

Heavy Duty Marketing & Sales Forum

The Heavy Duty Marketing & Sales Forum is a forum for Sales and Marketing Executives to discuss business trends, market forecasts, customer topics, technology trends and gain insights from OEMs, fleets and dealers as it relates to OEM and aftermarket sales.

Discussion Topics Include...



How's Business Roundtable...

The most popular portion is an open discussion about current business topics led by forum members on topics such as: branding, forecasting, digitalization, recruiting, etc.



Advocacy Update...

MEMA's Washington D.C. office gives a regular update on topics in Washington and how members can help guide policy



Business Trends...

Recently HDMSF has heard from leaders in the EV space to understand the impact on the market. Additionally, there has also been topics around digitalizing aftermarket product information for HD distributors



Customer Updates...

Frequently speakers from truck OEMs, trailer OEMs and aftermarket distributors come to speak and discuss their outlook for the future

Council Perks

Discussion & Networking

Insider Insights to Trends

Advocacy

Council Benefits

-  Insights to latest market developments from experts
-  Learn how to become involved in Advocacy work
-  Develop insight to incorporate new tools & technologies

Contact us today to learn how you can participate.

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