

# ZONE IN THE ONE

TOGETHER WE ARE AIMED AT THE MARK

## SELLING THE NEW CF SERIES

When Grand Rapids business Gerrit's Appliances needed a medium-duty truck, Tim Bush, Area Sales & Leasing Manager at Great Lakes International, suggested they consider the recently-released CF Series. Thanks to a good relationship with the sales department, excellent service experience, and a high-quality product, Gerrit's purchased a CF truck that fits their business. Tim believes International's new CF has a lot of potential for customers like Gerrit's.

Gerrit's Appliances makes deliveries in town and residential areas. Because Tim had become familiar with their business needs over the years, he was sure a CF truck was a good choice for them. This series features two cab-forward models: the CF 500, a class 4 truck with a GVW of 16,000 pounds, and the CF 600, a class 5 truck with a GVW of 19,500 pounds. Smaller in size and highly maneuverable in the stop-and-start traffic of congested areas, this type of truck made more sense for an appliance company that wasn't hauling heavy-duty loads for long distances.

According to Tim, this sale happened because of one word: experience. Over the years, reliable sales experience provided Gerrit's the right International trucks for their business. When those units needed maintenance, reliable service put them back on the road. So when Tim mentioned a new product, they were willing to take a look, and even better, they were willing to make an investment.

Tim wants to expose new and long-time customers to CF Series trucks. Recently, Great Lakes International-Grand Rapids ordered three CF units and entered into a unique partnership with Grand Rapids body manufacturer/distributor Allied Truck Equipment. Allied provides van bodies on consignment to Great Lakes, allowing a customer to test drive a CF Series truck with a loaded chassis and experience the agility and superior handling of these new models. "We want people to see it, touch it, and drive it," says Tim. "We want to familiarize them with our new product." Then, if the customer purchases the truck, it comes with the van body, ready for use, and simultaneously Allied is paid for its consignment.

Customers have another option, Tim points out—now they can stay within the International family of trucks for all their equipment needs. For Area Sales & Leasing Managers, he has this suggestion, based on his experience with Gerrit's Appliances: "Take a look at your *existing* customers and see if the CF might fit their business needs for a class four or five truck."

## ON THE JOB

Technician Tom Curtis has been working with International trucks since 1973, but it wasn't easy to get started. Just fresh out of the service, he applied three times in eight months at International Harvester's Jackson, Michigan location before they finally hired him. "By then they knew I was serious about it," he says. The company has changed since he started, but Tom's love for his work has remained constant over the last 32 years. "I love what I do," he explains. "I love to work with my hands. I just enjoy the troubleshooting . . . The challenge of trying to solve a problem that maybe nobody else can solve."

In his spare time, Tom still puts his hands to work. Along with his family, he donates his time and labor to help people in his community with siding, roofing, flooring, and plumbing. When he's not helping people in Jackson, he travels with a mission team from his church to places like Alaska, Mexico and Africa to help with construction projects—and he always takes his wife with him. According to Tom, "I couldn't go without her! She's my right hand."

Tom's counsel to younger employees is that they find vocations that focus on their gifts and talents. "If you don't like what you're doing," he advises, "you won't do your employer or yourself any good. Find out what you're good at, and then you will enjoy it!"



## THE INTERNATIONAL DIAMOND CLUB RECOGNIZES EXCELLENCE IN SALES

The International Truck and Engine Corporation Diamond Club recognizes members of the sales team who have consistently demonstrated on-the-job excellence in both parts and truck sales. Congratulations to this year's winners:

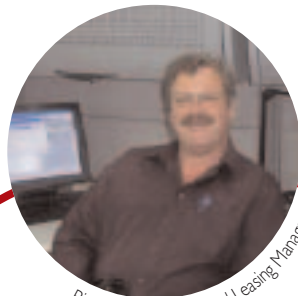
- Rick Byle, Area Sales and Leasing Manager at Great Lakes International's Grand Rapids location
- Pat Gurthet, Manager of Sales Engineering at Wiers International's Plymouth location
- Ken Waite, Area Sales and Leasing Manager at Great Lakes International's South Bend location

All three men are gratified by the recognition, but they know it takes teamwork to gain new customers; the whole dealership stands behind every sale. When new customers receive prompt, excellent service at every point of contact, it only confirms what the sales representative has been saying all along—that this is a good place to purchase and service a single truck or a whole fleet. Pat Gurthet says, **"I try to make sure my customers feel they are the most important customers in the world, whether they are large or small."**

It also takes long hours. Rick Byle sums it up: "It just takes hard work." Diamond Club members are recognized as achieving either Level One or Two membership status, depending on the number of trucks sold and delivered during the fiscal year and the number of "conquest accounts" achieved. Level One members have to sell at least 110 trucks or \$5.5 million dollars' worth of new trucks in a single fiscal year. A conquest account is a customer within a sales representative's area of responsibility who owns a fleet of at least 10 Class 3-8 vehicles—the catch is that the fleet must consist of less than half International vehicles.

Qualifications for the program differ for sales professionals versus sales managers, but the rewards are the same: Level Two members receive a recognition plaque and an International Diamond ring, and Level One members receive a recognition plaque, an International Diamond ring, and a trip. This year's Level One members and their spouses will be traveling to San Diego, CA, for a complimentary stay at the historic Hotel Del Coronado on Coronado Island. Their vacation will include beautiful accommodations and all the amenities of a world-class hotel: delicious food and drink, recreational activities, a spa, and local attractions. Ken Waite attributes some of his success to working in a larger market, but he was motivated by the trip, too. For him, it's an opportunity to travel that he would not ordinarily take, and he enjoys meeting and networking with people from other International dealerships. "After a time or two," he says, "you actually begin to build relationships with some of these people."

Does that sound like enough incentive? Anyone on the sales team is eligible for the rewards—all that's required is teamwork, a commitment to customer service, and a passion for excellence.



Rick Byle, Area Sales and Leasing Manager



Pat Gurthet, Manager of Sales Engineering



Ken Waite, Area Sales and Leasing Manager

## TARGETING EXCELLENCE

Congratulations goes to Tim Bush for selling the enterprises' first CF. This is an exciting product and a new growth area for the business. The Isuzu/GMC/Chevy product holds a commanding 70% in this product category – but not for long! Great job, Tim.

I am extremely proud to recognize our Diamond Club winners, Pat Gurthet, Ken Waite, and Rick Byle for their outstanding performance in 2005. Their accomplishments are a reflection of the wonderful teamwork and support network surrounding them. I hope to see more winners from the Wiers/Great Lakes organization next year. Success breeds success!

Thanks to Tom Curtis for 32 years of service to the organization. It's humbling to realize that Tom has devoted most of his life to taking care of our customers in the Jackson area. Thanks, Tom!

The sales leadership team recently concluded a collaborative planning process with International's Midwest Sales Region. Together, we laid out a plan to sell 705 new trucks and 350 used trucks in fiscal year 2006 (November 1, 2005 through October 31, 2006), representing over a 200 unit increase from 2005. Elements of the plan included identifying non-International target accounts and key retention accounts. Selling over 1,000 new and used trucks possess a great challenge and a great opportunity for the organization. Success starts with taking care of our customers in the Parts and Service Departments. Those positive relationships and experiences are critical to successful selling.

Thanks to everyone for your hard work and dedication. Carrie, Christian, Caleb, and I wish you a Happy Thanksgiving.



Thomas A. Wiers,  
President and CEO.

## GET THE TRAINING YOU NEED TO GO FURTHER

Marathon runners and weekend joggers alike know that **without constant training, it's hard to finish the race**, much less improve their time. It's the same for employees, no matter what field they're in. Training sharpens the skills they've already acquired and helps them grow new skills so they can go further.

More new, comprehensive training programs will soon be available for all employees of Wiers and Great Lakes International, according to Ted Seil, District Operations Manager based in Grand Rapids, MI. Approximately 300 courses will be offered. "We're developing training programs for employees at every level," Ted says, "whether you're in sales, finance, administration, service, parts, or body shop." He anticipates that all the programs will be up and running by February 2006. Some will be International programs, but the company also look is also looking beyond traditional dealer training to fill sales, management, and administrative training needs. Training in all areas is crucial, Ted believes, because all aspects of the industry are changing so rapidly, mostly due to technology.

By the spring of 2006, training requirements will be tied to each job description, ensuring that everyone will receive the training they need to keep growing personally and professionally. Some courses will be mandatory, such as those that teach specific job skills, and some will be elective; managers and employees will work together to determine which courses to take. It's all part of the company's commitment to ensure forty hours of training a year.

No need to wait until February—many good training **programs are available** to employees now. Since Wiers and Great Lakes are OEM dealerships, they can take advantage of both International and vendor training, says Drew Hettich, District Operations Manager at Wiers in Plymouth. According to Drew, when it comes to service, for instance, an independent dealership is not able to provide the specific training necessary to operate or repair certain vehicles and other equipment. However, OEM dealerships provide factory-sponsored training and tooling, meaning more confidence when diagnosing problems and fixing trucks.

Additionally, employees can take advantage of self-education courses in parts, sales, and service on DVD, with on-line testing. Entry-level employees may take basic courses with no pre-requisites, while more experienced employees may take advanced courses or **work toward a specific certification**.

"Training is very important—it's an integral part of making corporations grow," says Ted Seil. "You can never stop learning." A firm commitment to helping employees gain new skills makes Wiers and Great Lakes International unique, and ensures that everyone has the chance to cross the finish line.

## KNOWLEDGE POINT

## TEAM SPOTLIGHT

Be sure to wish a Happy November Birthday to the following people:

Michael Oprisko	PCC Technician	Plymouth	11 / 1	Gary Norby	Service Writer	Grand Rapids	11 / 13
Timothy Baker	Product Support Mgr.	Kalamazoo	11 / 1	Amanda Zahm	Receptionist	Plymouth	11 / 15
Stanley Gardner	Technician	Kalamazoo	11 / 2	Kevin Rose	F & I Mgr.	Grand Rapids	11 / 18
Cornelius Cook	Accounting	Grand Rapids	11 / 2	Damon Oprea	Technician	Elkhart	11 / 22
Nicholas Lyons	Technician	Grand Rapids	11 / 4	Matthew Cripe	Technician	Plymouth	11 / 23
Kenneth Waite	Area Sales & Leasing Mgr.	South Bend	11 / 5	Christine Sears	Receptionist	South Bend	11 / 26
Michael Andrews	Technician	Elkhart	11 / 5	Kevin Flanders	Area Sales & Leasing Mgr.	Kalamazoo	11 / 26
Thomas Velting	Parts Delivery	Grand Rapids	11 / 8	Kenneth Miller	Service Mgr.	South Bend	11 / 26
Arielle Weinberg	Parts Delivery	South Bend	11 / 9	Gary Morton	Technician	Plymouth	11 / 27

These teammates joined us in the month of November—let's celebrate their years of service!

Thomas Curtis	Technician	Jackson	11/1/1973	32 years	Thomas Minton	Technician	South Bend	11/7/2001	4 years
Leon Stratton	Parts Sales Assoc.	Kalamazoo	11/24/1992	13 years	Greg Ritter	Technician	Elkhart	11/16/2002	3 years
John Hampton	Service Mgr.	Jackson	11/23/1992	13 years	Patrick Darrow	Technician	Jackson	11/11/2002	3 years
Kevin Newman	Parts Sales Assoc.	South Bend	11/29/1993	12 years	Carl Woodcox	Technician	Elkhart	11/6/2002	3 years
Kenneth Kessler	Parts Sales Assoc.	Kalamazoo	11/17/1994	11 years	Michael Hemminger	Parts Sales Assoc.	Jackson	11/4/2002	3 years
Gary Morton	Technician	Plymouth	11/14/1994	11 years	Lohryn Gates	Product Support Mgr.	Grand Rapids	11/29/2004	1 year
Cinda Harness	Accounting	Logansport	11/7/1994	11 years	Stanley Gardner	Technician	Kalamazoo	11/29/2004	1 year
Bill Bailey	Product Support Mgr.	Plymouth	11/10/1997	8 years	Thomas Moran	Area Sales & Leasing Mgr.	Plymouth	11/29/2004	1 year
Rick Byle	Area Sales & Leasing Mgr.	Grand Rapids	11/1/1998	7 years	Shirley Hayes	Service Writer	Elkhart	11/15/2004	1 year
Dave Tanier	Technician	Jackson	11/8/1999	6 years	Jim McBride	Parts Delivery	Lafayette	11/8/2004	1 year
Laura Sieracki	Receptionist	Grand Rapids	11/26/2001	4 years					