we know how much is going on behind the scene when a truck is being delivered: Title work, loan docs, trade appraisal, and a bunch of other paperwork comes flying at everyone from all sides of the room. Everyone's in a hurry and frankly, stuff happens.

I'm not pointing fingers, nor am I blaming anyone because we sometimes don't get the warranty starting mileage filled in at the point of sale. I just want to point out how critical this information is, how much money can be lost, and the trouble it can cause everyone when it's missing.

The customer doesn't care who is to blame. He or she just knows that the downtime is costing money, and that waiting around for mileage is a real pain. The fix is easy. In order to prevent this from happening to your customer ever again, make sure you have completely and properly filled out all the necessary information.

Please, take a minute and do a quick review of the warranty paperwork before you send it to us. As I have pointed out, it will save us all time, money, and embarrassment as we deal with claims.

## The "Bear" Necessities



By Steve "Bear" Nadolson  
Corporate Training Director

You may remember that in my last article I discussed the pros and cons of using personality testing in your hiring protocol. I stated that while I do find value in them and you can certainly gain some insights from them, certain character flaws and drug and alcohol abuse may not be able to be identified in the results one can obtain from these types of tests.

My experience indicates that, while applicants may look good on paper, I wouldn't rely on testing as my sole source of information in screening sales candidates. Background checks, phone calls to references, and the other traditional standbys all contribute to developing an overall profile of a job applicant. The old adage "time will tell" is still true. We can check and profile and test all we want, but the true test is time.

To pick up where I left off in my last article, I'll share a few more experiences with you. Through these experiences, I was able to find some good sales people with varied backgrounds.

This should come as little surprise to anyone: I have hired several people from the heavy duty truck *advertising industry*. Because these folks are already familiar with the vernacular, the different makes and models of trucks, are not afraid to make cold calls, and have developed an ability to work with used truck managers (a feat in itself), they are a natural fit.

The first person I hired from this industry became a sales leader in a very short time. He was persistent without being pushy (I liked that), had a great personality, and the right attitude (you know it when you see it). He was successful immediately.

The second person developed into a good and consistent salesman and is now in used truck management. While not a superstar, he was dependable and methodical. He could be counted on to deal with the customer professionally and as a result was respected by them.

The third person I hired was a very capable woman. I was managing a dealership that was consolidated into a large group of stores, and she went along for the ride. I hired her prior to the takeover and had the opportunity to train her. She was a quick study and contributed her computer skills and knowledge of the advertising business to our sales team's dynamics. She is still consistently a sales leader and top producer, not just in her store, but for the entire dealer group.

I also found that ex-Navy personnel who held positions in technical fields and also had a background in food service turned out to be good sales people. I have a theory on this. These former sailors were accustomed to following orders and doing what they were asked to do. Additionally, they were excellent students. They were also accustomed to following manuals of operation in their naval careers.

All of them performed well after some used truck sales training. By studying written materials and then putting this training to work by applying what they had learned, they achieved success quickly. Their food service background gave them a solid background of meeting customer needs as well as putting up with all types of personalities.

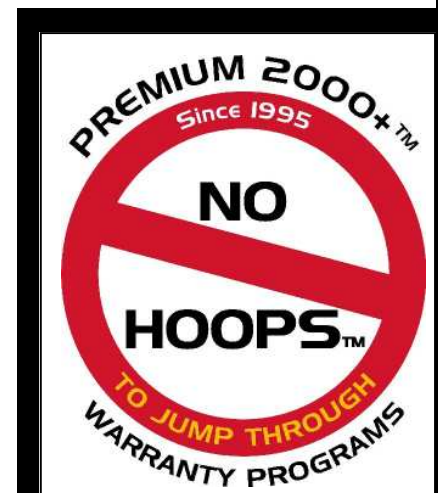
I hired three people with this Navy/food service combination. All three became good salesmen in a short time and within a year, two of them had become top salesmen and received top performance sales awards at the national level from their sales organization.

Of course, other methods of hiring are successful, and I am not suggesting that the examples described herein will work for you. I offer them only to expand your insights. Perhaps this may encourage you to look at applicants whose profiles might indicate latent talents. Who knows, you might find just the right person to become a top performer on your sales team.

Good luck in the coming months. I look forward to the increase in business I see coming in the second quarter of this year. I hope you are positioned to share in the opportunities this upswing in business will bring.

Keep a positive mental attitude and go sell something!

*Steve "Bear" Nadolson is President of Bear Marketing Group, Inc. and offers sales and management training in person or through Web based training seminars. He can also be reached at Bear@BearMarketingGroup.net or by phone at 740-507-0717.*



### Who Said That?

**No one says it better than a satisfied customer. Thank you Steven Sexton!**

*I've been in the business for a number of years and I have become familiar with a number of different Warranty Programs from many sources. From both the service (claims) side and the sales side, Premium 2000+ is the best used truck warranty I have seen. Your warranty covers items that most used truck warranties do not cover at all, i.e., seals or gaskets, failure due to wear out and Allison automatic transmissions. It is a very comprehensive warranty program, and I have witnessed claim payments without hassle. I highly recommend the Premium 2000+ coverage as a selling tool.*

- ◆ *This warranty provides protection to the customer and helps protect the dealer from some of the failures that sometimes occur right after the sale. Reputable dealers often share the cost of necessary repairs immediately after a sale as a policy adjustment or after sales expense. This warranty helps avoid this.*
- ◆ *Premium 2000+ has created an additional profit center for our dealership. We mark up the selling price creating additional profit and pay additional commission to the sales person.*
- ◆ *Another benefit is that Premium 2000+ gives our sales staff more confidence in selling a broader range of used trucks. If you're not quite sure about a used truck, sell it with a warranty that will cover any catastrophic failure.*
- ◆ *The Co-op Program is great and helps offset some of our advertising costs.*

*Premium 2000+ has helped us sell more trucks.*

**Steven A. Sexton**

**Sales Manager, New & Used Trucks**

Tri-County International Trucks Inc. (Jackson, Warren & Ypsilanti, MI)  
C&S Motors Inc. (Flint, MI)

**I have found no greater satisfaction than achieving success through honest dealing and strict adherence to the view that, for you to gain, those you deal with should gain as well.**

**- Alan Greenspan**

**Letter** continued from page 1

Upon completion of our WebEx Training, dealers are ready to begin using our programs as a sales tool to help sell more trucks. We encourage dealerships to mark up our warranty contract prices which equates to a better bottom line for each truck sold. Additionally, Katherine assists with ideas for promoting sales through effective advertising of our partnership. She has many dealers in Missouri, Kansas, and neighboring states who are selling more warranties; we can only assume this means they are selling more trucks.

Katherine and all of our other Area Managers work hard to help you, the dealer, have continued success. When questions arise within the dealership about anything concerning Premium 2000+™, please call your Area Manager or Marguerite Jensen at 1-888-261-7581. We pride ourselves on our customer service and truly enjoy assisting you.



Sincerely,

Lynn Murphy, President/CEO

**RISE TO THE TOP**  
with  
**PREMIUM 2000+**  
**WARRANTIES**

*When the Mirrors & Magic  
Are Gone...  
And the Smoke Clears...*

**PREMIUM 2000+  
RISES TO THE  
TOP!!!**

COMMERCIAL TRUCK WARRANTIES  
Medium to Heavy Duty • Class 3-8