

THE TRANSREP Newsletter

Fresh Solutions for the Transportation Industry



A Monthly Newsletter

July 2012 - Volume 1 - Issue 1

Inside Transrep Inc.

Transrep may seem like a couple of good old boys, but it's the knowledge that puts Transrep on the map.

Client Profile

Manheim and Transrep Inc working together to make splash for sales in the Owner Operator market.

Featured Article

Transrep gets your company on the map with social media. Unless you have been in a cave social media is the way to get your company noticed. Learn more how Transrep can help.

Transrep Team Profile



Meet the newest Transrep Team member, Mr. Jeremy Drumm

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Upcoming Events

Check out some of the transportation related events in your area.

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They may be two good old boys, but they make a powerful team!

By Ray Haight

Welcome to our first newsletter; we are very excited to have a way of featuring our product line to the trucking community. Since the inception of Transrep Kim and I have been excited and engaged with all the products and services that we have been exposed to. As we progress in the building of our business we have switched gears from that of trying to attract products and services that we feel have value to the industry to

having folks search us out to represent them. The best way to build a business is word of mouth, always!

We are more recently joined by our new addition to the company, our National Sales Representative Mr. Jeremy Drumm. Jeremy is new to the industry and we are having a good time trying to keep up with this quick learner and sharp man.

You will see some of our products showcased in this inaugural newsletter and we are thrilled to have a line up that we feel is as good as it gets in their respective sectors.



Kim Richardson & Ray Haight

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TRANSREP

MANHEIM
Heavy Truck
and Equipment
AUCTIONS

On Site Recruiting
TST Truckload Express
Come join our Team!

First Thursday of EVERY Month!

Two good old boys continued.....

We have been hard at it with Manheim Truck Auctions. Just last week we had the first auction for the New Manheim during which 225 pieces of equipment were offered to dealers and owner operators. Manheim will have a monthly auction the first Thursday of each month and this event will get bigger and better as time moves on.

We have been working closely for some time now with Revolution Oil. This product is very interesting to us as it proposes to be able to stretch out a gallon of fuel for an additional .3 to half a mile per gallon. This is not a new concept as many products make the same claim. The difference here is in the formula for the product. This formula will give companies oil sample analysis for their fleet, you simply take an ECM reading from your last drop of oil, run their product for 40,000 kms take the ECM reading again and check for half the savings in fuel cost. If that isn't sticking your neck out in the belief of your product I don't know what is. The product is currently being tested at <http://pit.fpinnovations.ca/Pages/home.aspx>, if you can't wait for the results.

Another showcase product that has taken off for us is our Social Media offering, we have closed a

number of companies successfully and we have many in the cue waiting for attention. We have one of the best back room people in the industry in Mr. Bruce Outridge, Bruce is an ex-trucker with a love for the industry and a wealth of knowledge concerning the industry. Whether you want us to simply build the package or populate the individual elements with industry pertinent content, we can do it and do it right. Check our own site out at www.transrep.ca

Our pledge to our customers is that we will never bring any product or service that we have not fully vetted for quality and value. I hope you enjoy the rest of our newsletter.



Transrep Helps Manheim Toronto Launch New Truck Auction Series

By Kim Richardson

Manheim Truck Auctions A Great Place to Purchase Your Next Truck

The "new" Manheim Truck and Equipment auction got off to a great start in June, offering both buyers and sellers great opportunities.

Manheim officials confirmed that there were 225 items for auction – many of these were class 8 tractors. There were approximately 200 who attended the launch of the "new" Manheim Truck and Equipment Auction. The attendees were treated to appetizers in the lanes and the opportunity to enter into a draw for \$500 cash and a pressure washer.

Drew Ferguson, assistant General Manager of Manheim said, "You could feel the energy in the auction arena. Dealers and Owner Operators can't wait for the next Heavy Truck and Equipment Auction on July 5th, starting at 10 am."

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Manheim Continued

The “new” Manheim Truck and Equipment Auction is offering some great incentives for both the buyers that are purchasing equipment and the sellers that are moving equipment. Here are some of the highlights:

- Buyer's fee 5% Public and Owner/Operators
- Seller's fee 4%
- Reserve bids on all equipment
- Sellers collect money the day of the sale
- On-site reconditioning
- On-site de-identification
- On-site licensing / On-site financing

One of the biggest changes the “new” Manheim Truck and Equipment Auction made is opening the auction to the public so Owner Operators can attend. Another change that has taken place is the opportunity for carriers to set up a recruiting table for their company. At the first auction, TST Truckload Express of the Transforce Group was on hand offering up information on contract employment with their owner operator fleet.

The “new” Manheim Truck and Equipment Auction has partnered with TransRep Inc. to grow the auction and help align and recruit buyers and sellers. Watch for these 2012 auction dates on page 6.

For more information on the “new” Manheim Truck and Equipment Auction, buyers and sellers can contact Drew Ferguson at 1-800-667-4656 x 2310.

Power Up Your Social Media with Transrep Inc.

By Jeremy Drumm

At TransRep we offer customized Social Media programs to trucking fleets, OEM's, allied trade partners and many more companies in the trucking industry.

You can pretty much swing a dead cat and hit someone that is talking about Social Media in trucking these days. If you have picked up Truck News or attended any number of TCA and OTA functions recently then you have seen a seminar or advertisement regarding Social Media in trucking. Why is that? Well let's first note that what they are really talking about is the move towards businesses taking advantage of Social Media platforms to market and grow their companies. This is not new to trucking but more so new to all businesses. In just recent months we have begun to see Facebook, Twitter and LinkedIn all over the TV, billboards, and websites of companies like Coca-Cola, General Motors, IBM and many more.

The corporate community has grabbed a firm hold of Social Media and begun to make its own stream of marketing, sales and interactive communication that is the modern day equivalent of an online trade show, an industry convention, a full-page ad and staff meeting rolled into one. A business identity through Social Media is the new 'website' of today. Imagine just over 15 years ago when someone told you that your company HAD to have a company website....yah, right!

Who jumped on that little trend called the World Wide Web?

Fast forward to 2012 and the New York Times declares that if your company doesn't have a Facebook Business Page, you're not online!

So why so much talk about Social Media in trucking? Simply put, the fit is perfect.

Trucking doesn't have a UPC or a fancy package or a celebrity spokesperson. Trucking is a fraternity, it's a community and an industry that is widespread yet closely connected at the very same time. On top of that, technology has never been more prominent to truckers - EOBRs, iPhones, BlackBerry's and laptops are the norm for every employee at every trucking company.

Social Media is an amazing fit for trucking - Connect with your customers, market your services, recruit drivers, embrace your culture and grow your business through interactive up to date messages with electronic newsletters and blogs that are all linked to Facebook, Twitter, YouTube and LinkedIn.

At TransRep we have 75 years of combined experience in the transportation industry and we have a cutting edge Social Media package that is professionally built. Our service is the only Social Media program **designed for trucking by truckers!**

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Fresh Solutions for the Transportation Industry

*Meet
Jeremy Drumm
Transrep Inc.*



Social Media Continued...

Social Media powered by TransRep can offer the following:

Customized and branded Social Media pages across all key platforms. Facebook, Twitter, LinkedIn, Youtube, and a Custom company blog branded and cross-linked to all other platforms!

Custom 4 to 5 page company newsletter to drive activity through your network! Social Media Management Packages can provide content and up to date efficacy reporting!

For more information call Jeremy Drumm at TransRep Inc. 905-906-7307

Meet Jeremy Drumm

Jeremy is the newest member of the TransRep team and fills the role of our National Sales Representative. He comes from a strong background of sales, logistics, and business management which allows him to bring a vast amount of experience and fresh eyes to the transportation industry.

Jeremy's core experience consists of over 10 years managing product and business sales cycles with some of Canada's largest retailers such as Walmart, Loblaws, Home Hardware, and Staples to name a few. Jeremy has

worked in sales roles with companies like The Shandex Group, Trends International, and Hitachi Power Tools. On top of that experience lies his real strengths...people and relationships. Jeremy knows that to be successful his customers need to be successful first and that trust is the most important factor in any business relationship.

With a small town attitude and big business experience Jeremy is a perfect fit at TransRep. He lives in Caledonia Ontario with his wife and two boys. Jeremy coaches youth hockey and spends his leisure time with his family and friends, golfing, playing hockey and baseball.

Fleets, Dealers - Take the



Challenge

Buying and selling trucks just became
seriously simple and cost effective!

Manheim		Others
4%	Auction Commission	11%
CASH	Seller's Payment Terms	21 DAYS
YES	Reserve Bids	NO
ON SITE	Full Reconditioning	OFF SITE
YES	De Identification	NO
YES	On Site Licensing	NO
ON SITE	Financing	NO
YES	Monthly Auctions	NO

Try us on at the July 5th Auction
Doors Open at 9 am,
Sale Time is 10 am sharp

1-905-275-3000
8277 Lawson Road, Milton, On L9T 5C7



TRANSREP
TRANSPORTATION REPS

Upcoming Events in the Transrep Community

Manheim Truck Auction – July 5, 2012 – www.manheim.com

Find out How Transrep Can Grow Your Business
(Go to Meeting Teleconference –Thursdays at 10am – Call 905-512 -0254 for more details)

Manheim Truck Auction – August 2, 2012 – www.manheim.com

Manheim Truck Auction – September 6, 2012 – www.manheim.com

Transrep Inc Newsletter

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