

HAVE YOU HEARD OF CUSTOMER CONNECTIONS?



Tory Hornsby
EVP

A recent study showed that 87% of Americans experience anxiety when answering a call from a business or calling a business... that's why customers don't answer the phone anymore. And it's not just anxiety stopping folks from answering. Not too long ago I called my 19 y.o. son. He didn't answer, of course, but as I was going to his voicemail he sent me a text that said, "What's up?"

That's when it hit me. People simply prefer texting over a phone conversation. It's the world we now live in, and texting will continue to replace phone calls the same way that email replaced fax machines.

This is good news for dealers though. In fact, I just bought a new Ram 2500 truck and didn't talk to the dealership one time before showing up. If they wouldn't have had texting capabilities I would not have purchased the day I did, and maybe not at all. I'm too busy to talk on the phone, but I do have time between meetings, webinars, helping clients and team members to reply to a text here and there.

And think about it, you can only handle one call at a time, but you can handle lots of text conversations at once. Plus, customers get more frustrated when they're put on hold, and at some point a phone call ends, but the nature of a text conversation is it always stays open.

That's why we built Customer Connections. It's a texting tool designed for one-to-one communication, and there are 3 primary ways dealers use it.

1. Number 1 is to increase incoming leads from your website. Website visitors are hesitant to fill out a form because they know it results in a phone call. They don't want to talk, but they don't mind texting. It's their preferred way to communicate. We place a Text Us button on your site to increase leads and provide a simple and efficient way to communicate with prospects.

One of our clients in Mississippi had 329 text conversations in Customer Connections and sold over 60 units in a single month! Over 60 people showed up ready to do paperwork without ever talking to someone at the dealership, and it led to a record month.

2. The second way dealers use this is to follow-up with customers. The Parts & Accessories department might text when a special order is ready to be picked up. Service might text a picture of worn brake pads and get a quick authorization to replace them, so this is great for upsells. And salespeople use it to follow-up with website leads and other customers to desk deals and get folks into the dealership.

3. The third way dealers use Customer Connections is through our mobile app. This app enables your team to quickly follow up with prospects without having to go to a desktop computer. Your staff can use their cell phones or tablets, without having to use their personal cell phone number. The app also enables them to use the Photo with Purchase feature, which is the third way dealers use the app.

Photo with Purchase sends a text to each customer with a picture of themselves smiling ear to ear with their new unit, which increases loyalty and CSI scores. And while they're looking at their smiling

face, we ask them to write an online review for your dealership. Then, the app posts their picture to social media and gets the customer share it with their friends in family. This boosts your social media engagements and puts your dealership in front of new prospective customers with every single unit sell.

Dealers have a real love-hate relationship with Facebook. They know they should post customer pictures at the time of purchase, but when they do, it often only gets a couple of likes, so it's an awful lot of work for very little return. Now, the reason dealers don't get many likes or comments is because Facebook only shows a business' posts to people who have liked, commented or shared one of their posts in the past. Customer Connections gets customers to engage with your social media automatically and grows your overall Facebook presence. Over time, your engagements grow in a big way.

Plus, the app features an Employee Leaderboard that recognizes your dealership's top-rated staff. It increases competition among your staff to use the app more frequently because it shows the number of conversations, review requests, and the number of Photo with Purchases each team member has sent.

If you'd like to increase your business in every department, you've gotta see a demo of Customer Connections. Call or text us at 770-692-1750, or visit www.customerconnections.io for more information.

- Tory



825 Highway 74 S. Suite 101
Peachtree City, GA 30269
Tel: (877) 242-4472



LESSON LEARNED ON HOW TO SURVIVE AND EVEN THRIVE IN DIFFICULT TIMES

Rod Stuckey | Founder & CEO



I've been working in this industry since 1993 and have certainly never experienced an opponent quite as mysterious as this invisible enemy we've all faced throughout the last couple of months. As I write this April is winding down and it looks like most dealers are figuring out a way to conduct business one way or another. One of the positives throughout this situation has been watching how different dealers in different parts of the country have improvised, adapted, and overcome to do the best they can considering their circumstances.

Obviously, different dealers in different parts of the country have had to deal with different situations. Whether those be state and county restrictions or just the physical location of the dealership in proximity to the higher outbreak areas.

Last month I was talking to an OEM rep strong in the UTV segment who said they were actually running out of product because their rural dealers were so busy. Shannon Brown and her team at Road and Track Powersports have been absolutely killing it during April. I've spoken with Keith Johnston at Bobby J's Yamaha and those guys out in New Mexico just keep on grinding and figuring out a way deliver units despite a closed showroom. And Curtis Sloan up at Sloan's Cycle in Tennessee and his team are still rolling units, as are dozens and dozens of other dealers we speak with daily in nearly every corner of the country.

But don't get me wrong, I'm not sticking my head in the sand, because there are also dealers closing their doors, doing layoffs, and struggling to make ends meet. Heck, here at PSM we just had the worst March and most likely April we've had in the last several years. How are we as an industry supposed to recover when so much is out of our control, the enemy is invisible, and there are not really any dealerships who've been through this before that we can look to for wisdom.

Well, maybe we haven't been through this exact situation before, but our industry has had its share of trying times in the past and there are still lots to learn from those times.

Back in the late 80's through early 90's this industry experienced 14 years of straight growth, 13 of which were double digit. We were hit by 9-11 in 2001 and that created a pretty scary dip, but we rebounded fast. But then came the recession of 08 and 09 and our dealer network shrunk by nearly half.

So what was the difference between those dealerships who thrived and those who didn't make it?

Good times and a strong economy tend to disguise a plethora of operations and marketing sins. The dealers I have witnessed firsthand not only survive, but even thrive in tough times are those who are willing to embrace change, and make the necessary adjustments required.

We all have a choice. When can say "This sucks.. why is this happening to me? Or we can say "This is happening for me, and I'm going to learn from it and come out stronger on the other side."

We can choose to learn and grow and challenge ourselves in difficult times, or we can step into fear and give up and squander the opportunities to learn. When we're challenged, when we struggle, the harder things get, the more opportunity we have to make gains and learn.

If we stay hungry, we stay busy, and we stay productive, somehow, some way, we're going to come out better on the other side. I have faith.

We hear about the American economy on the news and social media as if it's one big category. In reality, the American Economy is made up of 3 very different sectors. There is the "Political" sector funded by us tax payers where Washington operatives, lawyers, lobbyists and lifelong politicians revolve around a fake money machine deciding how our money will be spent. Corruption happens all too often in this sector with city officials like former Detroit Mayor Kwame Kilpatrick who with the help of his friends extorted city contractors and used public funds as his own piggy bank extorting millions of dollars.

Here's how it was explained to me. There are 3 economies. One is the 'Political' economy where

Washington operatives, lawyers, lobbyists, and lifelong politicians revolve around a fake money machine, much paid for by you and I, which is littered with corruption. Then there is the 'Wall Street' fake economy where industry insiders and researchers seek to capitalize profits in any manner possible, including fraud and collusion, to maximize personal enrichment. Then, of course, there is a conduit of systemic corruption and legalized bribery flowing between the two.

The 3rd economy is Main Street America, where you and I live, in your town and mine. Where small-to-medium sized business drive the economy, do real work, and provide real jobs. In the first two economies, up is often down, and left is often right. No logic. However, in the Main Street economy honesty, hard work, and smart business reign supreme.

This is important to understand, because only in the 3rd economy do the laws of nature have authority. In the first two, it's a fantasy land. You and I have to understand where we live and work, in the Main Street economy, and not drift over into watching and copycatting those other two worlds which have no relevance to us. adversity we all have a choice. When can say "This sucks.. why is this happening to me? Or we can say "This is happening for me, and I'm going to learn from it and come out stronger on the other side."

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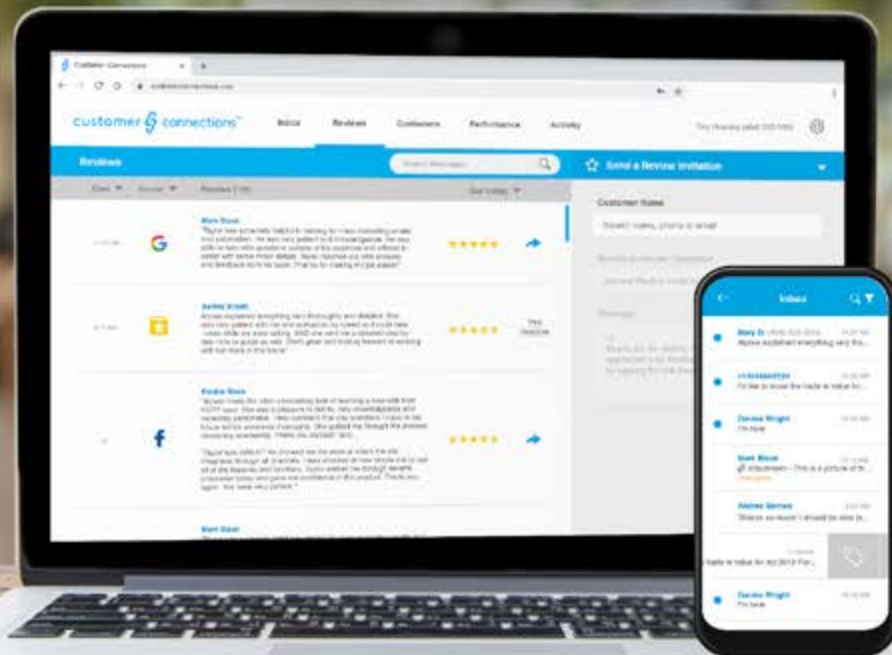
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Windows / Mac



Customer Texting

- The rise in telemarketing and SPAM calls are leading to consumers rejecting more calls from unfamiliar numbers
- Consumers are too busy to take phone calls from unknown numbers
- Today, more consumers prefer texting as their primary form of communication with businesses
- Allows customers & prospects to communicate at their convenience without long telephone hold times
- Increases customer experience and CSI scores

Post Photos to Social Media – A Picture is Worth a Thousand Words!

- Send customers a Thank You for Your Business text using our Photo with Purchase feature to increase loyalty
- Automatically post photos of happy customers to your Facebook page for social proof
- Customers share the photo of their purchase with friends and family to multiply your reach to new prospects
- Provides a system to generate great content for your Facebook page

Grow Online Reviews

- 95% of shoppers read online reviews before buying (Spiegel Research Center)
- 93% of consumers use reviews to determine if a business is good or bad (BrightLocal)
- Most customers don't take action with a business until they've read their reviews (Testimonial Engine)
- Online reviews are a significant source for your Local SEO (Google)
- Provides a system to create ongoing reviews; reviews older than 90-days carry less weight

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FIRESTORM WEBSITES

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- JOHN MAXWELL



OUR MISSION:

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



80, 15, 5 WEBSITE PRINCIPLE

Eric Pedretti | Sales Director

Open up your Google Analytics and check a couple numbers for me real quick. I'm willing to bet 80% of your website traffic are customers and prospects looking at inventory pages, 15% homepage and 5% ALL other pages combined. Am I right?

Now check how many leads you're generating per month. I'm guessing it's somewhere between 1-2% of your total website traffic. When we first started thinking seriously about jumping into the website space, we started with this data. We asked ourselves, 'How can we use the 80, 15, 5 Principle to help dealers increase unit leads from their website visitors?'

The first thing seems obvious, make it easier for customers to find the unit they're looking for. Most websites in the industry feature a massive scrolling banner that takes up 98% of the real estate 'above the fold', while only dedicating about 2% of the space with small links to 'New' & 'Pre-Owned' inventory. To make things worse, many website providers also feature 'Showrooms' for their OEM's, which in most cases lead customers down a confusing rabbit hole without conversion points. It also leaves the customer wondering, 'Does the dealer have that unit available or not?'

(Side note, you ever noticed that if you swap out a logo, most websites could be any other website in the country?)



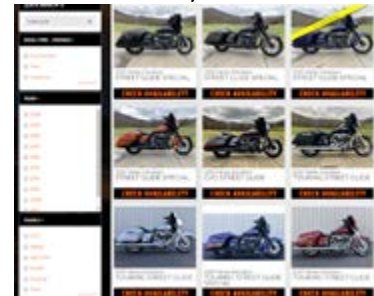
Instead, Firestorm Websites feature huge buttons for 'New Inventory' & 'Pre-Owned Inventory' and many of our clients also have a 'Search Bar' to make it incredibly easy for the customer to find the unit they want! We all live in Google's world and are used to searching for what we want, so it's only natural to provide an opportunity to search. Plus, I would argue most customers already know what they're looking for once they find their way to your website. So let's say you're interested in a Street Glide, so you search 'Street Glide'.



Once the customer finds their way to inventory, every other website provider shows 1-2 units at a time...which is kind of like looking through a hotel room door peep hole.



Firestorm Websites allows you to compare all the available in-stock 'Street Glides' 9 units at a time, so customers can easily find their favorite one.



Once you find your favorite unit and click on it, there is a single conversion point that focuses on the two biggest reasons consumers respond to marketing 1) Desire of Gain (I want that unit!) 2) Fear of Loss (I better hurry up and check to see if it's still available before it's gone!)



Every other website provider has somewhere between 3-20 conversion points (some will even give you the ability to leave and go to 180+ social media sites... seems like a good idea, right?). As direct response marketers, we know a confused mind won't respond...meaning, give the customer too many options to respond and they won't choose any!

Even worse, most other providers show the price of the unit right next to 'Get A Quote' or 'Make Me An Offer' which tells your customers to ask you for a discount, because obviously you can do better on price.



You combine those three things and you generate more leads so you can sell more units, period. The results speak for themselves. Check out a sampling of just some of our website clients increase in monthly leads, compared to their previous provider:

Client	Previous Website Average Leads	Firestorm Website Average Leads	Monthly Percentage Increase
SHD	46	82	138%
CHD	8	29	800%
DHD	26	32	128%
AHD	47	75	160%
HHO	37	88	167%
KHD	73	164	211%
LHD	34	36	100%
GHD	100	182	154%
WHD	17	33	194%

For more information on how Firestorm Websites can help you generate more leads so you can sell more units and make more money in 2020, call me on my direct line at 877-242-4472 x 112. Happy selling.



WHEN A PLAN COMES TOGETHER.

Brad Cannon | VP of Client Success



As I sit here to write this, the world seems to have gone completely nuts. There's a pandemic that has shaken up the entire planet, we've hunkered down and isolated ourselves, and yet I keep hearing about dealers who have had record months.

Go figure.

With all the isolation and social distancing talk, now seems like a great time to talk about websites.

We've always said that your website is your digital dealership, and nothing proves that more than recent events. With many brick and mortar dealerships shut down by mandate, websites have quickly become a go-to for information, communication, sales, and ultimately, survival.

It's the anchor of your digital presence, and it needs to be efficient and effective at doing its job – generating leads that turn into sales. Anything less, and you're wasting time and money.

Leads have to be generated, tracked, and followed up with every single day. I'm proud to say that PSM has a website platform that generates those results and provides leads every day – 24/7 for dealers better than the competition, and with the best customer service in the business. Don't believe me? Read our reviews.

While a critical component, having a great website is really just the beginning. When you opened your physical dealership, did you just unlock the door and wait for floods of people to just come rushing in? Would that happen? Of course not.

Anyone with half a lick of sense advertises, right? That's why we developed our digital advertising program, partnering with Google (as Premier Partners), Facebook, and Instagram. Don't sit

back and hope for the best, we drive traffic to websites with SEM and social media marketing better than anybody in the powersports business.

We successfully run Digital advertising for hundreds of dealers across the country, but dealers who have a Firestorm website get to see the advantage of the seamless experience and premium performance of using an integrated suite of products to leverage additional performance above and beyond the competition – with less work.

For those serious about performance, we bolt on Firestorm email and website tracking. Visitors are identified – even if they didn't fill out a form – and begin to receive messages encouraging them to come in and make a purchase. On top of that, regular emails with featured inventory, follow-up, birthdays, anniversaries, and many other important events can be created and deployed automatically. Yeah, it's amazing. Oh, and all with themes (well north of 200) and graphics designed BY riders FOR riders. Not some cookie cutter platform that tries to be all things to all people. Riders are a special group that deserves special treatment. Oh, and some of that special treatment is a data hygiene program like no other in the industry, along with audience segmentation, that leads to the best delivery rate in the business. Check it out.

There's really only one thing that is better than advertising. Word of mouth. And we have that covered in our suite of products as well. Our reputation management product has generated hundreds of thousands of positive reviews for our clients – and studies have shown that people make decisions about who they buy from based on both quantity and rating of reviews. Think about it. When you're looking to make a purchase, do you look at the reviews for the product? Sure. And

what about the business selling it? When it's a big ticket item, of course you do.

So what if you want to buy a motorcycle, and you're looking at two different dealerships – one has 10 reviews with a 3.5 star rating, and the other has 400 reviews with a 4.7 star rating? Which one would you buy from? That's why our reputation management bolt on is so critical. It's word of mouth from the internet. And a lot of it.

What is one of the best ways to communicate in a non fear producing way? Text.

We have an app for that too. Literally. Customer Connections is our app that allows you to use your website (and dealership main phone number if you want) to text back and forth with clients. Texting has a ton of benefits for all departments, as it reduces phone calls, and allows for employees to answer as quickly as possible without customers sitting on hold and getting frustrated. It's amazing. And we keep hearing stories from clients who have gone through the entire sales process via text, with customers only coming in to pick up their new units. It's crazy cool.

My point here is that if handled properly, using all the right tools, it's possible to use your website and digital marketing to generate an incredible amount of sales. The suite of products we've created for you will do just that. We've seen it over and over with our clients. I've really only given the 30k helicopter view of how powerful these products are, but hopefully you can see how each of them can dramatically improve your dealership – even more so when used together. We'd love to talk with you about how these solutions can work together for your dealership. Give us a shout.





WEBINARS WITH TORY

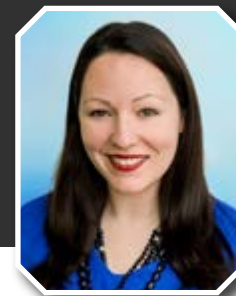
Wednesdays @ 3:30pm Eastern - Customer Connections

- Customer Texting
- Reputation Management
- Social Media Posting & Boosting Engagement
- And more

Thursdays @ 3:30pm Eastern - Email, Website Tracking & Automation

- Email Deliverability Best Practices
- Identify Anonymous Website Visitors
- Marketing Automation
- And more

Webinar Link: www.join.me/psmtraining | Dial-in: 1-860-970-0010 | ID: 274-467-152



DID YOU KNOW?

FIRESTORM WEBSITES = FILTER LAYOUT MANAGER

Tia Robinson | Digital Marketing Manager

Did you know that the Firestorm Website platform gives dealers TONS of customization opportunities for even the basic website packages? We know that no two dealers are just alike, and therefore your website shouldn't have to be either. There are many global elements to any site that help make bulk updates possible, keep page speed in check, and ensure there are no complications with the Google-gods on visitor usability and navigability.

But, when there's a chance to allow dealers the ability to move, manage, or modify their site to fit their preferences, the PSM team makes every effort to oblige.

One of our favorite features that falls into this category is being able to customize the filters on your Inventory pages. Dealers can expand or collapse the filter pods on the left side of the inventory page. They can hide/show filter pods, change the name of the pods, or rearrange the order that the filter pods are shown on their site.

By allowing dealers to manage their filter layout on their site, they can create a browsing experience for their customers that they believe will generate the best results and highest conversion rates. Dealers can streamline the filter process for their local market to enable customers to find their highest selling products or lead with features that matter most to the dealership, such as price or location, ultimately creating a win-win experience for the customer and the dealer.

This level of customization doesn't require a degree in advanced programming or a support request to the development team. But, rather, it's a few clicks of a button right at your fingertips.

If you'd like to learn more about the open access platform of a Firestorm Website give us a call at 877-242-4472 or use the TEXT US Bubble on www.PSMMarketing.com to chat with someone today.

Filter Layout on the Live Firestorm Website:

Editable Screen in the Firestorm Website Back Office:



Check out the video to learn how to use the Filter Layout Manager

<https://youtu.be/C7keAd0xf7A>

**BUILT
QUICK & EASY
WITH
FIRESTORM
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**FEATURED DEALER
EMAILS**



**LOCAL STAR
LEADERBOARD**

F&I Manager, Eileen Sullivan - Carson City Motorsports

F&I Manager, Eileen Sullivan has set the bar for the team at Carson City Motorsports. The dealership signed up for the Reputation Management program just 6 months ago and Eileen has already earned 18 5-star reviews alone! Eileen's reviews make up 25% of the dealership's total reviews. Looks like customers really love Eileen. Way to go! Keep up the great job of taking excellent care of your customers!

Want to see how your team ranks 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.

