



FORDPROS

ISSUE 68

DECEMBER 2022

STAYING AHEAD OF THE CURVE




KEEPING TRENDS IN PERSPECTIVE





ON-DEMAND CVBSUMMIT SESSION VIDEOS

Fall 2022 Commercial Vehicle Business Summit

Work Truck Solutions

- 

1 Day One Opening Welcome with Kathryn Schifferle - CVE Business Summit
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2 Market Outlook w/ Kathryn Schifferle & Andrew Wrobel
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NOW TRENDING

As we close out the year, it's a great time to reflect on what's transpired over the last twelve months, and also plan for what's coming in the new year.

Certainly we've seen a number of trends in 2022, with two of the biggest being inventory challenges and economic instability. And, it's likely both of these will be with us - in some capacity at least - in the coming year as well. But there's also good news with signs of commercial inventory "coming back" based on trends we've seen over the last several months (even though this building back of vehicles has been slow).

And despite the fact that the economic uncertainty is still here, and in all likelihood will carry well into 2023, we also know that those businesses that serve others will continue doing so. As a result, if things like new home sales continue to slow down, it doesn't mean all is lost because the shift then moves from new home construction to existing home repairs, and the businesses involved will continue to need to purchase, and service, commercial vehicles.

We know that dealers and dealerships are resilient as demonstrated by many, many decades of history. So the best

advice is to do what you've most likely always done at this time of year - review the past and plan for the future - but also take time to enjoy those family and friends (many of whom are also your customers) who are such an important part of your life and your business. After all, while there are many trends that will impact your commercial vehicle success, one of the most important "trends" are those who support you.

Happy Holidays!

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LETTER FROM THE PRESIDENT GRATITUDE ABOUNDS

This is the time of year where things we are grateful for come to mind. Every now and then an event or a person comes to mind, and it's hard to put into words the gratitude one feels. This is the occasion for my privilege in knowing and working alongside someone who has been instrumental in helping me understand my role in this vocation that I love. At the same time, that same person has been equally instrumental in helping me and inspiring me in my personal life as well.

Such is the feeling that I have, both professionally, as well as personally, in my almost-thirty years of being in the shadow of Taylor Steinberg. My first acquaintance with him was almost thirty years ago when he was asked to come and deliver words to FordPros here in Bellevue at the Ford office.

While his message was for "all of us," it resonated with me, the new guy, while I was aware that he was speaking to the old-timers in the business as well. His message was easy for me to grasp, and be encouraged by, but it was also giving everyone aids in serving our respective customers well.

Some years later I flew to Quincy, IL, to pick up a chassis. Taylor met my plane and took me to my lodge

for the night. The next day he picked me up, took me to his office, and showed me something that had sparked his engineering spirit: the Falkirk Wheel in Great Britain. (Look it up on-line!) Crazy stuff but always exciting to see what he had to share. Still...to this day.

When I asked Taylor to contribute to FordPros magazine, almost from Day One, he was there fully willing to help any way he was called upon. He has written some sixty-plus articles about the various vocations and trades that benefit from Ford units with bodies that help them grow their business. Taylor has always "made me look good!" and for that I am grateful.

Taylor, thank you for sharing such an abundance of experience-based knowledge to all of us over these many great years. I miss you already.

GOOD RETIRING!

Joe Hughes
President, NFTC
joehughes@fordpros.com

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SPECIAL THANKS FOR THIS ISSUE TO:

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Driverge Vehicle Innovations

Knapheide Manufacturing Company

Mitsubishi HC Capital USA

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OEM Systems, LLC

Reading Truck

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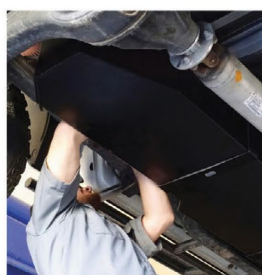
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CONTENTS

Note from the Editor: NOW TRENDING	3
Letter From the President: Gratitude Abounds	4
In The HighBeams: Driverge, WTS, Reading, Transfer Flow	7
Blue Oval: FordCredit Plans Commercial Vehicle Insurance	10
AltFuel News: WTW23 Green Truck Summit	12
COVER STORY: Planning for WTW23	13
COVER STORY: Fall 2022 CVB Summit in Review + Video Access	16
COVER STORY: A Smart Sales Team Helps Navigate...	18
COVER STORY: Expand a Business Without a New Truck	20
Coach Ken: 2022- The Year of "Tearing Down Barriers"	22
Dealership Success: Keeping It All In Perspective	25
Upcoming Events: Trade Shows 2022/2023	24
FordPros Event Review: Texas - Knapheide Says Thank You	27
Cup o' Joe: Unexpected... Expected	28

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TRENDS IN THE HIGH BEAMS



DRIVERGE® VEHICLE INNOVATIONS ACQUIRES U.S. UPFITTERS-INLAD

CLEVELAND, Ohio – Dec. 1, 2022. Drivege Vehicle Innovations one of the country's leading builders of commercial wheelchair accessible vans, shuttles, and transporters, announced today that it has acquired U.S. Upfitters, an Illinois-based business that specializes in converting commercial trucks, vans, SUVs and sedans into work-ready vehicles.

This acquisition will enhance Drivege's national presence by adding new sales and operation locations in Illinois, Wisconsin, Maryland, and Colorado, in addition to its existing facilities in Ohio, Kansas, South Carolina, and California. It will also broaden Drivege's product line to include commercial truck, SUV, sedan

and fleet vehicle conversions.

Over the last two decades, Drivege and U.S. Upfitters (formerly known as INLAD Truck & Van Equipment Co.) have shared a mission to provide quality products, service and innovation to meet customers' needs in the upfit and conversion markets.

"We are excited to welcome U.S. Upfitters' customers and team to Drivege Vehicle Innovations," said Drivege President Mark Minatel. "In building Drivege's future, we are committed to innovation, expertise and customer-focused business opportunities, like U.S. Upfitters. Additionally, their products, capabilities, and commitment to employees align with Drivege's growth goals and the value we place on our team members. We believe the acquisition of such an outstanding business will offer our customers inventive products and more options from market-leading vendors."

Customers currently served by U.S. Upfitters range from fleet management

companies and government agencies to dealerships, upfitters, and contractors of all vocations. Its website also offers customers the option of buying online.

For U.S. Upfitters co-founders Jim and Joan Fuller, selling to a like-minded company that shares U.S. Upfitters' values and focus on customers were primary considerations. "This is an ideal opportunity for the business to grow within a culture that reflects our own. It provides future opportunities for our customers and our team," explained Mrs. Fuller, who will remain a part of the business as Vice President of Finance.

Mr. Fuller, who will remain President of U.S. Upfitters, added, "Our commitment has always been to combine qualified and experienced workmanship with an amazing collection of brands to service a hard-working and skilled customer base. This passion and mission can continue with Drivege."

For more information go to
www.drivege.com
www.usupfitters.com

WORK TRUCK SOLUTIONS' DATA REPORT HIGHLIGHTS IMPACT OF MANUFACTURING WOES October 19th, 2022

The leading authority on commercial vehicles, Work Truck Solutions®, released its third quarter ComTrend Analysis of new and used commercial vehicles. Continuing supply chain issues with new commercial vehicles induced predictable results in used work trucks and vans, but there was also a bit of good news for dealers and buyers alike.

Although persistent manufacturing obstacles have kept new inventory per dealer drastically lower than last year, there was an uptick in inventory of almost four more vehicles per dealer compared to last quarter. The good news here is that this builds on the increase of two vehicles per dealer in Q2, which indicates inventory levels are improving, even if slowly.

New Work Trucks and Vans

Average prices across new commercial vehicles have remained relatively steady

and still significantly higher than pre-pandemic, showing only a 0.2% increase Q3 over Q2, reflecting a three-quarter trend in 2022, and a 1.5% average increase YoY.

The proliferation of last-mile delivery service businesses is evident as new vans have continued to increase in price across class and body types. For example, although Light Duty Upfitted Cargo Van average prices remained almost constant QoQ, Year over Year there was a 5.6% increase from \$39,789 in Q3 2021. In terms of web searches, Empty Cargo Vans led the charge in percentage point increase from Q3 2021 to Q3 2022.

Used Work Trucks and Vans

Used work trucks saw a QoQ average price drop of 6.4%. Contrast that with the fact that the median mileage of used work trucks rose 8.2% QoQ, up to 58,301 from 53,865. This marks a dramatic 23.7% YoY mileage increase from Q3 2021.

Work van prices, however, did not follow suit with trucks. Overall, used van prices

continued to climb, especially compared to this time last year. Averaged across all categories, QoQ prices were up more than 4.5%, and soared 32.05% YoY.

"The data from the first three quarters of this year tell the story of how the market is reacting to a prolonged manufacturing crisis," said Aaron Johnson, CEO of Work Truck Solutions. "Used inventory per dealer has been increasing the past few quarters, while new inventory remains at historic lows, even though we're encouraged with this year's marginal increases. The fact that used van pricing remains aggressive is a testament to the evolving landscape of modern businesses. If dealers want to succeed in such uncertain times, they must stay informed and armed with tools that help them thrive, rather than just survive."



WORK TRUCK SOLUTIONS

KATHRYN SCHIFFERLE, WORK TRUCK SOLUTIONS CVO, AT USED CAR WEEK ON PREOWNED AUTO LOGISTICS PODCAST
December 01, 2022

Jeremy Louiso of Preowned Auto Logistics discusses Work Truck Solutions with Kathryn Schifferle, CVO and Founder of Work Truck Solutions, live from Used Car Week 2022. Learn about the evolution of Work Truck Solutions, Comvoy.com, how much of the US economy depends on work trucks and more!

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Holman

WORK TRUCK SOLUTIONS
ANNOUNCES INVENTORY LISTING
PARTNERSHIP WITH HOLMAN
November 14th, 2022

The leading authority on commercial vehicles, Work Truck Solutions®, announces inventory listing partnership with Holman's small business division, providing Holman's customers greater access to locate and acquire commercial vehicles.

When companies with shared goals come together, new solutions seem to fall into place naturally. With that in mind, dealers of Work Truck Solutions are now able to add commercial inventory listings and details to the [Holman Fleet Marketplace](#), to increase visibility and provide opportunities to move more units.

While Work Truck Solutions customers already have access to business tools that help them adjust

to today's dynamic market conditions, adding Holman's connections with a nationwide network of fleet managers means dealers can grow their commercial prospecting possibilities.

"Some dealers simply don't historically carry enough inventory to fulfill a sale of twelve or more commercial vehicles for a fleet," says Kathryn Schifferle, founder and Chief Vision Officer at Work Truck Solutions. "Smaller dealers can get passed by when a buyer needs numerous vehicles quickly. But, our partnership with Holman opens the door for our dealers to these larger fleet opportunities. Larger dealers just become more efficient."

Work Truck Solutions dealer listings can go much further than basic chassis information, to include on-lot photos and searchable, detailed upfit information, which is pulled into the Holman Fleet Marketplace.

Holman is a leading provider of fleet management services, helping fleet operators source, fund, manage, and dispose of commercial vehicles as efficiently and cost effectively as possible.

"This partnership with Work Truck Solutions offers our customers access to the most robust inventory in the industry at the click of a button via our innovative Holman Fleet Marketplace," said Kevin Quinn, Vice President & Chief Operating Officer, Small Fleet, Holman. "In all market conditions, but even more so in today's disrupted supply chain, inventory availability is critical. This partnership offers significant growth potential for Work Truck Solutions' dealer network and provides a simple and efficient vehicle acquisition process for our small fleet customers."

Learn More at

www.worktrucksolutions.com



READING TRUCK

READING TRUCK LAUNCHES CONTRACTOR BODY

*Expands its Work Truck Portfolio with
a Durable and Customizable Option for
Contractors*

November 15th, 2022

Reading Truck, a premier truck equipment manufacturer and distributor, expanded its truck body line-up with the introduction of its new Contractor Body. Designed with today's contractors in mind, the Contractor Body reflects Reading Truck's commitment to innovation, manufacturing excellence, and customer needs.

"Our goal is to provide our customers with a flexible, safe, and durable design," said Eric McNally, VP of Sales and Marketing at Reading Truck.

"It's a really great option for our customers who are seeking a versatile workhorse that can be customized to meet their needs."

Reflecting decades of engineering expertise, Reading Truck's new Contractor body comes equipped with many of the features that customers expect from Reading Truck, including A60 galvanized steel construction, e-coat primer and powder coat finish.

"Contractors are demanding a better-equipped and more flexible work truck, and we believe that we have met that challenge," said McNally.

Available in 10' and 12' lengths, the Contractor body is built upon Reading's heavy-duty platform body and includes standard features like a fork truck loadable material rack, 12 gauge hot-rolled deck plate, moveable tailboard for different space configurations with 17" fold-down rails, and our signature tool boxes, among others. The Contractor Body also addresses

the safety of operators with enhanced LED lighting, and an interchangeable tapered bulkhead available to improve visibility from the cab. Many options are also available for this body, including a top-opening Spacemaker® and shovel box for long storage.

The new Contractor body is backed by Reading Truck's 3-year industry-leading warranty and is available for a quote today.

For more information about the Reading Truck Contractor Body, visit readingtruck.com



TRANSFERFLOW PREMIER AMERICAN-MADE FUEL SYSTEMS

TRANSFER FLOW INTRODUCES GASOLINE REPLACEMENT FUEL TANK SYSTEM FOR 2020-22 FORD SUPER DUTY

October 28th, 2022

Transfer Flow introduces the first-in-the-nation gasoline high-capacity replacement fuel tank for 2020-22 Ford F-250 and F-350 Super Duty short bed, crew cab pickups with 6.2L and 7.3L engines. The 58-gallon fuel tank system passed extensive emissions testing and has been granted an Executive Order from the California Air Resources Board.

The larger fuel tank increases the truck's driving range, allowing the driver to bypass more expensive fuel stations



and fill up where gas is cheaper. It also reduces the need to refuel the truck as often. The reduced number of refueling events translates to fewer fugitive emissions, making Transfer Flow's 58-gallon fuel tank an environmentally friendly choice for customers who choose gasoline-powered vehicles.

The fuel tank is made from American-made 12-gauge aluminized steel for superior strength and corrosion resistance and includes exterior fuel lines and a highly engineered evaporative emission system. Each fuel tank is equipped with internal baffles for additional durability and to reduce fuel slosh. This system has a complete installation kit, including straps and mounting hardware, to get the heavy-duty tank mounted and ready for the road. The fuel tank comes with a 6-year, unlimited mile warranty.

For more information about this fuel tank system, call 1-800-442-0056 or visit Transfer Flow online at TransferFlow.com

THE BLUE OVAL



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FORD CREDIT PLANS COMMERCIAL VEHICLE INSURANCE FOR FORD PRO CUSTOMERS POWERED BY PIE INSURANCE

- Ford Pro Insure expected to launch in first half 2023, expanding Ford Pro's one-stop shop of vehicles, software, charging, service and financing
- Ford Credit working with Pie Insurance, which uses innovative pricing technologies to drive cost and efficiency for its small-business insurance customers
- Insurance will be available for commercial customers to help lower total cost of ownership

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GREEN TRUCK SUMMIT HIGHLIGHTS EVS, OTHER ADVANCES IN COMMERCIAL VEHICLE SUSTAINABILITY AND EFFICIENCY

NTEA's advanced fuels and vehicle technology conference is part of Work Truck Week 2023

Electric vehicles are more than the "hot new thing." For many businesses and government agencies, they can be an important part of increasing sustainability, productivity and efficiency. Green Truck Summit, held in Indianapolis, Indiana, on March 7 as part of Work Truck Week 2023, offers insights and guidance from industry professionals on important considerations like how to specify, upfit, finance, maintain and charge EVs, as well as updates on upcoming emissions regulations and other green options like anti-idling solutions and more-efficient diesel technology.

Work Truck Week, North America's largest work truck event, is held at Indiana Convention Center in Indianapolis March 7–10, 2023. It encompasses Green Truck Summit, The Work Truck Show, Ride & Drive, and more. Green Truck Summit takes place at JW Marriott Indianapolis, adjacent to Indiana Convention Center, on March 7. Work Truck Week educational sessions run March 7–9 and Work Truck Show exhibits are open March 8–10. Ride & Drive, which lets attendees experience commercial vehicles featuring the latest advanced fuels and technologies, is available March 8–9. Register at worktruckweek.com.

Jennifer Rumsey, president and chief executive officer (CEO) of global

power solutions technology leader Cummins Inc., will deliver the Green Truck Summit keynote address. Her presentation will be followed by a full slate of sessions addressing the evolution of the commercial vehicle landscape as the shift toward zero emissions accelerates. John Davis, creator, host and executive producer of MotorWeek, returns as event emcee.

Two general sessions in the morning cover advances in battery technology and insights on electric vehicle deployment, challenges and factors that will affect EV adoption. Following the Green Truck Summit lunch, attendees can choose from three sets of breakout sessions in the afternoon. Topics include:

- Government initiatives on advanced vehicle infrastructure
- Vehicle idle reduction technology options
- Potential industry impacts of upcoming vehicle emissions regulations
- Future diesel engine technologies
- Tips for leveraging electric vehicle grants and programs
- Green product updates
- The basics of EV specifications
- Developing a charging infrastructure plan
- Maintaining an electric fleet

New this year, all Green Truck Summit attendees will come back together for Bringing it Home – Green Truck Association Closing Session at 3:30 p.m. During this wrap-up, current and past leaders of NTEA's Green Truck Association will serve as the "voice of reason," highlighting key elements of the day's sessions and discussing issues affecting the work truck industry.

"Green Truck Association members are on the front lines of the electric vehicle revolution every day," says Kevin Koester, NTEA managing director. "We're asking them to help attendees process everything they heard throughout the day and provide a clear-eyed assessment of what's real right now."

The event concludes with a reception from 4–5 p.m. Lunch and the reception are included with purchase of the Green Truck Summit Conference Package.

In addition to a full day of intensive programs from industry experts, government representatives, fleets and vehicle equipment manufacturers, registration for Green Truck Summit offers access to the Work Truck Show exhibit hall, Ride & Drive, concurrent educational sessions, lunch on March 8–9 and on-demand educational materials after Work Truck Week 2023.

Learn more and register at worktruckweek.com or contact NTEA at info@ntea.com or 800-441-6832 for more information.



GREEN TRUCK SUMMIT

PLANNING YOUR 2023 WTW EXPERIENCE

WTW23 features a full week of education, including Green Truck Summit; an expansive exhibit floor displaying the newest commercial vehicles, equipment and technology from hundreds of exhibitors; OEM chassis updates; multiple networking opportunities; and a two-day Ride & Drive.

WorkTruckWeek[®]2023

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
Arrivals Explore Indy Register Badge Pickup First Day of Face-to-Face Interaction	Green Truck Summit Educational Sessions OEM Updates Press Conferences Opening Reception	Exhibit Hall and New Exhibitor Pavilion Open Educational Sessions OEM Updates Ride & Drive Press Conferences Generation Next Workshop & Networking Reception Exhibitor Events Take Over Indy	Annual Meeting Exhibit Hall and New Exhibitor Pavilion Open Educational Sessions OEM Updates Ride & Drive Press Conferences Exhibitor Events Take Over Indy	Exhibit Hall Open Last Day of Face-to-Face Interaction Closing Deals

WorkTruckWeek[®]2023

Advance pricing ends Feb. 9, 2023

Work Truck Week 2023 will be here before you know it, so now is the time to plan your registration and book accommodations.

You don't want to miss when the industry gathers in Indianapolis (March 7-10, 2023) to see the latest products from exhibitors, gain insights from educational sessions and connect with the commercial vehicle community at special events. A variety of registration packages and add-ons make planning easy — and advance rates are available until Feb. 9.

Also, remember NTEA members get special discounts and perks. Not a member? Join today!

WTW23 Planner

Once registered, start your event experience by creating a WTW23 Planner using the email address listed in your confirmation. This helpful tool enables you to:

- Add exhibitors and products of interest
- Save time with exhibitor and product recommendations
- Network with exhibitor contacts
- Save sessions to a personalized calendar

Please note, all Conference Package registrants must create a Planner and be logged in to view any on-demand concurrent session videos and materials.

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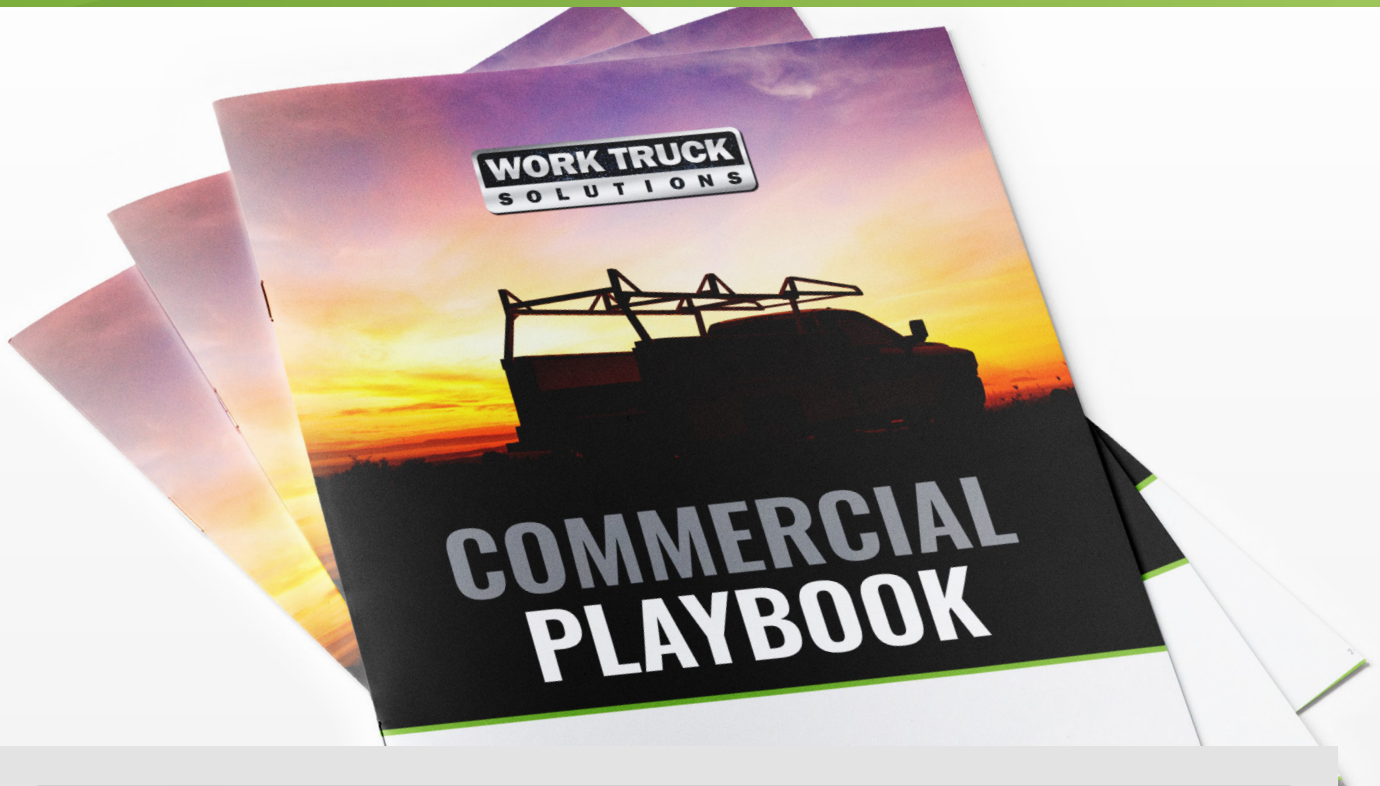
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FALL 2022 COMMERCIAL VEHICLE BUSINESS SUMMIT IN REVIEW

With the world in what seems to be a perpetual storm, this Fall's Commercial Vehicle Business Summit event, hosted by Work Truck Solutions, was a calm port where commercial industry experts sat down to discuss a New Era of Commercial Mobility.

Although "mobility" has traditionally alluded to solutions for physically disabled customers, today it refers to all the different ways business owners relate to emerging tech such as EVs, autonomous vehicles, connectivity, symbiotic partnerships, etc. What will this evolving definition mean to commercial vehicle users, dealers, OEMs, upfitters, and service providers? What challenges and opportunities will these emerging technologies create? Most importantly, what does "commercial mobility" mean as it relates to your business?

WHAT'S DRIVING MOBILITY TRANSFORMATION?

As the commercial vehicle industry grows in complexity, even the meaning of common terms such as "mobility" evolve. Both external and internal factors are driving the mobility transformation, and those factors have a direct influence on your business.

On day one of the summit, Jim Press, a senior advisor for Work Truck Solutions and Former COO of Toyota North America, hosted a fireside chat with industry experts to examine the context and implications of the unfolding development of commercial mobility.

Jim was joined by Mandar Dighe, Global Sales/Marketing and Business Development Executive at Knapheide, Dave Herring, Vice President and General Manager of Work-Truck Finance at Mitsubishi HC Capital

America, Tony Stinsa, Vice President Used Trucks at Navistar, and Sydney Dunn, U.S. VP of Truck Sales at Lion Electric.

A COMMERCIAL PERSPECTIVE ON MOBILITY

The term mobility has begun to reflect a paradigm shift as it gets applied to, well... everything. And although the retail automotive industry has been scrutinizing the evolution of what mobility means in the 21st century for several years now, what about the commercial side of things? Are there implications unique to the commercial vehicle sector?

"AS THE COMMERCIAL VEHICLE INDUSTRY GROWS IN COMPLEXITY, EVEN THE MEANING OF COMMON TERMS SUCH AS 'MOBILITY' EVOLVE."

Gregory Skinner, Vice President of Strategic Insights at Escalent broke down what mobility means for the commercial vehicle space, why mobility is one of the most important trends we're likely to encounter in the next decade, and why you need to consider jumping on board.

Steve Henning, Senior Director of Marketing, Work Truck Solutions, also tackled the subject along with several industry leaders such as Alan Levy of Crestline Transport, Leslie Lopez of Mitsubishi HC Capital America, Roman Hunter with ENGS Insurance, and Michele Pierog from ParkMyFleet.

MARKET OUTLOOK

Market outlook and forecasting for the commercial vehicle industry are anything but simple. Nevertheless, predictions are a necessity when

considering asset allocation and business strategies. And how well you know your market directly impacts your competitive advantage and success.

With an eye-opening keynote presentation, Kathryn Schifferle, Founder and Chief Vision Officer at Work Truck Solutions, and Andrew Wrobel, Global Market Intelligence, Commercial Vehicle and Off-Highway Powertrain Forecasts at Rhein Associates, discussed the market outlook for commercial vehicles. Their commentary highlighted how insightful data can bring a deeper understanding of the forces involved in your business and livelihood.

HIGH TECH IN COMMERCIAL VEHICLES

This event also took a deep dive to explore challenges related to commercial vehicle connectivity, autonomy, shared use, electrification, and digitization of business processes.

The keynote address for day two of this stand-out event was delivered by Quin Garcia, Managing Director of Autotech Ventures. Garcia shared his enthusiasm for deep-tech, Autonomous, AI, semiconductors, business model innovations, fintech, and SaaS, among other things.

Later that day, John Bankes, Vice President of Commercial Vehicle and Fleet Advisory Solutions at Escalent, explored some specific ways data can empower business decisions.

AUTO DEALERSHIPS IN THE NEW ERA OF MOBILITY

The commercial vehicle industry is neck-deep in sweeping changes in emerging technology and the evolving world circumstances. And the role of traditional auto dealerships sits squarely in the crosshairs of these adjustments.

Jim Press once again hosted a fireside chat on day two, this time to discuss how dealerships must evolve to retain relevance in the New Era of Mobility with commercial vehicle experts.

Dan Bryan, General Manager at Ricart to Business, Mark Williams, Fleet and Commercial Director at Rick Hendrick City Chevrolet, and Ryan Pritchard, Chief Revenue Officer at Pritchard EV, provided a deep bench with decades of combined industry experience.

THE IMPACT OF ENERGY POLICIES

Energy policies always introduce a certain amount of risk for the commercial vehicle industry. But wherever risk presents itself,

opportunity is the balancing factor.

Gregory Skinner, Vice President of Strategic Insights at Escalent led a panel discussion titled the "New Energy Policy and the Substantial Opportunities For Business Growth." This session engaged with industry leaders to dive into ways this policy may impact your business.

Nate Shadoin, Sales Manager at NextEra Energy, K.C. Boyce, VP of Automotive and Mobility at Escalent, John Strisower, Founder of Kilows, and Laurel Moorhead, Regulatory Compliance Engineer at Transfer Flow contributed to a lively discussion on how government energy policies affect the commercial transportation industry.

VEHICLE AND FLEET: OWNERSHIP VS. LEASING

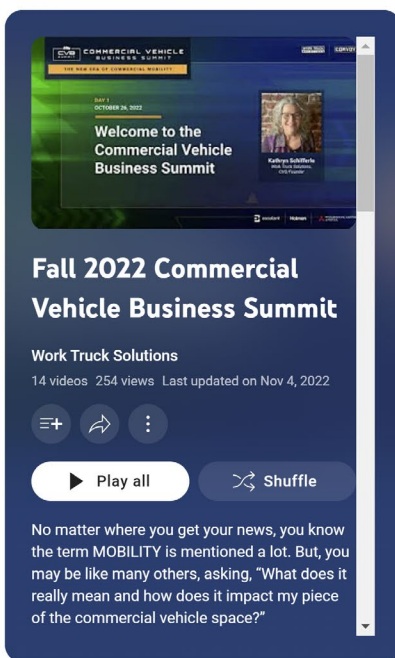
Less flashy than autonomous class 8 deliveries, but just as relevant to business owners, the topic of vehicle leasing options vs. ownership was broached in a panel discussion led by Aaron Johnson, CEO of Work Truck Solutions.

Panelists Justin Wheeler, Head of Product and Business Development at Taycor Financial, Chris Pagano, VP and General Manager of Structured Finance at Mitsubishi HC Capital America Inc., Nicolle Flaten, Director of Commercial Finance at Sheehy Ford Springfield, and Kevin Quinn Vice President and Chief Operating Officer for Holman Small Business Solutions, were on hand to walk through the pros and cons of what could be a make-or-break decision.

LAST WORDS

Days one and two of the summit were closed by Ben Winter, Director of Business Development and Sales at Transfer Flow, who delved into supply chain hurdles in manufacturing, and Steve Greenfield, founder and CEO of Automotive Ventures, discussing innovation in the commercial vehicle channel, with an eye on recent newsworthy developments across the space.

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No matter where you get your news, you know the term MOBILITY is mentioned a lot. But, you may be like many others, asking, "What does it really mean and how does it impact my piece of the commercial vehicle space?"

- 


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A SMART SALES TEAM HELPS NAVIGATE SUPPLY CHAIN CHALLENGES

BY BILL VANDER PLAATS, SCELZI ENTERPRISES, INC.

Aside from the housing bubble bust in 2009, Scelzi Enterprises has somehow managed to avoid the heavy damage done by major ups and downs of business cycles. That was the only year in the 43-year history of the company that truck body sales did not increase from year to year. That trend continued this past year as the company closed its fiscal year in September, registering another record sales total. This does not mean the company has not been forced to scramble at times or get extremely creative while adjusting to changes in truck body demand, scarcity of key raw materials and common accessories, like cranes and hoists and hitches. Or juggle production lines when workforce shortages required a change. To some degree, it has been a 43-year juggling act for Scelzi – as it is with all successful enterprises – but the number of production variables has certainly increased dramatically in the past few years.

NO SHORT-TERM SALVATION
Current trends indicate the juggling will continue into 2023. Supply line shortages continue to slow production and extend lead times for some items to be the longest in recent memory. For example, lead times for truck body cranes from major providers is currently running up to 9 months for many models. In some cases there are substitutions that can be offered to the customer, but that often involves risk in using a less-preferred supplier or brand. "I've never seen anything like this

before," states owner Mike Scelzi. The increased supply chain issues are becoming so entrenched that both Microsoft and Amazon have recently launched new software services to deal with the problem. Amazon's AWS Supply Chain and Microsoft's Supply Chain Platform were both released in November, and time will tell how much they deliver on their promise to not only help businesses deal with actual shortages, but also aid them in predicting future shortages and strategically lean on new suppliers or methods of procurement.

**" ONE WEAPON TO FIGHT THESE
HEIGHTENED SUPPLY CHAIN BATTLES
THAT MAY BE OVERLOOKED BY SOME IS
THE VALUE OF A WELL-TRAINED,
WELL-INFORMED SALES TEAM. "**

A SALES CONSULTING STRATEGY

One weapon to fight these heightened supply chain battles that may be overlooked by some is the value of a well-trained, well-informed sales team. When sales are rolling in and supply chains are filled to the brim, a sales team can be strained just to keep up with their quotes. This includes both the dealership sales team and manufacturing sales representatives. But when even the standard cookie cutter orders are a challenge to fill, due to shortages and inexplicable delays, the true value of a sales professional is revealed.



**" ..RIGHT NOW WE ARE DEALING WITH A
WHOLE NEW SET OF CHALLENGES, AND
THAT IS LIKELY GOING TO REQUIRE A
NEW SET OF ANSWERS "**



"We look for people with truck experience, for sure," says Mike Scelzi, "but that part can be taught. Finding good listeners and creative problem solvers requires a bit more patience. And those are the salespeople who can offer the customer options that others would not even think about."

And it is not just the sales team, but key sales support personnel as well. "We don't want people who can only do things the way they have always been done," adds Scelzi VP of Sales

John Vernon. "Because right now we are dealing with a whole new set of challenges, and that is likely going to require a new set of answers. We always listen to the customer, for how they are going to use their truck and what options they will need. But with the delays in getting so many things right now, we also need to be able to offer more creative designs or alternate choices that would normally not enter into the conversation. We are living in a 'new normal' time right now, and we all better adapt quickly."

For Scelzi Enterprises, that willingness and speed to adapt to difficult challenges has been part of the company's DNA since its inception, and one that continues to serve them well as 2023 approaches.

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TRENDS: WORKING WITH WHAT YOU HAVE

EXPAND A BUSINESS WITHOUT A NEW TRUCK



If you're reading this you know how difficult it still is to find new truck chassis on the market, let alone more than one. You've likely seen and understand that this phenomenon has paralyzed businesses who need new trucks and equipment to grow and successfully accommodate the influx of clients and open projects. What if there was a way for those businesses to transform one or more of the trucks already in their fleet to keep up with business or even get ahead? Spoiler alert – there is!

Say hello to the Switch-N-Go® interchangeable truck body system. This solution allows business owners to build their ideal work truck. They select the chassis of their choice, upfit it with a hoist system, then employ the truck bodies best suited to the success of their business. For over two decades, Switch-N-Go® has been helping businesses create work trucks that can do more, with less. Imagine taking one of the trucks in your fleet and giving it the capabilities to do the work of three.

"WHAT IF THERE WAS A WAY FOR BUSINESSES TO TRANSFORM ONE OR MORE OF THE TRUCKS ALREADY IN THEIR FLEET TO KEEP UP WITH BUSINESS AND EVEN GET AHEAD?"

The Switch-N-Go® system is designed for class 4-7 chassis cab vehicles with a GVWR of 13,500-33,000lbs and a Cab-to-Axle of 60"-138" and is available in both electric-over-hydraulic and full hydraulic models. There are nearly 30 different work truck bodies available including dumps, arbor bodies, dumpsters, flatbeds, and WorkReady™ subframes for specialized equipment upfits. The patented and service-proven hoist system design offers endless opportunities and advantages over both hooklift and traditional permanent mount units.

Not only is this system ideal for end users, but it's also great for the dealers who sell them. Authorized Switch-N-Go® dealers reach a

variety of customers that may have otherwise been missed. Stocking up on and displaying hoists and bodies that are not yet attached to trucks allows customers to pick and choose what items best suit their needs.

If they have a 2017 permanent mount Ford F550 with a mason dump, they could convert it to a Switch-N-Go® hydraulic system and pair it with a dump body, flatbed, and storage body that can handle unlimited lifts per day. Maybe they found a used 2013 chassis that's been sitting on the lot? Perfect! Upfit it with an electric-over-hydraulic system and some Dumpster Bodies for a fleet ready to take on their junk hauling businesses. The best part?

TRENDS: WORKING WITH WHAT YOU HAVE

The system is bolt-on, so when the customer is ready for a new truck, the system can quickly and easily be switched over.

Speaking of hoists and bodies, Switch-N-Go® is the only interchangeable body solution that manufactures both with a full range of sizes and options, making purchasing easier and ensuring

proper fit and function. The system is easy to operate with a single-handed push button pendant. Kiss the days of tedious maintenance goodbye by occasionally greasing the moving parts of your Switch-N-Go® system! Think about your existing work truck fleet for a moment. If you only have one dump truck, and it needs a new transmission, you're out of

commission until it's fixed. But if you use the Switch-N-Go® system in your fleet, you can just put the dump body on a different truck!

When looking forward to 2023, finding new ways to create revenue, and supercharging productivity, consider adding Switch-N-Go® to your portfolio. Being able to expand a business by three or more trucks when utilizing a single used chassis can transform a business.



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COACH KEN

BY KEN TAYLOR, ken@coachkentaylor.com



2022: THE YEAR OF "TEARING DOWN BARRIERS"

The list is long; supply chain issues, product shortages, more jobs available than people to fill them, Covid 19, Delta Variant, Omicron, government "giveaways," fear created by mass media, too many so called "experts," not enough truck drivers and too many trucks, too many politicians with their own agenda, riots versus protests, "defunding" of law enforcement, crime out of control, national deficit out of control, and inflation. I know I have missed a few dozen more topics of concern (school board meeting protests and what's being taught in the name of "education" and agendas that most of us don't even understand much less support like "WOKE"). Maybe the inmates are truly running the asylum?

There is a quote from the 1800s attributed to several authors:

"There is nothing so uncommon as common sense."

When it comes to today's business world, these words ring true. I see commercial and fleet departments across the country taking different approaches to the current economic environment. The most common tactic is the "charge as much as you can per vehicle" which makes sense, but also has long term negative consequences. Others are "hoping for the best" strategy that "this too shall pass."

We can point fingers at each other, we can blame the factory or the upfitters, but what we really need to do is formulate a "multi-faceted" approach that looks at both short-term and long-term solutions. Having worked with the

commercial and fleet business from the manufacturer level down to the actual end user, it gives me both a comprehensive and "street level" view. You will have to bear with me, since this is a fairly long article, but it outlines a very successful approach that we are taking with dealerships.

STEP ONE: Relationships rule! I am advising all of our dealers to stay in contact with current customers and vendors. Let them know what is going on in the industry and what your plan of attack will be to support your customers. (more on this later in the report). Avoiding the supply issues sends a message that you are not available to your customers.

There are several actions you can take:

1. Call five current customers per day to just check in and answer any questions they might have. Also have a set of questions to ask them! We have developed a list of questions that will help you not only show your concern but also to add value that your customer did not expect! (email me at ken@coachkentaylor.com to send for these questions and word tracks)
2. Be honest and forthright with your current situation on inventory. Every manufacturer is experiencing shortages.
3. More than ever, service is critical. The vehicles your current customers are operating have to perform. Many of our dealers have started "mobile service" units for basic service work

such as oil changes (check your state's rules on off-site service).

4. Start a weekly or monthly electronic newsletter like you are currently reading. As you know, we offer sales and marketing ideas, motivational articles, and vehicle highlights.
5. If you have not done so, now is a great time to join very specific organizations:
 - a. Trade associations- Most of these are starting "in person" meetings again and include organizations such as the National Association of Homebuilders, NAHB.org, Associated General Contractors, AGC.org, and PHCC.org, Plumbing and Heating and Air Contractors.
 - b. Local civic organizations- The Chamber of Commerce, NFIB (National Association of Independent Businesses).
 - c. Business to Business Networking Groups- BNI (Business Network International), LeTip.com, AMA (American Marketing Association).
6. Bid Opportunities- This pertains to both government agencies and private and public corporations. This requires more experience in the large fleet business. These are websites that require a membership, but become a single point to explore bid opportunities.
 - a. GovWin.com- This is a website for government bid opportunities of all kinds and can be targeted to your metro area. It has been purchased by Deltek.

- b. Bidnetdirect.com- Similar to GovWin and includes federal, state, and local government bid opportunities. This site is limited to the state of Georgia.
- c. Governmentbids.com- This is a national bid opportunity website for government only, but is extensive.
- d. Findrfp.com- Specific to government bids of all kinds.

STEP TWO: Organizational Tool- In any outside sales profession it is difficult to stay organized and create detailed and fast access to both prospects and customers. A CRM (Customer Relationship Management) software program is essential to long-term success. Too often commercial and fleet sales staffs are forced to use the dealerships retail sales software. Seldom is it equipped to handle business accounts. We recommend one of the following:

1. ACT by Sage- This CRM is built for business to business sales. One of our partners has created a commercial and fleet version of this great software program. Email me at ken@coachkentaylor.com and I will send you the contact information for this program.
2. Goldmine- Built for business to business and is easily customized to fit commercial and fleet.

So many dealerships try to take a retail automotive approach to the commercial and fleet side of the business and struggle to get started in an organized fashion. Remember, business owners, you're decision makers when it comes to trucks and vans don't respond well to constant telephone calls and endless emails. Commercial and fleet is a relationship business that requires time and patience to grow into a fully functional part of a dealership.

I know this is a lot of information but it is worth going through this article several times and taking notes regarding areas that can help you grow the business.

Ken Taylor, President of Commercial Truck Training, known nationally as America's Corporate & Personal Coach.

Ken has been interviewed on Fox Business News and has been quoted in the Wall Street Journal. He has consulted with and trained over 20,000 sales professionals and management. His book, Life Without Limits, has been on the best sellers list. Ken can be reached at ken@coachkentaylor.com or by phone at 904-535-9996.

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"TRENDING NOW"

DEALERSHIP SUCCESS

Shawn Horswill - Work Truck Solutions VP, Customer Success

KEEPING IT ALL IN PERSPECTIVE



In our last issue of FordPros Magazine, I noted that the meme, "I thought we'd have flying cars by now," was a sign of our times. I have another one for you; "Trending now!"

Maybe you're thinking that "trending now" is a post-modern colloquialism reflecting the fickle world of B2C rather than the B2B commercial vehicle industry. But stick with me for a bit, and we'll explore whether retail buying trends may have bled through to commercial vehicle sales.

"TRENDING NOW" AND FOMO

The fear of missing out, a.k.a. FOMO, is a natural phenomenon; who wants to miss out on something desirable just because it wasn't even on the radar? So, it's something of a service to the general population for marketers to alert them to hot products/services that are, well... trending now; "Everyone wants this new thing; don't miss out!"

One of the current trends is custom-ordered products, which the American population is supporting with their wallets. We want to determine the size, shape, color, and configuration of everything we buy. Manufacturers and retailers are working to accommodate this demand because if they don't, someone else will.

21st-century technologies such as big data, 3-D printing on demand, and reliable doorstep delivery are the primary enablers of the "trending now" phenomenon. Although the global supply chain is every bit as influential on B2C as it

is on B2B, the retail world seems to have managed recent disruptions with much greater agility. Note that retail shopping has largely already transitioned to ordering products online as opposed to foraging at brick-and-mortar stores. It's likely that this scenario has helped to manage customer expectations, thus mitigating the harsh effects of faltering supply chains.

COMMERCIAL VEHICLE INDUSTRY TRENDS

The commercial automotive industry is undergoing a similar trend in moving to a pre-order sales model. But, unlike retail, this transition is being ushered in by prolonged supply chain issues, rather than customer demand. Auto manufacturers seem to have embraced pre-orders as an antidote to current supply deficiencies. Indeed, OEMs are pivoting from pushing specific vehicle models onto customers to pushing dealerships into pre-orders as a preferred sales model.

Although there may be some similarities in the order first, take it home second, model, the main drivers for the change are drastically different—and the reception to the paradigm shift is decidedly different.

TRENDS VS. BUSINESS BEST PRACTICES

Although being mindful of shifting trends is good business, best business practices are not trends. It is unwise to let the fluid nature of trends diminish the foundations of good business, one

of the cornerstones being customer relationships.

B2C sales rely heavily on prospective buyers' emotional investment—think FOMO. It's a relationship of sorts, albeit a brief one, due to the relatively short buying cycles of B2C compared to B2B. However, B2B, particularly in the commercial vehicle industry, is even more reliant on relationships with customers. Successful dealers realize this and intentionally nurture those relationships.

Customers are investing quite a bit of capital in work trucks and vans. And, they often don't have the luxury of conducting intense research before buying their next vehicle; downtime equals lost revenue. So, your expertise is invaluable to buyers, BUT you must have already built a bridge of trust strong enough to bring your insight across. Although your knowledge in the field may be a great boon for them, your customers must trust you before they can receive it and benefit from it.

My main point here is that no matter what is "trending now," building strong relationships with customers is always going to be foundational to your dealership's success. Rather than "trending now," it's "trending always" when it comes to fostering commercial customer relationships—and if you use this as a guiding light, you'll come out on top far more often than not.

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TRENDS: MEET, GREET, PLAN

KNAPHEIDE THANKS FORDPROS, UPFITTERS & OEMS WHO ATTENDED THEIR TEXAS MEETINGS

"Our 3 dealer meetings in Austin, Houston and Dallas have concluded. A huge 'THANK YOU' to all the presenters and a specific shout-out to Knapheide and their distributors who made these events possible. We had a total of 45 dealerships represented with 82 dealership personnel attending.

The high level of interest and stellar attendance is a testament to your important role(s) in assisting the Ford Dealers with managing their customers and increasing our market share. Great Job!"

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TRENDS: HOW TO "DEAL WITH IT"

CUP o'JOE UNEXPECTED ... EXPECTED



If I haven't conveyed successfully the admiration that I hold for Alan Mulally, it's not because I haven't tried: words fail sometimes. Like trying to describe an experience on the path, when you come around the bend and see...The Mountain. Or meeting an incredible person you hold in high esteem...who then treats you like an equal, who is comfortable in his own skin, and helps you feel comfortable in your own.

No words for those experiences.

The lift I got from the meeting of the Northwest Truck Club in September, when he came to share

some insights: again hard to find the words to describe.

One of many key takeaways that has been an enormous help to me personally was in his presentation on "Working Together," a mantra that he "preached," and lived at both Boeing and then was successful in implementing at Ford during his tenure there. The one that stuck out to me so well was:

***Expect the Unexpected,
and expect to deal with it.***

How many times have I, in moving from one place to the next, had to change lanes. Deal with it. How many times have I had a customer aggravated about the delay in getting the new unit that was ordered "so long ago." Deal with it. How many times have I had numerous encounters in my everyday life...and I had a choice: grumble about it, complain to another about it, lament the "woe is me," when instead, I might have expected it (it WAS unexpected...), and just simply expected to deal with it. Successfully.

Move on. Grow on. Step up. Next chance to score. Look ahead to the possibilities of success after dealing with this next unexpected event, toward the goal that is there ahead. Last issue I talked about "Plan. Be." This one could have been titled, "Plan. See." Look ahead to the opportunities, and know that the best is just ahead...possibly around the next corner, the next phone call, the next client visit.

Plan. See.

Thanks for this cup, Alan!

Joe Hughes
joe.hughes@fordpros.com

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Episode 6: CVPro Conversations: Taylor Steinberg Retires



Episode 5: Special Presentation- Ted Croce, President & CEO, Summit Body Presents at the NWFTA Meeting



Episode 4: Special Episode - Kathryn Schifferle, CVO Work Truck Solutions presents at NWFTA

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Chassis Details

Stock Number	FN2029
Stock Type	New
Year	2022
Make	Ford
Model	F-350
Class	3
Drive Train	4x2
Cab Type	Super
Vehicle Trim	XL 2WD SuperCab 168 WB 60 CA
Vehicle VIN	1FD8X3E67NEE26061
Interior Color	GRAY
Exterior Color Description	WHITE
Engine Cylinder Count	8
Engine	8 - CYL.
Transmission Type	Automatic
Rear Wheels	Single
Fuel Type	Gasoline

Body Details

Manufacturer	
Body Type	Service Truck
Body Line	Signature
Body Model	SB-108-79-49-38-VG
Ladder Rack Description	2' x 3' x .120 Wall
Ladder Rack Style	Forklift
Ladder Rack Color	White
Body Material	Steel
Body Height	38"
Body Width	79"
Body Length	9'
Body Inside Width	49"
Bumper Type	Step
Bumper Material	Diamond Plate
Bumper Depth	6"
Bumper Color	Gray

“

We've been with Work Truck Solutions now for over seven years, and it's been great using their commercial inventory platform, with their reporting, custom content and great consultation, to continue to expand our commercial business. When they launched Comvoy we were excited they were helping their dealers gain national leads.

Dan Bryan

General Manager, Ricart to Business

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