

RV EXECUTIVE TODAY

DECEMBER 2020

2021 RVDA CHAIRMAN

CHRIS ANDRO

OF HEMLOCK HILL RV SALES
IN SOUTHTON, CT *page 10*

Also:

*Detroit's Revival as
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Ratings Struggle* **PAGE 24**

You Manage What You Monitor

By Tom Kline

**“OH!
THE PLACES YOU’LL GO!
You’ll be on your way up!
You’ll be seeing great sights!
You’ll join the high fliers
Who soar to high heights.”**



Dr. Theodor Geisel, or more popularly known as Dr. Seuss, must have been talking about the RV business, right? You’ve been to some odd places during your career – and so have I. Oh, the places you’ll go and the things you’ll see.

To “see,” step one is that you have to look. You must look at what is going on inside your dealership, continuously and without fail.

For example, when is the last time you pulled 10 deals, such as re-contracts, and looked for valid signatures on all the documents? Do the signatures look the same? In other words, did the same person sign, or perhaps could someone

else have interceded and quickly scratched out a signature? Your F&I department is supposed to protect the dealership. It can be difficult to get a customer back in to sign one more piece of paper because the manager forgot to ask. These behaviors should not be tolerated.

Are there any strikeovers or numbers written on top of other numbers? Have all the changes been initialed by the customer? Does the Buyer’s Order match the installment sales contract? Does line 5 on the Retail Installment Sales Contract

(RISC) match the unpaid balance on the Buyer’s Order?

You should have a process to check these things. Someone should be performing an audit on your deals so that you can “see” what is happening. You manage what you monitor.

“You won’t lag behind, because you’ll have the speed.

You’ll pass the whole gang and you’ll soon take the lead.

Wherever you fly, you’ll be the best of the best.

Wherever you go, you will top all the rest.”

Consider listening to Dr. Seuss, and to me, and you WILL top all the rest.

Tom Kline is the Lead Consultant and Founder of Better Vantage Point, LLC. www.bettervantagepoint.com. ■

Certiably Professional



The Society of Certified RV Professionals’ recognition program publishes a quarterly update of individuals who have earned certification or recertification from the Mike Molino RV Learning Center. The following list includes only individuals whose dealerships have chosen to participate in the recognition program. If you’d like to join the program, complete and return the form below.

Mike Molino RV Learning Center Certifications:

NEWLY CERTIFIED

Rebecca Holmes Warranty Administrator

RECERTIFIED

Julie Clapp Warranty Administrator

Want to give your certified team members credit for their hard work and achievement? Their names can appear in the next update. Just return this form by email to info@rvda.org or fax to (703) 591-0734. More information about the Society of Certified RV Professionals and the recognition program is available at <http://tinyurl.com/SocietyofRVProfessionals>.



**The Mike Molino
RV LEARNING
CENTER**
Developing Top Performers

Authorization to Include Employee Certification Information



I understand that RVDA and the Mike Molino RV Learning Center have a news release program that recognizes individuals who earn or renew a service manager, service writer/advisor, parts manager, parts specialist, or warranty administrator certification in the previous quarter. Each announcement includes the names of the individuals and the type of certification. Employers will not be identified.

I hereby grant permission for RVDA and the Mike Molino RV Learning Center to include the names and certifications of individuals employed at: _____

City: _____ State: _____ Phone: _____

in the quarterly announcement of those earning or renewing a certification. I understand that I may revoke this permission by emailing info@rvda.org.

Printed Name: _____ Authorized Signature: _____

Date: _____ RETURN by email to: info@rvda.org or fax to: (703) 591-0734. Rev. Aug 2020