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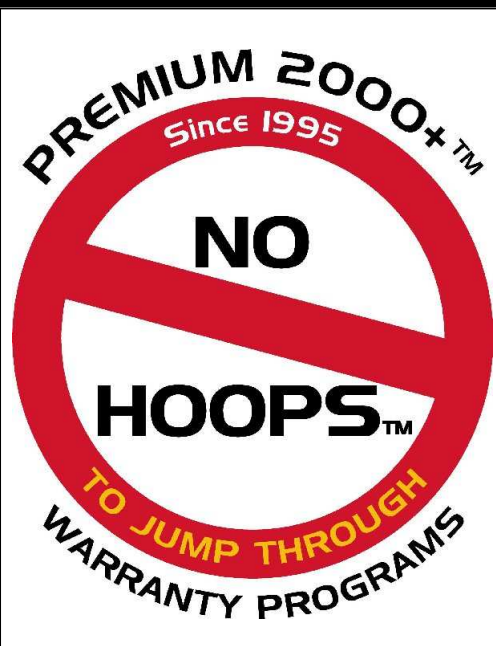
Dealer of the Month

April

Lonestar Truck Group
Locations in Texas, New Mexico,
and Louisiana

May

Decatur Truck & Trailer Sales, Inc.
Decatur, Alabama



Letter from the President

Okay, I admit it, I am a capitalist. But before the current administration puts me before the firing squad, can I have a fair trial? Can I make my points for why I feel capitalism is and will continue to be the most effective economic approach to wealth and happiness for the largest portion of the population?

This article is not a political rant, but I'm sure when you finish reading you will know whether I stand with the conservatives or the liberals. All I know is that I have worked hard for forty-plus years, and that hard work has paid nice dividends financially and otherwise. Hard work, patience, taking calculated risks, and not being disheartened by setbacks (some major, most minor) can put you on a career path to success. Although many times it doesn't seem so, you do control your own destiny.

The chief problem of capitalism has been the widespread supposition that it is based on greed. The assumption is that people get rich out of avarice. Some people believe that even though capitalism can provide tremendous yield in material terms, it is spiritually questionable; and capitalists who become rich have made some pact with the Devil whereby they give up the moral benefits of redistribution of money and greedily pursue and achieve wealth. I see this to be pure nonsense.

Capitalism is *not* based on greed; it is based on generosity and giving. The chief disposition of the capitalist is that he doesn't consume his wealth but he keeps reinvesting it. In order for his investments to succeed, they must be based on an imaginative understanding of the needs of others. The number one concept of the Premium 2000+™ Warranty Program's philosophy, as stated in our *Dealer Information and Enrollment Materials Handbook*, is "Our primary goal is to help our dealers sell trucks". We understand the needs of the used-truck dealer and make it easy and affordable to place a comprehensive warranty on the vehicle. Voila!

Capitalists work in their own self-interests, but then don't we all. Self-interest doesn't distinguish capitalism from other ideologies; self-interest is everywhere. Each used-truck dealer and each of their salespersons want to sell used trucks at a profit. Why? They want to make money and provide a better life for themselves and their families. Capitalism orients people toward others. The services provided by Premium 2000+™ enhance the goods and services provided by the used-truck dealer. We take calculated risks to fulfill those needs of enhancement.

President's Letter continued on last page.



MURPHY'S LAW



By Lynn Murphy

Remember Murphy's Law—all boiled down it's "whatever can go wrong will go wrong" no matter how remote the chance. This one will get your blood boiling; at least it has ours boiling here at Premium 2000+™.

Last year, very unexpectedly, a refund check showed up from the IRS. Karen Glass, our bookkeeper, brought it to me asking me what we should do with it. She had never seen one for our company, in its fifteen (15) years of existence. I, of course, told her to deposit it into our Operating Account. I thought, "it's about

time we received a check rather than the usual commentary from our accountant that we would have to write a check for the balance owed."

The check was so inconsequential that the deposit and amount were quickly forgotten; that is, until several months later when we received a notice that the check was a mistake and to "send it back immediately". Of course we couldn't send their check back, but we could send them our check for the amount of their mistake, and we immediately did. We assumed all was now good, and we would hear no more.

Wrong! Soon thereafter the IRS acknowledged receipt of the check we sent, but informed us that we owed them penalties and interest for the time we had the "refund" money. Seriously, have you ever heard of such nonsense?

The problem was turned over to our accountants. I'll get back to you with the outcome. What happened to common sense?

Who Said That?

At the 2009 UTA Convention in San Antonio, Texas, Premium 2000+™ Warranties had several drawings during the Vendor Fair. Our Grand Prize was two tickets to the 2010 Daytona 500. We were thrilled when Steve and Heidi Donaldson of Effingham Truck Sales won the tickets because they were obviously race fans! We recently received this note from them and want to share their excitement.

Just wanted to tell you what a great time Heidi and I had at the Daytona 500 race. The package could not have been any better. We flew into Orlando and got a rental car for the weekend and had a great time in Orlando also. Started out Saturday with the sprint race, and of course my driver Tony Stewart won the race. That night we got to see the truck race because of the rain-out Friday night.

Sunday started off early to take everything in and we did. The 31 degree package was great, the breakfast food was great, and the one-on-one with driver Casey Mears, Jeff Burton, and Jimmy Johnson was a big treat. Then it was back out to the track to take everything in. Heidi got into the new Mustang drift cars that run a figure

Premium People



This month we would like to introduce you to Rob Neely, one of our Claims Representatives. Having been in the automotive field for over

thirty years as an automotive technician and shop foreman, Rob joined Premium 2000+™ Warranties in October of 2008. He will tell you that coming to Premium 2000 has been a welcome change: "I enjoy the great people I work with and handling truck claims for our clients." In our tradition of having expert Claims Reps, please note that Rob is an ASE Certified Master Technician as well as a Mazda Master Technician.

When asked about his family, Rob responded, "I have been married to my wonderful wife Nancy for thirty-six years and have two beautiful daughters. They are both married and have blessed us with two grandsons, ages 2½ and 7 months, and one granddaughter, 10 months. Another grandson is due in August." In addition to enjoying his family, his hobbies include classic cars, woodworking, and landscaping.

We are fortunate to have Rob in our Claims Department. He does a great job!

Who Said That? continued on last page.

Sales Savvy

By Larry Palkins
National Sales Manager

Well, some buyers are starting to stick their toes in the water out there, and that's a very positive sign. It's great to hear the phones ringing again, for sure. Some owner operators and small fleets are starting to replace aged equipment, and that's all new business.



However, many of your customers have opted to stretch the trade cycle and keep their units for another year or two. That's a long time to wait and wonder, even though you touch base with them from time to time. All of these units will have run out of OEM warranty, whether you delivered them as new or slightly used.

Why not give these valued customers a call to make them aware that they are out of warranty and that you, as the selling dealer, can offer them an "extension," or renewal, if their Premium 2000+ Warranty has expired. There's a 99.9 percent chance they didn't know this program is available.

You are acting on their behalf, keeping them out of potentially disastrous, catastrophic breakdowns and large unexpected outlays of capital by offering them our RENEWAL-RETENTION Warranty. We've just recently begun to offer this innovative program due to the extended trade cycle at the request of *you*, our loyal dealers. The programs are the same. They just need to be pre-approved by passing a mildly intrusive inspection at your dealership. Call or e-mail them a note letting them know this program is available whether they previously had a Premium 2000+™ Warranty on the truck or not. This will be of especially great interest to those customers who bought new, and whose OEM warranties have already expired.

You may just have an opportunity to replace the unit. But by offering them a Premium 2000+™ Renewal-Retention Warranty, you get to see them sooner; you will keep the relationship strong and away from competitors, and make some profit too.

It's a win-win for all.

Thank you for your business. See you out there.

Claims Corner

By Alan McDonald
Director of Claims

Things must be turning around! I say this because we're being told from many shops and customers that repair facilities are full and their lots are backed up with trucks waiting for repairs. This is great news for shops but sometimes frustrating for customers. This situation has led lately to frustrated customers calling their salesperson as well as trying to have us speed up a shop.

Everyone knows of or has experienced such a situation, and it's especially frustrating for the customer. So, just to let you know: we do understand. When we are confronted with just such a situation, we try to deal with the shop as best we can on the customer's behalf. You've all heard the phrase "what's in a name". Well, we're evidently getting a pretty good reputation, because we usually get pretty good response to help speed things up (I guess they know we pay claims). However, just like many of you, we do not have much leverage on a shop's schedule. This is similar to the fact that we don't have any control over how long a customer will take to provide us with his maintenance records or the shop to provide us with an estimate. I've mentioned this before but, once we get everything we need, we can put a claim together and have a decision within 15 or 20 minutes. Just a couple of points that you may want to consider in your sales discussions with your customers.

Yes, even Superman has his limits. But we do all we can!



Please visit our website at

www.Premium2000.com

and see Premium 2000+™ "In Action"

**If you would like to be a
Premium 2000+™ Dealer,**

Call Marguerite at

888-261-7581

The "Bear" Necessities

By Steve "Bear" Nadolson
Corporate Training Director

Some of you will no doubt recall the TV show *Kung Fu: The Legend Continues* with David Carradine ("Grasshopper") as a trainee of a Chinese sage. Said sage would give some thought provoking wisdom to Grasshopper and then our hero would reflect on that wisdom through kicking somebody's rear end.

This rear-end kicking may have worked on TV, but it is not practical in real life, nor is it appropriate in the workplace. However, there is a reason some adages and sage-like words of wisdom have come into existence and have withstood the test of time. I would like to note some familiar examples and explore them.

How about, "A stitch in time saves nine"? Think about this. Does this not apply today? If we act quickly to correct a situation or fix something that is about to break, we can keep a situation from escalating, *and* if we repair something that is about to break, we can save downtime and money. Right?

What about this one, "A bird in the hand is worth two in the bush"? Sometimes an offer on a used truck is worth considering because it's there in our grasp and those offers that might come our way—well, we can't put those in the bank now can we?

Consider this quote: "Problems are good, not bad. Welcome them and become the solution."

What can we learn from this advice, "Grasshoppers"? When an employee or customer has a problem, take time to explore the concern and look for the root cause before passing the concern off as troublesome.

Is the problem presented valid? As a manager you might look at your systems to see if processes are in place that could alleviate the problem for the employee or the customer. Look at the problem from the perspective of the employee or the customer who brought it to your attention. That is, put yourself in their shoes for a moment. How does it feel? Diligent and forward-thinking employees and customers can sometimes provide insights and solutions to problems that managers may not even be aware existed.

Innovative and curious people solve problems. No excuses, no blame. They look at the situation and find a solution. Ben Franklin made a fortune this way. He looked at problems and studied them. He found solutions that we all take for granted today. Lightning rods, bifocals, fire insurance, the Ben Franklin Stove, the rudimentary odometer, watertight compartmentalization of oceangoing ships. All of these things are innovative solutions to problems Ben Franklin encountered at the time.

I am aware of two separate companies working with a large manufacturer on two different problems. They both have presented solutions to those problems to the respective department heads. I have interviewed the presidents of both companies and asked them how things are going. Both responded to my question in an almost identical way.

Their response: The bad news is that, after bringing the problems to the forefront of the client's attention, our solutions are getting a great deal of attention from other department managers who are then asking for input. Therefore, the implementation of our solutions is taking more time. The good news is that the problems, as well as our solutions, are getting more attention within the company.

Different problems—same mindset!

Instead of being disappointed that their solutions are not being implemented more quickly, both presidents see the value in receiving input on the broader scale. They both understand that, long term, a buy-in by everyone involved will actually benefit them. They are forward-thinking innovators focused on solving the problems they have been presented.

Keep an open mind, "Grasshoppers", look toward solutions and reject the self-defeating path of name calling, placing blame, making excuses, and finger pointing.

The moral of the story: Be part of the solution and not part of the problem. In working toward solutions, creative and curious minds welcome the problems and set about solving them.

Give this article some thought, and see how you can apply some of the thoughts expressed here in your situation in your used-truck operations.

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](mailto: Bear@BearMarketingGroup.net) or by phone at 740-507-0717



President's Letter Continued from page 1.

As our business grows and our faith in the future of trucking expands, we reinvest rather than hoard. We hire more personnel, we purchase our office building, we buy more computer hardware and software, that is, we expand and assist more capitalists. Thus, the Golden Rule of Capitalism once again prevails: "The success of others ultimately benefits you". Every investor (capitalist) has to count on others to succeed so that they will be able to purchase their product or service. This is how supply creates its own demand. This Golden Rule is the fundamental proposition of capitalist economics. The entrepreneur is *the* source of new supplies that creates new demands and generates the upward thrust of the capitalist system.

Complicated and expensive (and often inconclusive) dyno tests, for instance, are an impediment to the sale of a used truck and the comfortable profit thereof. The integrity of the used-truck dealer is at stake every time they sell a piece of equipment. The conscientious dealer is going to do everything they can to sell a good truck; it is in their self-interest to do so. Their reputation depends on the quality of truck they sell; their repeat and referred business is their lifeblood. A warranty is there for the unforeseen catastrophic failure, and it satisfies the truck owner at his time of need. By the way isn't the truck owner another capitalist? I'm pretty sure he's not driving a commercial truck because he wants to take in the scenery.

Demand for quality late model trucks is growing, and that demand must be supplied. Premium 2000+™ is here to assist the supply side. I believe all of us capitalists will succeed together; I'm betting heavily on it.

Sincerely,
Lynn Murphy, President/CEO

Who Said That? Continued from page 2.

eight course on the back of the main track; she really thought she was something. They have so many things to see before the race. You do need an early start to take everything in.

Next it was back to the 31 degree tent to have our noon meal—too many items to talk about. After our meal, it was time for the post-race activities and the race. Started out good until the track developed a hole at the bottom of the track coming out of turn one that delayed the race for about two hours (time for more hot dogs). Jamey McMurray pulled off a great victory in the end. Good race.

Next morning we went back to the track for the induction of McMurray's car into the museum and to go thru all the exhibitions that were displayed there. Then we went out onto the track for the tour and history of the track.



Lynn, I want to thank you and Premium 2000 for a great package and for the great time Heidi and I had.

*Thanks Again,
Steve & Heidi Donaldson*

RISE TO THE TOP
with
PREMIUM 2000+
WARRANTIES

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

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

Premium Insights

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