



# ASK TORY

Tory Hornsby  
EVP



To have a question featured in an upcoming article, email [marketing@powersportsmarketing.com](mailto:marketing@powersportsmarketing.com)

## Are other dealers across the country as slow as we are right now?

I've received a few phone calls from dealers as of late asking how other dealers across the country are doing. Of course, these calls seem to happen more often in the off season. As I often joke, no matter how hard we try to avoid January in the motorcycle business it ALWAYS seems to happen, every single year.

We're never going to get rid of January, so we must learn to overcome it. While it's probably never going to be one of your best months (unless you're a snowmobile dealer, or you're located in a hot climate), you can still drive in customers and prospects, increase year-over-year sales and be more profitable.

And it's not just January. It's no secret that 2018 was a very lackluster year for many dealers, but many dealers DID grow. In fact, a good percentage of the PSM clients I've spoken with had decent growth in 2018. What's the difference? There are a million intricacies for every dealer, every market (and even more excuses) of why their dealership is different and didn't grow. But if we strip away all the B.S. it comes down to having fewer customers spending less money.

On a side note, I get a chuckle every time I hear a dealer say, "But we're different." Of course they're different! Every dealer has a unique market area and distinctive challenges. In fact, if you didn't grow in 2018, I'm sure you could name the reasons why... the entire powersports industry was down; your market area is depressed; factories laid off workers; the government shut down; the price of (fill in the blank) was up/down, etc.

The list of reasons goes on and on and the thing is, your reason is probably correct! Still, my response regardless of the reason/excuse is... what are you going to do about it?

Back to stripping away the excuses... if you didn't grow last year it was because less customers did business with your dealership and/or your annual customer value was lower than the previous year. Period. How are you going to get more customers to do business with you and increase average customer value for 2019?



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Founder & CEO

# GROW NEW CUSTOMERS AND INCREASE RETENTION WITH FOCUS

ULTRA  
MARKETING  
MACHINE  
NEWSLETTER  
.....  
ISSUE #113

I once read of a grizzled veteran salesman on a flight home from 2 days of sales training complaining that he'd just been forced to listen to 365 different ways to close a sale, when all he needed was one – that worked.

With the New Year upon us, as is normal and customary, my wife and I are dabbling with a multitude of diet and exercise choices. Nowadays you can get an app for everything imaginable. Jump Rope, Boxing, Cycling, Running on a Treadmill, just to name a few. Our Comcast cable provider has on demand videos where you can talk into the remote: "Weight Training," "Pilates," "Cardio," "Yoga," etc. and you immediately have workouts playing right in your living room.

If you're looking to diet you can go Paleo, Atkins, South Beach, Vegan, Weight Watchers, Nutri-Systems and more. You can track your calories with Lose It! or a dozen other calorie and nutrition counters. Heck, you wanna be like Tom Brady you can do the TB12 method.

Whether you're trying to close a deal, or get fit, the choices can be overwhelming. I kinda feel like that old salesman, if I'm ever going to get back below 200 pounds, I just need one program that's going to work for me. And an app isn't going to help me get my ass out of bed at 5:30am.

So much of success and productivity, personally and in business, is about focus. It's about narrowing and eliminating choices, not adding more and more bright shiny objects. Water, when focused enough can cut through steel. If you put a piece of paper on hot asphalt, nothing will happen. But if you put a magnifying glass in between the sun and that paper it will burn a hole through it. That's the energy and power of focus.

Unfortunately, in the absence of focus we often become loyal to activity masquerading as accomplishment.

Your dealership's marketing is very similar. With the never-ending and ever-growing plethora of media choices it's easy to get overwhelmed and confused. And if you listen to your

sales people, you should be doing it all. But that's just flat wrong.

You can dabble in a little bit of Facebook, Instagram, Twitter, YouTube, and so on and get zero traction, or you can focus on the fundamentals and have the discipline to stick with your plan, and you'll get game changing results.

I should know, I made every expensive marketing mistake in the book in my Dealership days. And while I may have grappled with my fitness discipline in recent years, I have not wavered on my commitment to disciplined and focused marketing, which is why here at PSM we've experienced growth every year since our founding in 2004.

The first lesson I learned is that my CPA has no idea what my number one asset is because it doesn't show up on my balance sheet. It's our customer list. If we can grow our number of active customers each year, we can experience Predictable Growth.

And your dealership is no different. That's why for 112 straight months of producing this newsletter our goal has remained the same. To educate dealers on proven marketing best practices so they can sell more units and make more money.

Your goal is not only to grow your customer list each year, it's to increase the frequency of visits from past and present customers. The most likely person to give you money in the future is someone who has given you money in the past.

This is why capturing accurate customer data is so important. When you get their first name, last name, email, phone number and snail mail address, you have the most reliable way to communicate compelling and relevant messages in a 1-to-1 manner to your most receptive target audience via the most affordable media. Yet so many dealers take their past customers for granted, don't market to them, and waste all of their budget on the latest greatest digital wizardry going after new blood. Wide and shallow, rather than narrow and deep. Meanwhile, your customers haven't heard from you

in months, or years, and get a feeling of indifference. They think, "Might as well order my next leather jacket online rather than ride over to my local dealer on my lunch break. Those guys don't really notice my business anyway. Maybe shop around for a few prices on my next new bike rather than go to my favorite trusted dealer."

Once you've allocated the proper resources to your existing customers to increase their annual value, NOW it's time to develop a plan to go after new customers to grow your list. First things first is your online reputation. Do you have a pro-active solution in place to consistently acquire positive reviews so you are boosting your online presence and burying those few negative reviews written by unreasonable customers?

If not, every penny you spend going after new customers can be undermined because new customers are going to always research you online prior to buying.

Our Local Web Dominator product has produced over 150,000 verified reviews from real customers for Powersports dealers. It also provides you with a kick ass Firestorm email platform to increase the frequency of visits from your regular customers. Want new customers, we can bolt on Google Ads and Facebook Advertising.

Our Sharp Shooter program includes Direct Mail to your house list for retention, and an optional sourced list for new blood. It also includes email, Facebook, and the telephone.

Our "Done for You" products have been built with a FOCUS for Predictable Growth for your dealership without all the clutter and without breaking the bank.

To quote Jim Rohn: "Massive Action on a few initiatives beats diluted action on too many."

Contact us today at [www.powersportsmarketing.com](http://www.powersportsmarketing.com) or at 877-242-4472.

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### IN THIS ISSUE:



**DIGITAL  
MARKETING:  
One-Two Punch?**  
We've been doing it  
for years.

Page 3

**REVIEWS & RANKINGS  
LOCAL STAR:**  
Brian M.  
Contra Costa Powersports

Page 4



**ASK TORY:**  
Are other dealers across  
the country as slow as  
we are right now?

Page 8



**HUNTER'S MOON HARLEY-DAVIDSON®**  
LAFAYETTE, IN  
Page 5



**WOLVERINE HARLEY-DAVIDSON®**  
CLINTON TWP, MI  
Page 6

### CASE STUDIES:





with Marketing Automation

## Send Kick@ss Emails in minutes!

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themes

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[www.PSMMarketingDemo.com](http://www.PSMMarketingDemo.com)



## DON'T JUST TAKE OUR WORD...



PSM Marketing has done a great job in making the transition from DealerSpike to Firestorm Websites fast and easy. The website looks great; we are also big fans of the back-end interface. I've been able to cut my time spent with inventory upkeep almost in half, which opens me up for other important tasks around the store. Very pleased with the results so far! Jessica Hopper has been amazing at supporting our team. It's clear we are working with a professional who cares and understands her clients well. Thank you, Jessica for all that you do!

JORGE B.



I CAN APPRECIATE JOHN, HE HAS BEEN QUICK TO ANSWER ANY QUESTIONS WE HAVE REGARDING THE SYSTEM OVERALL. HE IS TIMELY WHEN WE EMAIL HIM. THANK YOU JOHN FOR ALL THE HELP!

BRITTANY D.



Heather does a wonderful job creating artwork for our campaigns. I asked for a rather difficult graphic that combined two events into one image with lots of detail and requests. Heather did an amazing job including everything that I asked for in a very tasteful way and still managed to find a way to make all of the details individually stand out without making the graphic look too cluttered or overwhelming. Thank you, Heather!

BRITTANY G.

### OUR MISSION:

To enrich lives by providing  
powerful turnkey marketing,  
so people, businesses and  
our economy can thrive!

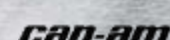
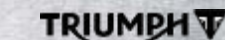
Where there is  
no vision, the people  
perish.

PROVERBS 29:18

- 1 PERSONAL RESPONSIBILITY AND ACCOUNTABILITY**  
"DO WHAT YOU SAY YOU'RE GONNA DO."
- 2 W.G.M.G.D.**  
WHAT GETS MEASURED GETS DONE
- 3 ATTITUDE = 100%**  
1+20+20+9+20+20+4+5 = 100
- 4 COMMITMENT TO TEAMWORK AND SYSTEMS**
- 5 DEDICATION TO CONTINUAL IMPROVEMENT IN BUSINESS AND LIFE**



- Google Analytics IQ
- Shopping Advertising
- Search Advertising
- Mobile Advertising
- Video Ads
- Display Advertising
- Google Tag Manager







**Eric Pedretti**  
Sales Director

# SHARP SHOOTER CASE STUDY

WOLVERINE HARLEY-DAVIDSON®

predictablegrowthformula



## Dealership:

What began as a dream for two businessmen in 2001 is now 42,000 square feet of Harley-Davidson reality. Owner and Operator, George de la Nuez opened up the largest H-D dealership in Southeast Michigan less than ten months later. The two-story, red brick structure recalls the historic Milwaukee Motorcycle Factory with its limestone details, metal overhangs and large glass windows. Having experienced the culture of this amazing dealership first-hand, the only thing better than the facility is the staff. Spend 15 minutes in this dealership and you'll leave feeling like family. That dedication to their customer base has paid off. Fast-forward to 2019, not only have they been awarded a Platinum Bar & Shield, but they've also won the Powersports Dealer Locator National Dealer of the Year Award for the 5th straight year!

## Solution:

Solution: Wolverine Harley has consistently invited between 5,000-10,000 past customers into their dealership twice per month for a Sharp Shooter Event: rain or shine, 70 and sunny or two feet of snow on the ground, they haven't wavered. The goal of executing consistent Sharp Shooter Events is to:

- 1) Increase the number of active customers and
- 2) Increase average customer value by increasing frequency of visits.

The results have been incredible. When they first started marketing with us, they had 3,400 active customers. In 2018, they finished with just shy of 9,000! They have more than doubled motorcycle sales (from 500 to over 1200) and more than tripled revenue (because the average customer is visiting the dealership many more times per year and spending more money).

The Sharp Shooter Program targets customers with up to 12 different, direct marketing strategies ensuring they receive the message multiple times. By increasing the number of times they get the message, we increase response to the survey site and traffic through the doors on event day. Big picture, this multi-touch approach makes it easy to touch their buying base 52-104 times over the course of the year which puts a fence around their herd and makes them immune to other offers from other dealers. Overtime, it helps increase the number of customers spending money with the dealership and on average, how much they spend annually leading to predictable growth for the store.

Focusing the message on the party elements of their event (food, drinks, door prizes, demo rides, etc.) not only attracted the small number of folks who were ready to buy but hundreds more customers who didn't plan on buying anything that Saturday, resulting in tons of impulse purchases and pipeline for future sales.

## Results:

Carla said, "We had a lot of fun at our New Year's Bash Event and a great turnout. Hundreds of people showed up to see if they won the bike and we ended up having a great day in over the counter sales and even rolled 6 bikes with a few more working!" Despite the bitter cold, they even had a few brave souls go for demo rides resulting in bike deals. Carla said three of the deals came directly because of the chance to win the motorcycle and after not winning, they pulled the trigger on a new Harley.

Executing on all four pillars of the Sharp Shooter Program - Right Audience, Right Media, Right Message & Right Timing, really paid off. The program generated 128 people registering to win the Whistle Flashlight Keychain, for a total of 106 leads in Service, P&A and MotorClothes, including 22 people interested in a new or used unit!



## Looking Forward:

February is the last month of winter and people are getting the itch to get out of the house and ride! Cabin Fever Reliever Parties, Valentine's Day Celebration's, Cold Day's Hot Stuff Events are proven winners in the month of February. Get in front of your customer base early so you can capture that Spring Fever (and as much of their discretionary funds) as early as possible! Check out our Sample Campaigns online at [www.psmmarketing.com](http://www.psmmarketing.com) for some killer campaign options and for more information on how the Sharp Shooter Program can help you achieve your growth goals in 2019, call me on my direct line 877-242-4472 ext: 112. Happy selling.



**Brad Cannon**

## VP of Client Success

One-Two Punch? We've been doing it for years.



Sometimes, during the course of your career you run across something that totally validates what you do. I'm fortunate enough to run across those kinds of things a lot. I love my job.

Most recently, I had one of those moments when I read an article detailing a study that was done on direct mail and email marketing. Go Inspire Group randomly targeted a group of 240,000 people, and created a direct mail piece, and an email for an unnamed retail company with a product range that appeals to a broad audience.

Both the print piece and email had equal creative quality.

They split them up into three groups. One group got just the direct mail piece, one group got just the email, and one group got both.

The results were very interesting. The response rates were actually pretty similar, but that's not what's most interesting. That basically revealed that both types of media are good, viable methods. It was the financial performance that was most interesting.

- The email only group generated right at \$1 of revenue per customer.
- The direct mail group generated \$5 per customer.
- The group that received BOTH direct mail and email generated \$7.50 per customer.

That's the magic of the one-two punch.

One of the analogies we always share with clients is the magic of combined effort. It's the old story of the farmer who had two horses that could pull

1000lbs. each, but when harnessed together, they could pull 3000lbs.

That's how direct mail and email work together.

Quoting the conclusion of the study:

"Astute marketers should not be regarding direct email and direct mail as a choice -- an either/or decision -- but should be exploring how the two mediums are combined to provide the greatest incremental, complementary effect."

Each media method has it's own strengths. Direct mail, for example, has greater perceived value due to its production costs, and if you're trying to reach millennials, it's a definite proven winner. Email has benefits like the ability to link directly to response pages, and can be more interactive.

Some other points the study makes that I found particularly satisfying (validating):

- Send two emails for each direct mail piece
- The first email should hit the week after the mail piece is sent, and should reference the mail piece.
- Email should be continued at regular intervals.

If you're reading this, everything Go Inspire Group discovered in their study a month ago is what we at PSM Marketing have been practicing and preaching for over 10 years now.

We call it the Sharp Shooter Program. If you've ever participated in one, you know they work. They work really well.

If you've never participated in a Sharp Shooter

Program, re-read the above study results, and consider a couple of other benefits that you have over the unnamed retailer in the study. With us, we not only use the one-two punch of direct mail and email, we bolt on social media, web banners, store signage, call blasts, and more. It's not just two horses hooked together, it's a dozen or so. And all of this is specifically targeted to people who are passionate about what you sell -- not just random folks.

And we handle all the promotional details. You get your own coordinator, who puts it all together and makes sure nothing is forgotten.... Like MAP or Co-op.

We've been executing and refining our Sharp Shooter Program for a decade, and have the benefit of being able to see the results of FAR more than the 240,000 people included in the study. We've sent over a billion emails, and I've lost count of the millions of direct mail pieces that have gone on our trucks. We have the data, and we know the old one-two is a proven winner.

The good news is that we're at the beginning of the year with the riding season coming up soon. Now is the time to plan out your spring and summer to include at least one campaign per month. It will absolutely drive traffic to your dealership and create sales opportunities for your team in a way that nothing else does.

To get rolling, give us a call at 770-692-1750 or visit [www.psmmarketing.com](http://www.psmmarketing.com)

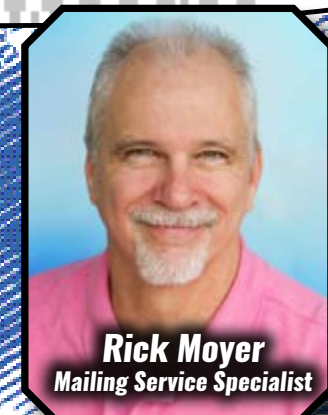
Talk again soon.

Brad

## IMPROVISE, ADAPT & OVERCOME (IAO) AWARD

One of the flagship characteristics of a person who is an expert at their craft is that they make the difficult things they do look easy. This is the exact concept that comes to mind when thinking about Mail Room Extraordinaire, Rick Moyer. His hard-earned wisdom, combined with his jovial and serving heart, makes him completely indispensable to all his co-workers. He never has to be asked to lend a hand, when he sees a need, he takes full ownership of making sure he's available to help in any way possible. Plus, he runs the fulfillment side of the business with surgical precision. These are just a few of the reason why, once again, Rick this month's IAO award winner.

The IAO Award is a peer-voted award recognizing someone each month that embodies the 'Improvise, Adapt, and Overcome' philosophy. Check back each month to see if your favorite Powersports Marketing team member won the award.



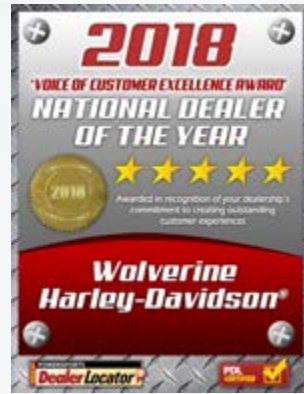
**Rick Moyer**  
Mailing Service Specialist



# The Voice of Customer Excellence Award Program

## AND THE 2017 WINNER IS...

Congratulations to our 2018 REVIEWS & RANKINGS Excellence Award winners! Earning this prestigious award is quite an accomplishment, as it's not being issued because of financial contributions, politics, or other biased factors. **This award is EARNED by the ultimate judge of 'Excellence' - your customers!**



### • National Dealer of the Year - Wolverine Harley-Davidson - Clinton Township, MI



### • Region 1 Winner- Ronnie's Mail Order - New Ashford, MA



### • Region 3 Winner- Engelhart Motorsports - Madison, WI



### • Region 2 Winner- Man O' War Harley-Davidson - Lexington, KY



### • Region 4 Winner- Thunder Mountain H-D® - Loveland, CO



**A special congratulations goes to our reigning national winner, Wolverine Harley Davidson, who has won this prestigious award for the fifth year in a row!**

For those of you who may not be aware, the Reviews & Rankings Excellence Award is determined by a dealership's Reviews and Rankings Score (RRS) over a 12-month period. The RRS is a pivotal industry metric that analyzes the comprehensive picture of a dealership's reputation. The RRS is determined by using an algorithm that considers a dealership's Voice of Customer (the combination of their customer reviews and feedbacks), the average review star rating, trending customer commentary by department, and the action of responding and handling these reviews in a timely manner.

We're very grateful to be a part of the Reviews & Rankings Excellence Award, but the real honor goes to the high performing dealers across the country, who have illustrated an intense focus on customer satisfaction and a dedication to continually improving their repeat and referral business.

## REVIEWS & RANKINGS LOCAL STAR: BRIAN M.

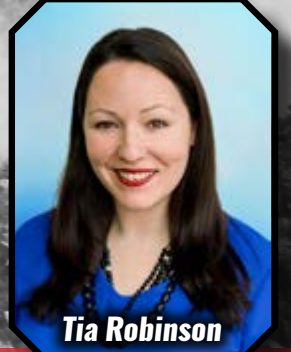


As a long-time veteran of the Powersports industry, it's no surprise that Brian is one of the top ranks on the National Leaderboard. Having over 125 5-star reviews is impressive enough on its own. But, it's even MORE impressive when those are reviews from service customers - who are notoriously difficult to please. Brian's level of expertise combined with excellent customer service have earned him the title of one of the top 10 highest rated service professionals in the entire Powersports industry! Way to go Brian! Keep setting the bar high for your peers.

Want to see how your employees rank on the Leaderboard compared to some of the top powersports professionals in the country? Give us a call at 877-242-4472 and we'll let you know how you can participate in the **only employee ranking program in the industry.**



## HUNTER'S MOON HARLEY-DAVIDSON®



Tia Robinson

Digital Marketing  
Manager

### LAFAYETTE, IN

#### OBJECTIVE

Hunter's Moon Harley-Davidson is a Harley dealership with over 40 years of experience, heritage and customer experiences. They are part of a 5-store dealer group in Indiana and, while they are able to provide a seamless shopping experience for their customers because of the access they have to the dealership group, Hunter's Moon wanted a website that was as unique as they are. Many dealers mistake a cool design, bells & whistles, and overall "Ooh & Ah!" effect with getting real results from their website. It's the 'smoke and mirror's effect.' So, Marketing Manager Brittany Cooley, definitely wanted all the cool-factor of a unique new design, she wanted to ensure that her website did its primary job better than anything else - and that was to grow leads for her sales team.

#### SOLUTION

After signing up for a new Firestorm Website, Brittany left a lot of the creative liberty to her web designer. Her designer, Melissa Davis, brings decades of riding experience plus an eye for graphics that is unparalleled. So, Melissa was able to provide a site design that was easy for customers to quickly navigate to the most popular pages, but also gave the Hunter's Moon team that dark, edgy feel and related it to the "moon" element of their name - all without going overboard or getting cheesy.

One of the additional factors in building out a new Firestorm Website is how effortlessly the content (such as lead data and inventory) linked up to the Digital Marketing through the LWD program.

Inventory images are linked automatically to the Firestorm Email platform. Customer reviews are automatically displayed on the scrolling review widget (with customer photo) on the homepage. Leads are automatically updated in the email list within Firestorm email. And best of all, customers that visited an inventory page, automatically get an email the next day inviting them into the dealership... Firestorm Websites launch a Marketing Automation program like no others. And, Brittany was excited to take full advantage of working smarter through Marketing Automation to continue to grow sales.

#### RESULTS

Hunter's Moon Harley-Davidson launched their new Firestorm Website on November 29th. In the first full month (December) - which is a notoriously down month across the Harley network, they saw a 43% increase in leads over the previous December! Woah!

Talk about a great first impression. Brittany is able to reap the benefits of the effort she put into the new website transition by generating a TON more leads for her sales team and making the marketing side of her role much easier and more targeted to the hottest leads.

Does your website blend both custom design AND a major boost in lead generation - all while launching a highly targeted Marketing Automation program and integrating with customer reviews and your email list? That's a tall order, but Firestorm Websites do it easily and effectively. Want to learn more about the platform and the Marketing Automation technology built in? Give us a call today to schedule a FREE Demo of the Firestorm Website platform: 877-242-4472 or visit us online at [www.PSMmarketing.com](http://www.PSMmarketing.com).

