

The Truck-frame & Axle Repair Association (TARA)
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TARA News & Topics published monthly
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Greetings from Missouri

The Mid-American Truck Show is in the books for another year, and 2006 was quite a show! A big thank-you to Bob and Jim Razenberg, Bill Hinchcliffe, Phil LaRue and my youngest son Luke who manned the Tara booth this year. If you haven't seen the Truck show for a few years, make plans now to go next year. It is quite a site. Just about anything to do with the trucking industry was on display. But, you better plan on staying a couple of days because you can't see it all at once! Getting to see the truck show for the first time and spending some quality father-son time with Luke was priceless!

In his book, Leadership101, John Maxwell talks about different kinds of leadership styles. One line from his book caught my attention, "Leadership is influence. If you're leading and no one is following, you're just taking a walk." Throughout the years TARA has been a leader in the collision repair industry. It is my challenge to you for this to continue. We want to be known as the best repair facilities throughout North America and Canada. It is our goal to set the bar for others to follow. This Fall's meeting in New York is setting the bar pretty high. Our host Jerry Relyea is planning some very special events. As things unfold we will keep you posted but put these dates on your calendar (October 25-28, 2006) because this is going to be a can't miss meeting.

At one of Luke's basketball games this year at a neighboring school I noticed a bulletin board that said, "**Hard work and dedication are not enough without vision and direction.**" That really caught my eye. I think we've been guilty through the years of trying to work harder to get ahead, instead of working smarter. As we move thru 2006, it is my challenge to all TARA members to move this organization forward and with a sense of direction. When I was installed as your president in October, during a roundtable discussion, membership growth was the central theme, and adding members west of the Mississippi was a main focus. Last month we published a list of 15 states that are a target for growth. Through the truck show and from previous contacts our membership people have very interested prospects from three of these states. We are moving with a sense of direction. Our organization is focused on growth. With your help, at our New York meeting this fall we will have new members join our ranks. If you know of a potential member let Paul Jones or John Messina know.

Until next month,
Dudley Powell

Frame Modification Tech Session: Sept. 06, Kalamazoo, MI.

Bob Razenberg is completing this program and final information will be coming your way very soon. This will be a good fit for Regular Members, Related and Associate members. Following are some of the items to be covered.

*Frame Cutting *Frame Splicing *Frame Materials *Frame Overlay *Welding *Brake Considerations * High Stress Areas *Frame Yield & Tensile Strength *Questions and answers.

This program will be classroom as well as a hands on shop session.

LOYALTY

It was my pleasure to work in the TARA booth at the just finished Mid America Truck Show. WOW some of the things that we see from that side of the table. However one thing that is quite apparent to me is brand loyalty. Just ask a person with a Pete hat, Mack jacket or a KW belt buckle. They will let you know about "brands". I think that is exactly what the major truck manufactures need is folks that believe in their product and are proud to tell any one who will listen to them that their brand is best. These owner/drivers are loyal to their brand for many reasons. Some of the top reasons I hear seems to come down to how their concerns are handled by the manufacturer and its field reps. Also by the dealer who is the first in line to service the concerns of the customer. I am sure there are other reasons and each person has his own story. However it still shows me that a couple of the main reasons are the attitude of the people representing the brand and how the owner is treated overall. I believe it is People serving People and doing their job to exceed the customer's expectations.

The same loyalty is generally shown in organizations and associations. The members give their support to the board that was elected to guide the group. They further support the consultant that guides the board. They attend meetings and training sessions to be a better-informed member. Even though there are some exceptions to this accepted mode of operations the loyalty and support that has been received from most members is evidence that the board is pleasing most of the people most of the time. I believe that some of the traits needed to being a loyal member are having a good attitude, using common sense and being willing to be flexible and understanding. TARA has many loyal and supportive members for which we are grateful. Loyalty is not just a word it is a feeling. Let's all keep this good feeling working for us each day.

Respectfully submitted

Phil La Rue TARA member since 1990

Credibility

How do I establish Credibility?

The best way to establish credibility is to be aware that people will feel comfortable with you and trust you only to the degree they perceive you as having acceptable appearance, knowledge, people skills and honesty.

Appearance Relates To:

- Being on time - always early.
- Dress for the environment
- Grooming
- Eye Contact
- Friendly
- Firm Handshake
- Posture
- Language

Knowledge of:

- Yourself
- Your company and it's people

- Your products and services
- Industry trends
- Competition – strengths & weaknesses

Also Knowledge of:

- Your prospect
- Their business
- Their industry

This shows you took time to try to learn something about them before you called on them. This gains their respect and attention.

People Skills

Knowing how to:

- Adapt to their style
- Find areas of mutual interest
- Common viewpoints
- Backgrounds in business

Honesty

- State your purpose up front
- Be open, sincere, frank
- Genuine – be yourself
- Factual
- Conscientious

Under normal circumstances you have 5 minutes or less to establish credibility. How you enter and present yourself is important. Act as if someone is taking a snap shot of you. How would you want the picture to look?

The best way to win any prospect's confidence and keep it is to deserve it.

- Do not make exaggerated claims.
- Use honest facts and figures to back up claims.
- Demonstrate and prove points made whenever possible.
- Use solid, legitimate testimonials the prospect can check on.
- Never promise what you can't deliver
- Back up in writing and performance what you do promise.
- Show sincere interest in every customer's problems.
- Consistently and conscientiously put the customer's interest ahead of your own.

The Total Impression

Most prospects "buy" the salesperson that calls on them as much as they buy the product or service you offer. If you create a poor impression, the prospect's opinion toward your company may be affected.

Selected from a portion of a program of Robert Tardiff & Associates.



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You can't see too far down the road of success while hanging your head.

Membership Drive

As our President has indicated in the newsletters in the past, TARA is looking for several new members in all classifications. The articles in this newsletter on Loyalty, Leadership and Creditability are three of the important elements we desire in our members.

TARA has five different classes of membership:

1. Regular Members: Regular Member's must be actively engaged in the business of repairs to heavy-duty trucks, trailers, frames, axle housings, wheel and suspension alignment.
2. Related Industry Repair & Service Companies: Business's that repair, service or salvage heavy Truck, Trailer or Construction Equipment. They do not meet the requirements of being a Regular Member.
3. Associate Members: Insurance Companies, Adjusters & Appraisers, involved in the heavy equipment industry.
4. Allied Members: Suppliers of products and equipment used in the repair of heavy equipment.
5. Affiliate Members: Trade Press and Individuals who have an active interest in the Industry but do not fit in the other classes.

TARA has two general meetings per year plus technical training sessions each year. One of the greatest assets of the organization is the willingness of the members to share information, ideas and procedures involved in the repair process. If you want to belong to an association dedicated to its members and proper repair procedures, this organization will fulfill those goals. Our membership guarantee: Join the association, attend at least one meeting, if you are not satisfied in your membership investment TARA will refund your dues with no questions asked.

Please go on our website, www.taraassociation.com, contact any member for information, or contact our membership co-chairman, Paul Jones @ 813-6209151 or John Messina @ 813-933-2805 for more information.