



Distance  
Education  
Courses  
in Truck  
Selection  
and  
Application

## Train with Truck Marketing Institute

Graduates of Truck Marketing Institute 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 63,275 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

Our distance training 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 & 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

Our students make the best use of time and place. Distance learning courses allow them to stay in place while completing flexible self-paced training. The 10-lesson Course II can be completed in as little as 45 hours of study time. An assigned instructor tutors each student as a "class of one," and critiques the achievement test required for each of the 10-lessons. Test scores are often returned within a business day after the completed exam arrives by email, fax, or return 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.

## 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.

## A Full Line of Precision Truck Training

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

### I COURSE

**Course I:** 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 created Shadow line of trucks serve as examples for technical explanations, representing a 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 graduate with Truck Marketing Institute! Return the application by: mail, or email to [rob@tmitraining.com](mailto:rob@tmitraining.com), fax to 805-684-2868, or call us at 805-684-4558, or 800-447-1251.



# Truck Marketing Institute

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Email: rob@tmitraining.com ■ Fax: 805-684-2868 ■ Tel: 805-684-4558



# Precision Truck Selling Enrollment Application

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

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, 2021**

	USA or Canada	Other Countries
Course I	\$ 375	\$ 410
LT-2	\$ 395	\$ 430
Course II	\$ 695	\$ 740
Course III	\$ 825	\$ 905
Course IV	\$ 795	\$ 855

**2021  
TUITIONS  
IN US\$**

**Mark below to get the additional \$30 Acrobat eBook version of our textbook with the enrollment. Available on CD or by Email. 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				
Enrollee Names	Email Address (may be used for delivery of content)	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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**EBOOK ETEST**      **SELECT AT LEFT OF NAME FOR ELECTRONIC DELIVERY OF TEXTBOOK OR TESTS — STANDARD FORMAT IS PRINTED**

**Yes, we would like \_\_\_\_\_ copies of the optional \$30 eBook (Not Available for Course II).**  
Check above by name to have material emailed.

**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.

**Company / Dealership** \_\_\_\_\_

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

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

## 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.