

"Vision is the art of seeing the invisible. Leadership is the capacity to translate vision into reality."

CONSIDER TRUCKS . . .

As the economy improves, well kinda..., you might consider paying a little attention to pickup trucks. With lower gasoline prices new and used pickup truck sales have increased significantly. Pickup truck owners often spend \$60,000 on a truck and then accessorize it with bed liners, steps, bumpers, lights, floor mats, wrenches and sometimes audio, window tinting, remote starter and security. Indeed some audio brands have delivered Ford F150 specific replacement speaker kits owing to the increasing popularity of the pickup truck.

If you are going to offer the traditional stuff to your pickup truck customers why not the other low hanging fruit? The business is almost exclusively two-step (done through distributors) requiring very little if any inventory risk. The inventory is never more than two days away. More often one day and in many cases it can be delivered today! By and large the product application guides on the distributor and brand websites are quite complete. So think about your selling process.

You sell the integration and speakers and/or the remote start/security or the other stuff. Most often the installation is scheduled a few days out. In the interim you look for the lowest price distributor who has the stuff in stock and order it to arrive in time for the installation appointment.

So take a few extra minutes to ask the consumer about his plans for the other accessories. Pull up the web sites. Show him the pictures. Close the deal in your store.

Start your education at...

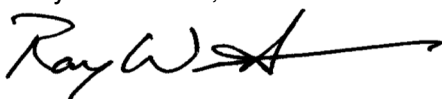
- Keystone <http://www.keystoneautomotive.com/About/ViewArticle.aspx?nId=40>
- Meyer <https://www.meyerdistributing.com/>
- Transamerican <http://www.transamericanwholesale.com/>

Spend a day off perusing these sites specifically for product categories that are easier to install; floor mats, steps, lights and mounting solutions, bumpers, bed liners are few examples of the low hanging fruit we have heard so much about.

No rocket science. Just consumers who are willing to spend money on products. **No installation drama.** You already possess the tools and installation knowledge necessary to conduct a successful installation. **No inventory risk.** Although some brands make product displays available through the distributors that may require a buy in. Most of these products do not become obsolete after twelve months from their introduction. Margins are generally adequate.

The only hard part here is making the decision to educate yourself. Then you have to share that knowledge with your pickup truck consumers. It just don't get a lot easier than this to add new business to your sales floor, install bays and cash register.

At your service,



Ray Windsor