

# What's this New Agenda All About?

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"The RVAA Conference Committee has been working to develop a "standardized agenda" for meetings between suppliers and distributors during appointment sessions at the conference. This agenda would not be mandatory, but could be a helpful guideline in preparing for and hosting effective meetings during the RVAA Executive Conference. The agenda outline will be sent to all RVAA members who register for the conference with their registration confirmation emails. The new agenda should follow a 4 Step implementation schedule as follows:

- ✓ **First determine who you are going to meet with and when.**  
*(New for this year all meetings must be determined before arriving at the conference.)*
  
- ✓ **Next complete your homework by answering all agenda questions for each appointment session.**  
*(This work should be done by July 15<sup>th</sup>, 2008)*
  
- ✓ **Next mail, fax, or email your completed agenda work to all your session partners.**  
*(This step insures that all participants are well prepared for the sessions)*
  
- ✓ **Finally, read your partners agenda and be prepared to discuss all their agenda points as well as your own.**  
*(This step allows you to do your homework on what your session partner would like to discuss with you.)*

Thank you for making this 2008 Executive Conference the most successful yet. Take a moment to review the outline for the meeting and consider utilizing the format to have the most productive as possible sessions during your Executive Conference!

*The RVAA Conference Committee*



## Agenda for RVAA Executive Conference

### RVAA Compliant

- A. Is Your Pricing presented in the RVAA formatted Excel file?
  - 1. Is the file properly formatted?
  - 2. Is the file populated correctly?
  - 3. Does the file contain UPC codes and other important data?
  - 4. Have you downloaded the Excel template from the RVAA website?
  - 5. <http://www.rvaftermarket.org/standards.htm> Click on Pricing Standards.
  
- B. Does your company meet the RVAA Graphic standards?
  - 1. Are your picture files formatted, named and sized correctly?
  - 2. Are files named by part number or UPC number?
  - 3. Do you denote on the CD when products shots change?
  - 4. <http://www.rvaftermarket.org/standards.htm> Click on Graphic Standards.

### Marketing Programs

- A. Do you support wholesale flyers, retail flyers, printed catalogs, in store promotions, business to business E commerce, dealer to retail E commerce.
  
- B. Distributor Explains offering of marketing services and how vendor can participate.
  
- C. Manufacturer presents terms sheet that shows, freight program, payment terms, freight surcharges, buying programs etc.

### Metrics

- A. Year to date sales current year versus last year, Inventory Turns, GMROI
  
- B. Delivery lead time, condition of shipment, order fill rate, lost sales report.
  
- C. Category Management look at product by type and discuss trends.

Please fill out your answers on another sheet and have them returned to each participant by July 15<sup>th</sup>.