

SUPPLIERS & DISTRIBUTORS!

BOOK YOUR SPACE NOW FOR THE FIFTH ANNUAL CVSNext/GENNEXT TRAINING EXPO!



This program is designed for suppliers interested in training 200 distributor outside sales, parts managers, and branch managers coast-to-coast from the U.S. and Canada from all industry affiliations and groups. This saves each supplier a considerable amount of time and money in travel, housing and other expenses!

This is a great opportunity to train your distributor customers at one place at one time at a significant cost savings for your company. The cost of this event is comparable to other industry events but gives suppliers more face to face time with the people who actually sell their products everyday. This is your opportunity to give them the tools to sell your product more effectively.

HYATT REGENCY

October 1ST-3RD, 2021

ATLANTA, GEORGIA

SUPPLIER COST:

\$20,000 FOR A GOLD LEVEL SPONSORSHIP

\$12,000 FOR A SILVER LEVEL SPONSORSHIP

- * Must be a company or individual member of CVSN or GenNext to attend DTE.
- * Previous Year Suppliers have first right of refusal on sponsorship until May 28th . After May 28th , sponsorship will be awarded on a "first to sign up" basis. Supplier companies are encouraged to register asap and new supplier spots will be confirmed after the December 31st deadline.

SPONSORSHIP INCLUDES

- Classroom and booth training area space so you can network, discuss and train 200 of the front line sellers of your product in the aftermarket
- All meals and networking receptions
- 10x10 or 10x20 individual training area booths

If suppliers want to bring extra manpower above the 4 attendees included in the GOLD level sponsorship and 2 attendees in the SILVER level sponsorship the cost is \$495 per person to cover F&B. With this event, the training is completed in one weekend at a desirable cost of less than \$70.00 per person. Without this event, a supplier might grind out training for months at a cost-per-person much higher. Even more, we feel the distributor salespeople will be more receptive to training in this out-of-office face-to-face environment.

DISTRIBUTOR COST:

- Early bird rate of \$549 per person (after July 2nd rate goes up to \$649) includes flight, hotel, meals, keynote speaker, classroom time, trade show and hotel transfers
- Maximum 8 distributor guests per company
- Recommended attendees: Outside sales, Parts Counter Sales, Sales Managers, Branch Managers, Purchasing
- * This deeply discounted cost is offset by the supplier sponsorship
- * **Open to all HD distributors but first preference will be given to CVSN/GenNext Members.**

1 HOW IS THIS EVENT DIFFERENT FROM HDAW OR A BUYING GROUP SHOW?

The GenNext/CVSN Distributor Training Expo is not comparable to a buying group show or HDAW. It's a completely different show. Buying Group shows and HDAW are sales and networking based shows that cater to the principle. This is a training event that caters to the salesperson. Any supplier company that has a focus on training heavy duty aftermarket inside/outside salespeople and counter people will benefit from this show.

2 HOW MUCH TRAINING TIME WILL I GET WITH THE ATTENDEES?

All of the distributors will be motivated to stop at all of the booths to give them time to ask product questions and get to know the supplier trainers. They will have 4-6 hours on the show floor with 20-30 individual training areas to visit. Additionally, Gold level sponsors will have four-40 minute classroom training sessions. The Silver level sponsors will have two 40 minute classroom sessions. Each of those meetings will have approximately 30 people per session.

3 HOW MANY DISTRIBUTOR COMPANIES WILL BE THERE?

The distributors can send up to 8 people per company and we estimate that 55-60 companies and 200 salespeople will represent the distributor attendees.

4 WHAT IS THE DEPOSIT AMOUNT NEEDED TO HOLD A SPACE?

Full payment is due at the time of registration by either company check or credit card. Invoices can be sent directly after registration has been submitted.

5 IS THIS EVENT MEANT FOR YOUNGER EMPLOYEES AND OTHER YOUNG LEADERS IN THE INDUSTRY?

The expo is for all age groups and experience levels. While this certainly fits the mold for training new and young sales talent.....we also anticipate having experienced sales professionals from outside sales, parts manager and branch manager roles.

BOOK TODAY!!

Angelo Volpe from CVSN and Adam Clark from Midwest Wheel Companies are the event co-chairs. Contact Adam at adamclark@midwestwheel.com or Angelo at avolpe@cvsn.org if you have any questions.

*Limited supplier spots are on a first-come first-serve basis.
We have 8 Gold Level Sponsor slots at \$20,000 and 23 Silver Level Sponsor slots at \$12,000.*

**Suppliers, BOOK NOW AT www.miregistration.net/gncvnsupl
Distributors, BOOK NOW AT www.miregistration.net/gncvnsdist**



About Stu Schlackman – Stu Schlackman is the Relationship Selling Expert. After more than 35 years in corporate sales, Stu formed his own sales training firm to focus more directly on helping his clients achieve superior sales results.

Stu's sales history is long because he consistently puts his clients first!

His sales career began with Digital Equipment Corporation where he was responsible for building partnerships with prospects and clients. Through his leadership, his sales team exceeded projections by more than 30% annually.

Schlackman created the “Four People You Should Know” Personality Perspectives Process to help companies build high performance teams and increase sales by understanding how using personality styles is more efficient at making stronger relationships.



When you work with Stu, you are gaining a trusted adviser. He works diligently to know his clients' business and uses his personal success and experience to bring them maximum value.

Stu has authored 3 books on sales, Don't Just Stand There, Sell Something; Four People You Should Know and the 180 Rule for The Art of Connecting. Each one shares important tips and tools to help you compete and win in business and life.

Schlackman holds a Mechanical Engineering degree from Rensselaer Polytechnic Institute and a Master of Business Administration from Kennedy Western University.
Highlights of Stu's Service

- Board of Directors - Richardson Chamber of Commerce
- Board of Directors - Prevent Blindness Dallas.
- Two-term President of the National Speakers Association - North Texas Chapter
- Chair - Sales Professional Experts group of National Speakers Association
- Chapter Leadership Committee for the National organization.
- Past-President of the Leadership Richardson Alumni Association.

In 2013, Stu received the Certified Speaking Professional (CSP) award from the National Speakers Association, their highest performance-based designation. Earning this recognition is hard; less than 10% of NSA members achieve this status.

To get better answers from your customer or prospect, you need to ask better questions. Learn which questions to ask to uncover the real needs of your customer. Better questioning skills will build your credibility and trust giving you the edge over your competition.

Learning Objectives:

- Learn how to assess the real needs of your customer
- Know which questions to ask
- Understand buyer and seller tactics
- Master the steps of demand creation to convey a win-win approach
- Learn how to convey the benefits instead of features



Commercial Vehicle Solutions Network

CVSN is the voice of the independent heavy duty aftermarket distributor. The mission of CVSN is to strengthen its members' businesses through training and education and building strong relationships between members and their supply partners across North America. CVSN is a co-owner of HDAW and hosts an annual Aftermarket Distribution Summit for top industry distributor and supplier executives and co-hosts the Distributor Training Expo (DTE) every year with GenNext.

www.cvsn.org



GenNext is a select group of young and influential heavy-duty trucking aftermarket leaders. This group is considered the up-and-coming leaders of tomorrow in the aftermarket truck parts industry. While the group's message is meant for younger executives (45 and under) any age level is welcome to join. The core goal of GenNext is to educate, mentor, and recruit the next generation of heavy duty aftermarket leaders.

www.gennexthd.com

