



Show & Tell

The WIT Club Show & Tell Program has proven to be very beneficial to the club or chapter and the dealer. The program uses WIT Club members to create a promotional event at the dealership. WIT Club members meet prospective owners at the dealership and give them a credible presentation of the pleasures of motor homing and the wonderful lifestyle they enjoy as WIT Club members and owners of Winnebago products.

WIT Club members will be on the dealer lot to explain and “sell” the RV lifestyle, such as:

- Sharing RV & Travel Tips
- WIT Club Membership and it’s Benefits (including joining their state club or local chapter)
- Why Buy a Winnebago Product
- Why Join the WIT Club

Members who “work” the Show & Tell, normally bring their motor homes to the dealership for display and stay at the dealership during the designated times to greet and visit with the potential new owners and future WIT Club members. During a Show and Tell members are not there to sell motorhomes, but rather to work with the dealer and be ambassadors for the RVing lifestyle, to introduce visitors/customers to the benefits of belonging to the WIT Club and to introduce visitors/customers to the local chapters and/or state club and their activities.

Once a Show & Tell has been scheduled with the dealer, information regarding the event should be emailed to Heidi Fedders at the WIT Club Office (hfedders@wgo.net) including: the name of the participating club/chapter, a contact name & number/email, dealership name & phone number, and dates and location of the Show and Tell. Upon receipt of this information the club/chapter will receive a banner for display at the Show and Tell, extra copies of the recent *WIT Club News* magazine, and WIT membership pamphlets to share with prospective members at the event.

After the Show & Tell, the club/chapter should submit an article and photo(s) for the *WIT Club News* magazine to Brynn Daniels (bdaniels@wgo.net).

The club or chapter may approach the local dealer and ask if they would be interested in doing a Show & Tell. The WIT Club Area Representatives work with Winnebago Industries’ dealer network. The WIT Club Area Representative may ask the dealer to contact the club or chapter in their area.