



**Distance  
Education  
Courses  
in Truck  
Selection  
and  
Application**

## PRECISION TRUCK SELLING Course II—Medium-Duty Basics

- **Lesson 1** Introduction to Market and Models: Truck Types and Terms, Your Model Line.
- Lesson 2** Gross Weight Rating Systems: GVWR and GAWR, Fundamentals of Weight Distribution.
- Lesson 3** Weight Distribution of Abnormal Loads, The How and Why of GAWR.
- Lesson 4** The Frame, Front and Rear Axles, Component Design, Ratings.
- Lesson 5** Tires, Wheels, More insights into GAWR.
- **Lesson 6** Springs, Shock Absorbers and Brakes: Effectiveness, Types, Deceleration and Weight Transfer.
- Lesson 7** Fundamentals of Performance: Torque, Horsepower, Power Curves, Fuel Efficiency.
- Lesson 8** Applied Truck Performance: Power Losses, Power Demands, Performance Prediction.
- Lesson 9 A/B** Transmission Functions, Mid-Speed Performance determinations, Choosing Transmission and Axle Combinations, Selecting Axle Ratios.
- Lesson 10 A/B** Diesel Engines: Pros and Cons, Application. Electrical Systems: Terms, Components, Selection, Emission Controls, Options and Accessories, Special Equipment.
- **Appendix** Tables & Data: Weights & Measures, Glossary of Terms, Dump Body Applications, Weight Distribution, Tire Capacities, Power Losses, Tire-Axle Combinations & Engine Speeds.

## Train with Truck Marketing Institute

Graduates of TMI are confident in their product knowledge and ability to meet the requirements of the toughest applications and the most demanding fleet buyers.

Since 1964 more than 63,100 graduates of TMI have been trained in truck selection and application: How to spec trucks—the meaning of the terminology, the intricacies of the product, and how to interpret and compare specifications.

## The Goal: Sales Professionals

TMI is a great way to expand and improve your sales force. Get new truck personnel up-and-running in a short time, and provide continuation training for truck specialists who need to stay ahead in a changing world.

## Gain Product Knowledge

A part of the Precision Truck Selling course focus is truck fundamentals and procedures for truck selection and application. Another part is learning and applying product knowledge gained from your data source—online, disc, or print based manufacturer's data book.

## The "Classroom" Comes to the Student

TMI students make the best use of their time. Correspondence courses allow them stay on the job while completing flexible, self-paced training. The 10-lesson Course II can be completed in as little as 45 hours of study time. Every student is a "class of one," tutored expertly by a TMI instructor, who critiques the achievement test following each lesson. Test scores are often returned within a business day after the test arrives at TMI by fax, email, or prepaid envelope.

The make specialized courses include everything except the factory data book. Our "General" version of Course II includes a Truck Index for product information—no factory data source is required.

## Enrollments and Tuition

Enroll employees any time throughout the year. Course II is a vital investment in medium-duty truck knowledge and the cost is reasonable—with no travel time or added expense.

Business sponsored enrollments are treated as company property. If an active course is not completed for any reason, the value of the "unused" lessons can be credited to enroll another employee.

**Your Satisfaction Assured:** Get a full refund if you are not satisfied. Simply return unused course materials within 30 days and we will cancel the invoice.

## A Full Line of Precision Truck Training

We offer courses to cover the entire truck spectrum. Each stands on its own—they don't have to be taken in sequence.

### I COURSE

**Course I** is a great starter course for Chevrolet or GMC light truck sales personnel. This five lesson make-specific course provides product and technical training in every aspect of light trucks.

### LT-2 COURSE

**LT-2: Light Truck Essentials.** Provides advanced training, ideal for Class 1-5 commercial and fleet work. Our TMI created Shadow line of trucks serve as precise examples for technical explanations, fully representing the current mix of Class 1-5 trucks sold in North America.

### II COURSE

**Medium Truck Basics.** Excellent introductory course to gain medium-duty truck knowledge. Course II is available in Ford and International specializations to provide extensive product and data book training. Also available in a non-make specific version, this General course is ideal for fleet/leasing/purchasing personnel.

### III COURSE

**Heavy Duty Models.** For sellers of heavy trucks, Course III is the complete "how to" training on spec-ing out both straight trucks and also tractor-trailer combinations.

### IV COURSE

**Mid-Range Diesels.** Class 5-6-7 diesel market is the focus in Course IV. Great follow-up to Course II, ideal for anyone selling or purchasing these vehicles.

## Enroll Today!

Truck professionals start with enrollment in TMI courses! Use the enrollment application and mail or fax to (805) 684-2868. Or call our Registrar at (805) 684-4558, or **toll free at (800) 447-1251.**



**Truck Marketing Institute** ■ 1090 Eugenia Pl. ■ Carpinteria, CA 93013  
Tel: 805-684-4558 ■ Fax: 805-684-2868 ■ www.tmitraining.com



# Precision Truck Selling Enrollment Application

**ENROLL BY PHONE, FAX, OR MAIL**

Call Toll-Free **800-447-1251**

TO: Registrar, Truck Marketing Institute  
Please enroll and train the following employee(s) as stated in the TMI Enrollment Agreement (below).

Total: US\$ \_\_\_\_\_ payable to: Truck Marketing Institute

Invoice my company; payable in 30 days.  
Purchase Order Number: \_\_\_\_\_

Check/Bank Note enclosed, less 2% prepaid discount.

Payment by Credit Card:

VISA  MasterCard  American Express  Discover

CREDIT CARD NUMBER \_\_\_\_\_ / \_\_\_\_\_ EXPIRATION DATE

NAME ON CARD \_\_\_\_\_

CARD HOLDER'S SIGNATURE \_\_\_\_\_ DATE \_\_\_\_\_

Tuitions Effective January 1–December 31, 2020

|            | USA or Canada | Other Countries | 2020<br>TUITIONS<br>IN US\$ |
|------------|---------------|-----------------|-----------------------------|
| Course I   | \$ 375        | \$ 410          |                             |
| LT-2       | \$ 395        | \$ 430          |                             |
| Course II  | \$ 695        | \$ 740          |                             |
| Course III | \$ 825        | \$ 905          |                             |
| Course IV  | \$ 795        | \$ 855          |                             |

Mark below to include optional Compact Disc with an Acrobat PDF eBook version of our textbook with the enrollment, add \$30. NOT available for Course II.

• Courses II & III available in non make-specific General versions—product data source is not required— does require Truck Index, add \$40 per enrollment—Check box below.

| TMI USE   | Source    | Date Enrollment Accepted |
|-----------|-----------|--------------------------|
| Bank      | Check #   | \$                       |
| Registrar | Invoice # | \$                       |

| Please typewrite or print |                          |                |               | Check Courses Wanted     |                          |                          |                          |                          |
|---------------------------|--------------------------|----------------|---------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| Mr.                       | Ms.                      | Enrollee Names | Email Address | I                        | LT2                      | II                       | III                      | IV                       |
| <input type="checkbox"/>  | <input type="checkbox"/> | _____          | _____         | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
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| <input type="checkbox"/>  | <input type="checkbox"/> | _____          | _____         | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

**TUITION DISCOUNT: Enroll five or more and deduct \$15 per student. For details, call our toll-free number.**

Yes, we would like \_\_\_\_\_ copies of the optional \$30 "eBook" version of the TMI textbook(s), in addition to the printed copy. NOT available for Course II.  
Company / Dealership \_\_\_\_\_

Please send General course with Truck Index, add \$40 per enrollment. Required for students without medium-duty (Course II) or heavy-duty (Course III) product data information.

|   |   |   |
|---|---|---|
| Mailing Address _____                       | Sponsor's Name and Title (please print) _____ | Field Office Location (if Applicable) _____ |
| City _____                                  | Sponsor's Email _____                         | Dealer Code and Make _____                  |
| State / Zip Code (Province/Mail Code) _____ | Sponsor's Signature and Date _____            | Telephone _____                             |

## Enrollment Agreement

**PREREQUISITES.** Sponsor affirms that enrollee has a functional knowledge of English and arithmetic. Enrollment is intended for purposes of professional improvement.

**TUITION.** Includes a registration fee of US\$80 for LT-2 and Course I; US\$120 for Courses II, III and IV plus any TMI furnished textbook(s), California sales tax, grading services, revisions during the enrollment term, two-way postage for US and Canada enrollments and proof of successful completion for each qualified graduate.

**PAYMENT.** Tuition is payable with application or within 30 days of invoicing, or this agreement will be nullified and students disenrolled. TMI is not part of any tuition agreement between sponsor and named student.

**TEXTBOOKS.** Textbooks are for named student only. Unauthorized reproduction or reuse of the materials in any manner is prohibited.

**TRANSFERS.** Active status enrollment may be transferred with a charge based on the current tuition minus credits for unused exam services and the original textbook (if retained by sponsor).

**ENROLLMENT TERM.** Enrollment term is six months for LT-2 and Course I. Twelve months for Courses II, III and IV.

**INACTIVE STATUS.** Expired enrollments become inactive, but may be reactivated at no charge upon receipt of next exam.

**EXPIRATION.** Expiration notice will be sent to the sponsor prior to the end of the enrollment term. Course may then be extended, put on inactive status, transferred or held open for transfer to another employee.

**CANCELLATION.** Thirty calendar days or less after this application is signed, the enrollment may be cancelled and no tuition will be charged.

Beyond thirty calendar days after the application is signed (and before end of the enrollment term) the course may be cancelled and a refund requested. Refund is a percentage of refundable tuition and is based on the percentage of exams completed (see table below). Refundable tuition is the original tuition minus the registration fee.

| Percentage of Exams Graded | Percentage of Refundable Tuition |
|----------------------------|----------------------------------|
| None .....                 | 100%                             |
| 10% .....                  | 90%                              |
| 11 to 25% .....            | 75%                              |
| 26 to 50% .....            | 50%                              |
| 51% or more .....          | None                             |

**CONFIRMATION.** Party responsible for tuition payment will receive a copy of the accepted Enrollment Application.