

Perception: Sell parts to the factory OES program and you've sold your parts to their dealers.

THINK ABOUT IT..

Reality: Dealers are independent businesspeople for whom OES programs are only one possible source of truck and trailer parts. "Sell the dealer and you've sold the dealer" is the reality.

Perception: Only fleets spec your components on trucks.

Reality: Big fleets do spec their trucks, but to get your components on small fleets', private carriers' and owner/operators' vehicles, you need dealer support. "Sell the dealer and he'll spec your components" is the reality.

Perception: The OEM
franchised dealer market is
shrinking.

THINK ABOUT IT.

Reality: The number of
owners is decreasing, but the
number of locations is growing.

Perception: Successful Dealer subscribers sell trucks.

THINK ABOUT IT

Reality: Successful Dealer subscribers spec, sell and service trucks.

Perception: Successful Dealer subscribers fill orders based on specs that fleets write.

THINK ABOUT IT.

Reality: Successful Dealer subscribers write specs jointly with most fleet buyers.

Perception: Successful Dealer subscribers stock parts only for the trucks they repair.

THINK ABOUT IT.

Reality: Successful Dealer subscribers view themselves as warehouse distributors and sell parts to a very diversified customer base.