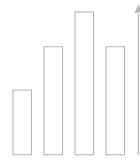


REPORT

# Successful Dealer

2017  
Outlook  
Survey

February 2017



# Table of Contents

---

- Methodology .....3
- Which of the following do you sell? (Check all that apply) .....4
- How many truck brands do you represent? .....4
- Which truck brands do you represent?.....5
- Do you sell new or used Class 8 trucks? .....6
- Do you sell new or used Class 6-7 trucks? .....6
- Do you sell new or used Class 3-5 trucks? .....6
- What is your average turn for your used truck inventory? .....7
- What is your average turn for your parts inventory?.....7
- How do you anticipate your business doing in 2017 compared to 2016? .....8
- What are your top five concerns right now?  
(Please indicate them in order. You may use each number only once.).....8
- What are your top concerns when it comes to selling USED trucks? Please rank your  
top three in order with 1 being your biggest concern. Use each number only once. ....9
- What are your top concerns when it comes to selling NEW trucks? Please rank your  
top three in order with 1 being your biggest concern. Use each number only once. ....9
- What is your annual sales volume for vehicle sales (new and used)? ..... 10
- How effective are the following marketing tactics at  
generating leads for used trucks, parts or service?..... 10
- Which of the following products do you subscribe to?..... 11



# Methodology

---

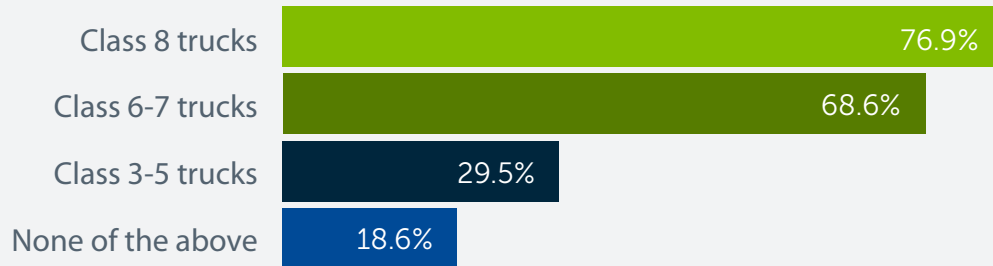
The following report examines the results of an html survey emailed to *Successful Dealer* subscribers in February 2017.

In addition to collecting general demographics, the purpose of the survey was to gather information from respondents about their concerns and outlook for their business in 2017.

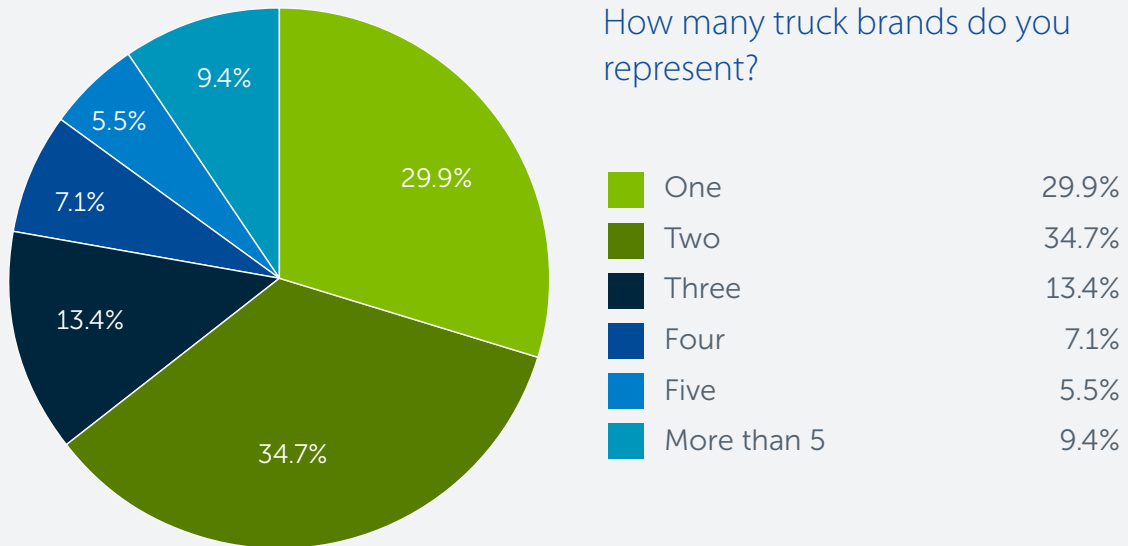
As an incentive to complete and return the survey, respondents were offered entry into a contest in which they could possibly win various cash prizes. A total of 156 respondents completed the survey.



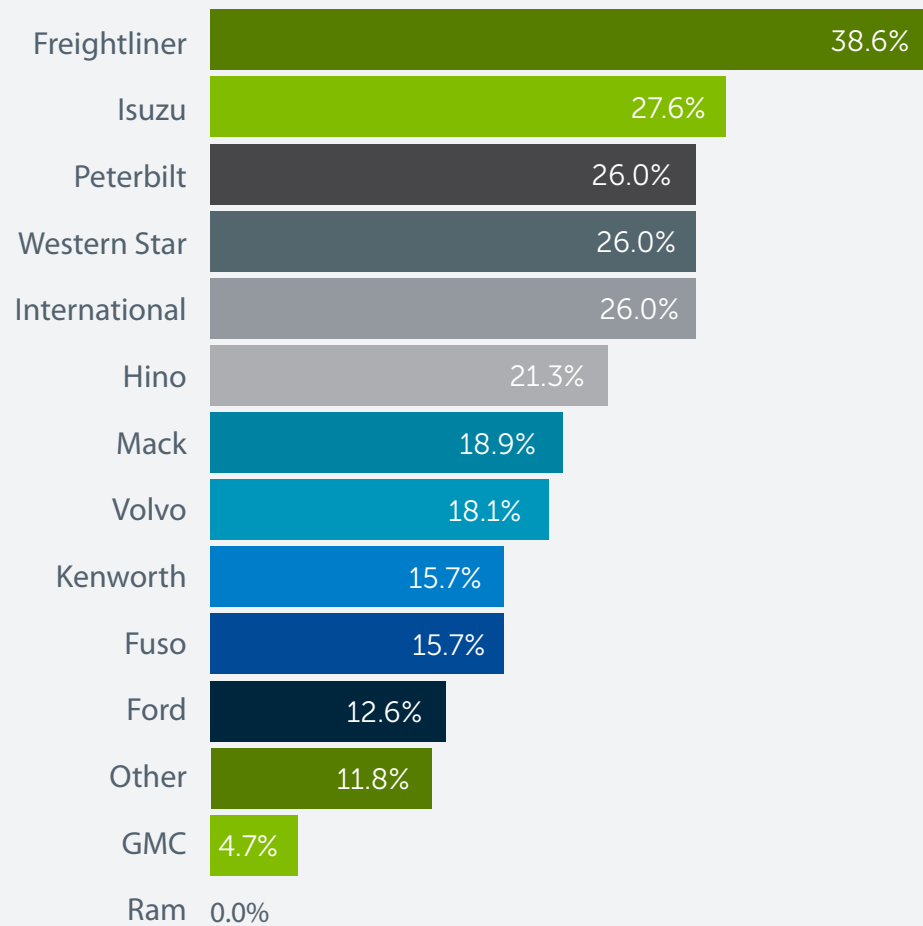
Which if the following do you sell?

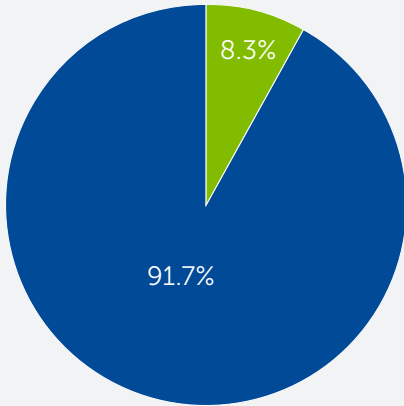


How many truck brands do you represent?



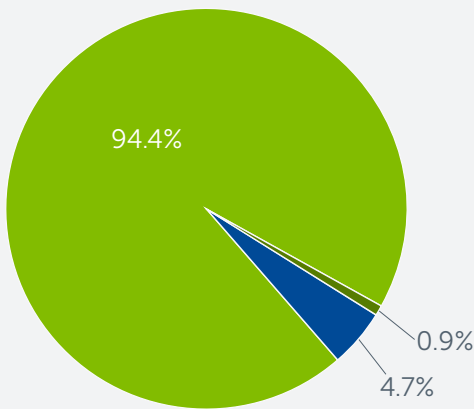
## Which truck brands do you represent?





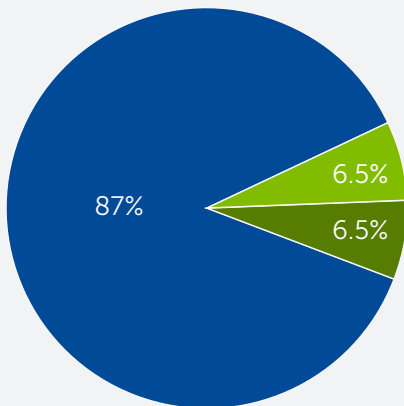
Do you sell new or used Class 8 trucks?

New only	0.0%
Used only	8.3%
Both new and used	91.7%



Do you sell new or used Class 6-7 trucks?

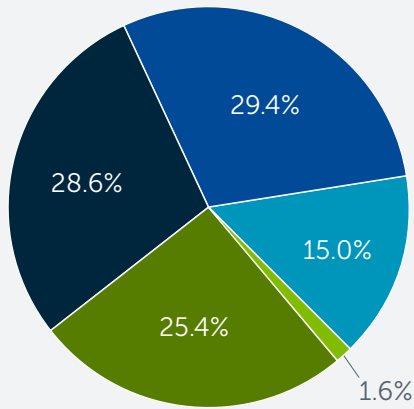
New only	0.9%
Used only	4.7%
Both new and used	94.4%



Do you sell new or used Class 3-5 trucks?

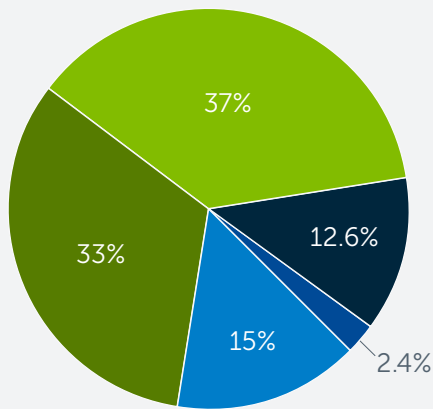
New only	6.5%
Used only	6.5%
Both new and used	87.0%





What is your average turn for your used truck inventory?

< 30 days	1.6%
30 to 60 days	25.4%
60 to 90 days	28.6%
90 to 120 days	29.4%
120+ days	15.0%

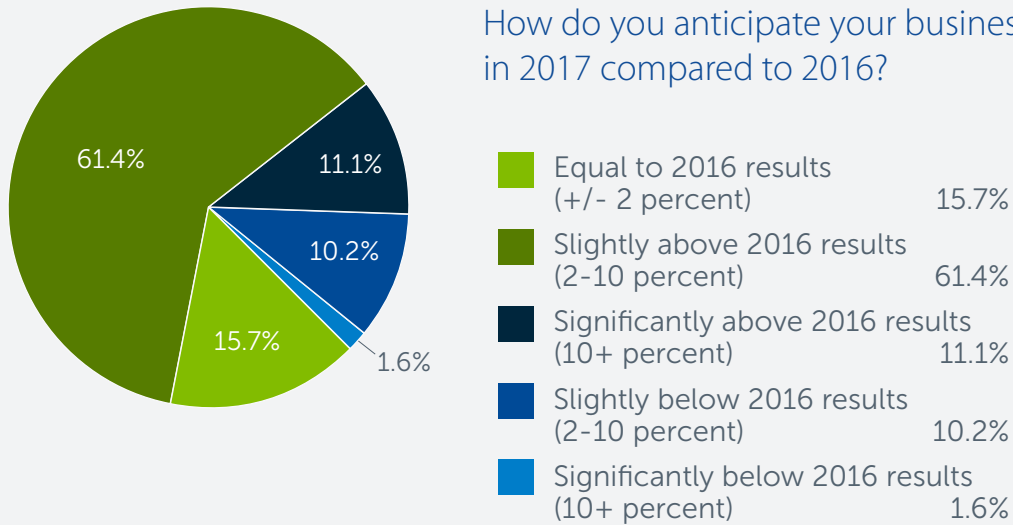


What is your average turn for your parts inventory?

< 30 days	15.0%
30 to 60 days	33.0%
60 to 90 days	37.0%
90 to 120 days	12.6%
120+ days	2.4%



## How do you anticipate your business doing in 2017 compared to 2016?



## What are your top five concerns right now?

(Please indicate them in order. You may use each number only once.)

1=Biggest concern	1	2	3	4	5
Political climate in Washington	12.7%	10.5%	8.8%	14.2%	13.3%
Labor availability/costs - sales and office associates	2.4%	4.0%	6.4%	8.3%	5.3%
Labor availability/costs - technicians	31.0%	17.7%	8.0%	8.3%	6.2%
Healthcare costs	4.0%	14.5%	9.6%	10.0%	4.4%
Freight demand too weak to drive sales	5.6%	8.9%	15.2%	9.2%	9.7%
Used truck market	19.0%	15.3%	10.4%	7.5%	9.7%
New truck market	10.3%	13.7%	9.6%	8.3%	9.7%
Competition from other dealers	4.8%	6.5%	9.6%	11.7%	12.4%
Regulations	5.6%	3.2%	10.4%	10.8%	7.1%
Taxes (such as FET)	0.8%	1.6%	4.0%	5.0%	8.0%
Energy costs	2.4%	0.0%	2.4%	2.5%	7.1%
Credit access/cost	0.8%	4.0%	3.2%	4.2%	6.2%
Other	0.8%	0.0%	2.4%	0.0%	0.9%





What are your top concerns when it comes to selling USED trucks?

Please rank your top three in order with 1 being your biggest concern. Use each number only once.

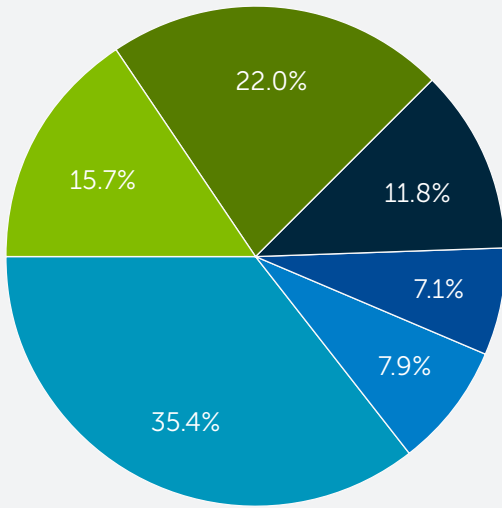
1=Biggest concern	1	2	3
Falling vehicle values	73.8%	15.4%	2.5%
Reaching potential customers	7.4%	21.1%	25.2%
Customer financing	4.1%	19.5%	25.2%
Managing used truck inventory	13.1%	25.2%	21.8%
Marketing/moving specialized vehicles	0.0%	12.2%	11.8%
Training sales associates	0.8%	6.5%	11.8%
Other	0.8%	0.0%	1.7%

What are your top concerns when it comes to selling NEW trucks?

Please rank your top three in order with 1 being your biggest concern. Use each number only once.

1=Biggest concern	1	2	3
Prices are too high	54.1%	18.8%	12.1%
Reaching potential customers	22.5%	32.1%	20.6%
Customer financing	8.1%	25.9%	22.4%
Calculating Federal excise tax	4.5%	4.5%	11.2%
Training sales associates	9.0%	18.8%	27.1%
Other	1.8%	0.0%	6.5%





What is your annual sales volume for vehicle sales (new and used)?

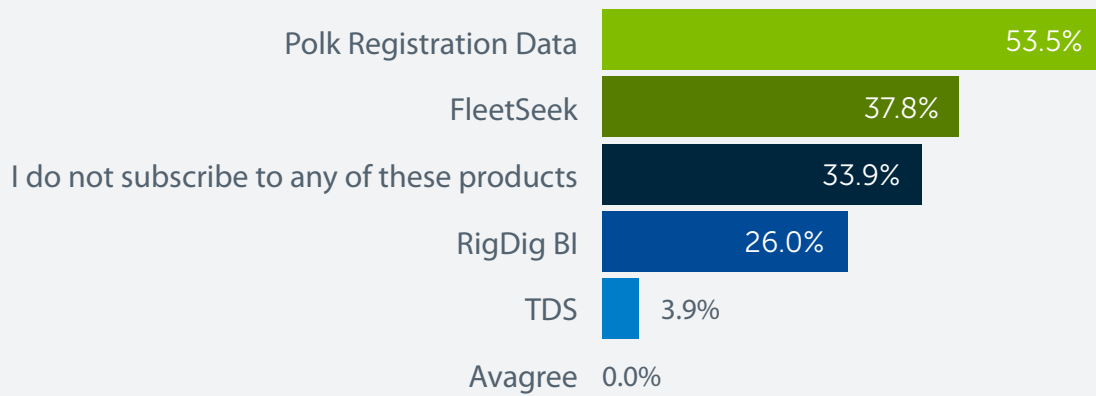
Less than \$5 million	15.7%
\$5,000,001 to \$15 million	22.0%
\$15,000,001 to \$25 million	11.8%
\$25,000,001 to \$35 million	7.1%
\$35,000,001 to \$45 million	7.9%
More than \$45 million	35.4%

How effective are the following marketing tactics at generating leads for used trucks, parts or service?

	Not effective at all	Not very effective	Somewhat effective	Very effective	I'm not sure
Organic search	4.7%	11.8%	44.1%	18.9%	20.5%
Paid search	11.0%	11.8%	40.9%	17.4%	18.9%
Social media	6.3%	16.5%	47.3%	19.7%	10.2%
Classifieds / trader publications	0.8%	9.5%	48.0%	38.6%	3.1%
Direct mail	11.8%	22.0%	43.4%	7.1%	15.7%



Which of the following products do you subscribe to?



© 2017 Randall-Reilly. All rights reserved.

Except as expressly authorized by statute or by a written permission from Randall-Reilly, no part of this publication (whether in print or electronic form) may be reproduced, distributed or transmitted in any form or by any means, electronic or mechanical, including photocopy, recording, scanning or typing in, without permission in writing from Randall-Reilly. Requests for permission to make copies of any part of this publication should be mailed to: Attn: Copyright Request, Randall-Reilly, 3200 Rice Mine Road NE, Tuscaloosa, AL 35406, USA.

For the sake of clarity, you may not copy this publication (or any portion of it) without our permission. For example, you cannot copy this publication (or any portion of it) for the purposes of distributing (handing out) copies, whether or not you give the copies away for free or for money. Also, the law prohibits taking our work and modifying it or manipulating it (such as rewording, rewriting, editing, incorporating with other material, etc.), and we request that you respect that right provided to us by statute. Should you have any questions, we encourage you to contact us.





 [randallreilly.com](http://randallreilly.com)  [/randallreilly](https://www.facebook.com/randallreilly)  [@randallreilly](https://twitter.com/randallreilly)

© 2017 Randall-Reilly. All rights reserved.