

“ADOPT a DEALER” PROGRAM

PURPOSE: To establish a close relationship and support between the WBCCI Units and the local Airstream Dealers in the Unit’s area with a win-win situation for both. The WBCCI Members need good Airstream Dealers near where they live and should be supporting those Dealers’ objectives of staying in business by making a profit selling Airstream Products and Services. The WBCCI Units should be supported by the Dealers by assisting the Unit in gaining Members and encouraging new Airstream Owners into our Club’s Way-of-Life.

REGION RECOMMENDATIONS & SUGGESTIONS:

1. The Region President and Vice Presidents should stop in and visit each Airstream Dealer and Service Center while traveling throughout the Region’s area.
2. Provide Region Funds for a bulletin board to be posted in an appropriate area of the Airstream Dealer’s facility. This bulletin board would have the latest copy of the Region Newsletter, local Unit Newsletter, Region Rally Flyers, etc.
3. Assist and coordinate Region/Unit participation at Dealer’s open houses, RV shows, and other special activities in answering general questions. Assure a complete understanding of the Unit’s/Region’s roles in relation to Airstream salesmen as price setters and negotiator in sales agreements.
4. Encourage Dealers to provide support to the Region Rally in the way of display of new Airstreams and the sale of Airstream Products, Parts, and Services.
5. Encourage Dealers to advertise in the WBCCI Blue Beret, Region and local Unit Newsletters and Rally Program Booklets.
6. Support the Dealers on the attached Dealer list in training salesmen about Airstreams and the WBCCI Way-of-Life.

ATTACHMENTS:

AIRSTREAM DEALERS in REGION’s AREA (developed by the Region President)

WBCCI DEALER SPONSORSHIP (from WBCCI in Jackson Center, OH)

UNIT RECOMMENDATIONS & SUGGESTIONS:

1. Select an Airstream Dealer from the attached Dealer list. Visit the Dealer at least once a month to check on Dealer needs and questions in regards to the WBCCI. Insure the Dealer has a supply of New Membership Packets from WBCCI Headquarters. The Unit, or the Dealer, may obtain these directly from WBCCI.
2. Update the Region/Unit bulletin board with current newsletters, photos, flyers, and brochures.
3. Provide public relations members to assist the Airstream Dealer at open houses, RV shows, and other special activities in answering general questions about Airstreams and the WBCCI Way-of-Life. Then refer potential customers to the Dealer's salesmen for Airstream prices and possible Airstream purchases.
4. Support the Dealer in training salesmen about Airstreams and the WBCCI Way-of-Life.
5. Encourage Dealers to advertise in the WBCCI Blue Beret, Region and Unit Newsletters and Directory.

AIRSTREAM DEALER RECOMMENDATIONS & SUGGESTIONS:

1. Provide the WBCCI Unit(s) supporting the Airstream Dealer through this program with the names and addresses of the buyers of new and used Airstreams, especially Airstream Owners that are not members of the WBCCI.
2. Request Unit and Region public relations members in the training of salesmen about Airstreams and the WBCCI Way-of-Life. The Dealer's salesmen retain responsibility for setting Airstream prices and negotiating the purchase of Airstream products.
3. Request select Unit and Region public relations Members in providing assistance for Dealer's Open Houses and other special activities by answering general questions about Airstreams and the WBCCI Way-of-Life. Then refer potential customers to the Dealer's Salesman for Airstream prices and a possible Airstream purchase.
4. Provide space for a Region/Unit bulletin board to display current newsletters, photos, flyers, and other information as furnished by the Region/Unit officers.
5. Provide Dealer Instructors for seminars/workshops at Unit and Region Rallies in the care and maintenance of Airstream Trailers and Motor Homes. Provide funds for Unit and Region Activities, Newsletters, Directories, Brochures, and Rally Booklets to advertise the Dealer's Airstream Products, Parts, and Services.
6. Evaluate the attached WBCCI Dealer Sponsorship Program and determine if becoming a WBCCI Dealer Sponsor is beneficial.