



Aftermarket Efficiency

The Official Publication of RVAA's Aftermarket Best Practice Program

industry edition

Issue # 1 - July 2009

Aftermarket Efficiency

News



First Aftermarket "Efficiency Survey" Launched July 1, 2009

RVAA's Supplier Members will have the opportunity to complete a brief online survey to determine their "Aftermarket Efficiency Rating" on July 1, 2009. The survey will be emailed to all member supplier companies who will then have a four-week period to complete the brief self-evaluation. The results are then sent to RVAA, reviewed and verified by the association's Verification Committee to determine validity. Members will receive recognition on a three-tiered basis - Gold, Silver and Bronze Efficiency Ratings are awarded based on the number of Best Practices RVAA Member suppliers currently utilize in their businesses.



RVAA Announces Recognition Notification Strategy

Members who receive the highest level of recognition - the Gold Aftermarket Efficiency Rating - will receive a number of valuable benefits in return for their efforts in utilizing the association's Best Practices to improve the efficiency of the RV aftermarket channel. Gold Rated Members will receive a special "RVAA Gold" logo which can be utilized on advertising materials and product information and additionally will be recognized individually at the RVAA Executive Conference in August. RVAA Gold-Rated companies will also be announced in every issue of "Aftermarket Efficiency" and will have their rating status sent via press release to all industry media following each "Efficiency Survey" (given twice each year).



Education Best Practice Enhancement Provides Ability for RVAA Members to Educate Industry

An amendment to RVAA's Education Standard approved by the association's Executive Committee and Board of Directors provides RVAA members with a framework for providing information that will be posted on the RVAA Aftermarket NOW website targeted at the RV Industry. Information is easy to submit to the association, and will be maintained on the site indefinitely. The purpose of the "Aftermarket NOW" program is to provide a continuing flow of information to the RV marketplace to elevate the sales of aftermarket parts and accessories at dealership aftermarket stores.

RVaftermarket
NOW



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Company Spotlight



Aftermarket Efficiency "Company Spotlights" to Highlight RVAA Member Efforts

Each issue of "Aftermarket Efficiency" will feature a short article focused on how RVAA member supplier companies have instituted the Association's Best Practices in the businesses, and more importantly, the benefits their company has realized through using them.

"Certainly the Best Practices which are a large component of RVAA's 'Aftermarket Efficiency' program will go a long way towards improving the overall performance of the aftermarket segment of the industry," noted Association Executive Director Karl Etshied. "But we believe there is more to it than that. We believe member companies who begin to utilize these practices will begin to see real and tangible bottom line benefits that will encourage them to continue to expand their use of these suggested practices. And that is what we hope to spotlight each month in 'Aftermarket Efficiency.' We will provide success stories which we believe will provide encouragement for our members who are just beginning to utilize the practices in their businesses. These stories can show them that there are real rewards for the efforts they put into instituting the practices as part of their business operations."

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Honor Roll



RVAA members will be recognized for their efforts in utilizing the RVAA Best Practices in this section of "Aftermarket Efficiency." In each issue, a complete listing of RVAA members who have achieved an "Aftermarket Efficiency Rating" will be included divided into the Gold, Silver and Bronze rating categories. As noted on page one, the first "Self Reporting Survey" will be available to RVAA supplier members on July 1 - meaning the first group of RVAA members to be recognized will be available for inclusion in issue # 2 of "Aftermarket Efficiency."

Special Note to "Industry Edition"

The "Industry Edition" of "Aftermarket Efficiency" contains updates of a general nature and recognition of RVAA member companies who have achieved elevated Efficiency Ratings (for a brief synopsis of RVAA's "Aftermarket Efficiency Program" - turn to www.rvaahq.com and click on "Standards." **A separate issue of "Aftermarket Efficiency" is produced each month for RVAA members-only.** This confidential version additionally contains the complete text of all RVAA standards including any revisions, all forms and necessary documentation, and additionally special tips from RVAA member distributors in the most effective use of the standards in everyday business communications. **If you would like more information about joining RVAA, simply send an email to karl@rvaahq.com.**