

# CORE VALUES

**1 PERSONAL RESPONSIBILITY AND ACCOUNTABILITY**  
"DO WHAT YOU SAY YOU'RE GONNA DO."

**2 W.E.N.G.D. WHAT GETS MEASURED GETS DONE**

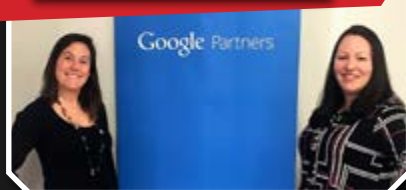
**3 ATTITUDE = 100%**  
1+20+20+9+20+21+4+5 = 100

**4 COMMITMENT TO TEAMWORK AND SYSTEMS**

**5 DEDICATION TO CONTINUAL IMPROVEMENT IN BUSINESS AND LIFE**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
12345678901122345678901234567890

PREMIER Google Partner



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

## OUR MISSION:

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

**POWERSPORTS MARKETING™**  
By Dealership University™ .COM

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

AWARD WINNING  
**Inc.**  
**5000**  
COMPANY

Google  
Partner

**I am what I am today because of the choices I made yesterday.**  
**STEPHEN R. COVEY**

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



John is a genuine individual with outstanding knowledge of business and its components to drive sales. He is very resourceful and has presented programs and ideas that match our business model. Thank you John for your expertise in the powersports marketing environment.

ANDY K.  
-STEAMBOAT SPRINGS, CO

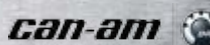
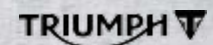
Jessica Hopper is so wonderful to work with. She is always timely with our meetings to get stores setup and she is calm and patient as she has a million questions thrown at her. I know she trains on the same info day in and day out and I am sure it gets old but she never makes me feel that way. She is always quick to jump in and help out. If I email her or call her I know I will get an immediate response from her. I appreciate her taking such great care of our accounts. I have had such wonderful experiences with the whole team at PSM thus far. However, Jessica has been my main p.o.c and she is amazing. Answers all my questions and solves any issue. Very fast, prompt, and educated. All around an A+ company.

MICHELLE H.  
-TUCSON, AZ



Allison has been so proactive for us this spring on reminding of programs ending and needing new information for the next campaign. With so little time in the day she has certainly made my life easier. Its like having another person in the store reminding me of everything I have forgotten to do. She has been awesome.

TATE J.  
-EDMONTON, AB



**Rod Stuckey**

Founder & CEO

# ARE YOU MORE STREET SMART, OR BOOK SMART?

ULTRA  
MARKETING  
MACHINE  
NEWSLETTER  
ISSUE #94

I've got a funny story for you. The other day Tory and I are waiting in line for a sandwich when he says to me, "Do you think you're more book smart or street smart?" As someone who's excelled better in the real world as opposed to the academic classroom, I proudly replied "street smart," to which Tory said, "Okay, let me see your wallet." I handed him my wallet and as he was putting it in his pocket with a big smile chuckling he says, "Nah, you're more book smart." He got me good on that one, and unfortunately this isn't the first time I've failed the street smart versus book smart test. In fact, there's a tricky balance between the two, one without the other will most often lead to some level of ignorance.

Back in my dealership days, I was originally taught that the purpose of my advertising and marketing was to build my brand, get my name out there, create T.O.M.A. (top of mind awareness) and community and marketplace awareness. This made perfect sense at the time. In fact, the idea of this dates back to a much older time where small towns (like Mayberry on the Andy Griffith show) usually had one drug store, one barber shop, one hardware store, one dentist, etc. So, when they opened up and did a simple ad in the local paper it created quite a buzz. But, as time has passed, the lay of the land has changed dramatically. Not just because small isolated towns that were once surrounded by pasture and farm land have been connected by four lane roads and endless options and choices for nearly every category of business, but also because of the internet. Nearly anything and everything imaginable is just a click away.

Even though it's been many years since my Dealer Principal days, I can vividly remember my cable TV rep, billboard salesmen, and radio reps all teaching me the "branding my dealership" lesson. Heck, once I even bit off on a "re-branding" campaign where I had a new logo created, new signage on the building, new t-shirts, decals, etc. But, that was just the beginning of the expense. Then I was sold on the

need to advertise and let everyone know about my new logo. This was a painful lesson, and one of the many expensive street smarts learning experiences that have led me to ask two very important questions before doing any advertising:

1. What is the objective of my advertising?
2. Can I afford that objective?

A lot of the branding that often looks tempting to the small business owner is being done by well-funded mega companies who have lots of patience and loads of cash. Unfortunately, most dealerships aren't in this position. But, many DP's do just as I did, and ignorantly plow forward doing branding with a limited budget only to find out they have nothing quantifiable to show for it, except an empty bank account. The harsh reality is your customers don't care about your new logo, and spending money advertising it is just plain silly.

When you go into the branding mindset you begin to think of how you want people to look and think about you, your products, and your business and how you can promote that image. That's an okay objective, if you can afford it.

When you shift gears and change your mindset into answering the heart of that first question you realize that what you really want from your advertising is not a warm and fuzzy feeling because you heard your commercial on the radio; what you really want to do is generate some business and make some damn money, right?

This shift redirects you to think about who your most viable target audience is, what is a compelling message that could encourage them to come into the dealership, call, or submit an online inquiry, and how you can measure this advertising to see if it's working or not working.



Simply put, the purpose of your advertising is to produce quantifiable sales opportunities and generate a positive return on your investment.

"But, what about my brand?" some will say..."It's important to me." I understand, my company's brand is very important to me as well. However, our branding is a happy byproduct that is created by lead generation marketing, quality client experiences, and excellent products, not from some expensive display ad placed in one of the trade journals or a fancy direct mail piece featuring our logo and slogan. Thinking that your logo and your advertising are responsible for your brand is a poorly thought out strategy.

This is where that tricky balance of book smarts and street smarts comes into play. You've likely fallen for some of the same advertising B.S. that I have in the past, but the fact that you've read this article shows your also open to mixing those lessons learned with some book smarts, too. They say wisdom comes from experience, and the combination of those two ingredients could be the impetus for you having a record breaking spring and summer in 2017.

Gotta run, headed to lunch now to see if I can snag Brad's wallet. ; - )

To learn more about Powersports Marketing's lead generation marketing contact us at 877-242-4472.

**POWERSPORTS MARKETING™**  
By Dealership University™ .COM

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SENDING KICK@\$\$

# EMAILS JUST GOT A LOT EASIER

Have you heard the news? We've released the powersports industry's first email system designed specifically for powersports dealers. This impacts your business in a few ways....

- Dealers are no longer stuck with the cookie-cutter themes provided by large non-industry specific email companies. Firestorm themes are powersports specific and include an image library with powersports related images and content.

- Compared to other email systems out there, you'll probably save some of your marketing dollars, allowing you to spend more on other marketing avenues. (Insert plug here - We're huge supporters of lead generating direct mail. Just ask us!)

- And, you'll have the ability to transfer data from Lightspeed, DX1 and other dealership software with the click of a button.

Because we built this system from the ground up for the motorcycle dealer, we've been able to make sending kick ass emails quick and easy. Sign up for a FREE demo of the new Firestorm email system by visiting [www.PowersportsMarketing.com/Firestorm](http://www.PowersportsMarketing.com/Firestorm) or by calling 877-242-4472.

Talk to you soon,  
Rod Stuckey



[POWERSPORTSMARKETING.COM/FIRESTORM](http://POWERSPORTSMARKETING.COM/FIRESTORM)



## ASK TORY



**Tory, our dealership only holds one or two events per year, is this enough?**



EVP

As most know, we got our start on the dealer's side of the fence. Rod, CEO of Powersports Marketing, owned a 4-store dealer group in the Atlanta metro area, and most of our leadership team (myself included) was involved in the operations of those stores.

I'll never forget a valuable lesson I learned from Rod around the year 2000 after Dealer Expo in Indy. Rod required all of our dealership staff who attended any dealer meetings to attend the seminars that were being offered, and he practiced what he preached. This particular year, the late John Wyckoff, author of Mind Your Own Business, was one of the instructors and Rod attended his seminar.

John Wyckoff had asked a room full of dealers to raise their hand if they had held an event at their dealership during the spring or summer of the previous year. Most dealers raised their hand. Then, he asked how many of those events were successful, leading to an increase of traffic and sales. Again, most dealers raised their hand. He then asked the room who had held more than one event in that calendar year. Only a few dealers raised their hand.

John Wyckoff was on to something. Most dealers in our industry know that events are one of the best ways (if not the very best way) to drive floor traffic, but most will only do 1 or 2 each year. In the before-mentioned seminar, John Wyckoff asked why the dealers didn't do more than one event. The reason? Because having an event at the dealership is a lot of work, and it's especially tough on the Dealer Principal and/or GM.

This is a bit of a 'Catch 22' though. When a dealer only holds 1 - 2 events per year there's no routine. No routine means a lack of systems and processes. When there's no system in place, chaos ensues. That chaos equals a bunch of hard work and headaches for the Dealer Principal who then decides he doesn't want to sign up for his own butt-whooping again.

Dealers who decide to conduct monthly events, however, develop the appropriate systems, which make their events much easier to conduct. SYSTEM is an acronym for Save Yourself Stress Time Energy & Money. And, while systems are never perfect to begin with, the headaches decrease rapidly as a routine is developed.

Shortly after Rod attended this seminar, our 4 stores started holding an event every single month. One system we developed was an Event Planning Checklist. Yes, a checklist is a system! The GM of each store was responsible for using this checklist to assign tasks to their staff and ensure no details were overlooked. If you'd like a PDF of this Event Planning checklist, call 1-877-242-4472 and ask for me, or tell the PSM team member who answers that you'd like us to email a copy to you.

Events are also a paramount piece of the Predictable Growth System. For those who don't

remember what the Predictable Growth System is, there are 2 parts to it:

1. We Grow Your Active Customers – An active customer is defined as someone who has spent money with your dealership within the last 12 months.

We grow active customers in two ways. First, we focus on reactivating inactive/lost customers who haven't spent money with you in the last 12 months. Second, we get new customers through the door by focusing on the people who live in your market area, ride what you sell, buy what you sell, but have never purchased something from you.

Increasing the number of active customers who do business with you each year grows your business.

2. We Increase Your Average Customer Value – This is the amount of money your average customer spends with you each year.

When enthusiasts visit your dealership, they're like kids in a candy store. Many of them can't help themselves but to make a purchase. So, when you increase the amount of times a person visits your dealership each year, they end up buying more parts, more accessories, more gear, they service their unit more often, and they shorten their trade cycle.

I'll explain the Predictable Growth System for a dealership that had 2,500 active customers in 2016 and did \$5,000,000 in total sales, meaning their average customer is worth \$2,000 each.

1. Grow Active Customers by 10% or 2,500 grows to 2,750.

2. Increase Avg. Customer Value by 10% or \$2,000 increases to \$2,200.

3. 2,750 customers multiplied by \$2,200 avg. value = \$6,050,000 in total sales. That's over \$1,000,000 in growth (over 20%).

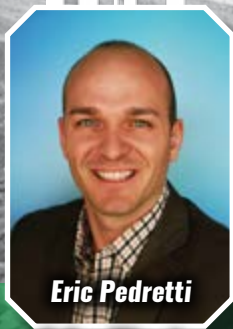
We CAN grow your dealership predictably through marketing an event each month. We'll give the enthusiasts in your area (both customers and new prospects) a reason to visit your store every month and grow your active customers. When enthusiasts visit your dealership frequently it increases the amount of money they spend with you each year.

Sound too good to be true? It's not. Call me and I'll give you all the details: 877-242-4472

- Tory







Eric Pedretti

Sales Director

# SHARP SHOOTER CASE STUDY

## LIFESTYLES HONDA



### Dealership:

Lifestyles Honda is a Honda, Can-Am, Ski-Doo, Sea-Doo, Triumph and Honda Power Equipment dealership in Mount Vernon, Washington. If you asked them how they managed to stay small and sell big, they'd give you a simple answer: years of experience. Their mission is to offer their customers the latest in parts and products at the best prices, and with unparalleled service. They pledge to use their best efforts to make the customer experience both beneficial and enjoyable. Once customers give them a try, they're sure they'll be back for more!

### Solution:

Ron VanWaveren, owner of Lifestyles Honda, knew the Sharp Shooter Program would deliver a great turnout for his annual Spring Open House. The short term goal of the program is to drive a lot of traffic to an event at the dealership and deliver a pipeline of leads that turns that weekend event into a month-long sales process. Long-term with consistency, we can create a SYSTEM for Predictable Growth by increasing the number of customers spending money with the dealership annually and the average amount of money they spend.

Ron wanted to target a mix of both past customers and conquest prospects (people who ride what he sells, lives in his immediate backyard, but haven't bought from him). We selected 1,300 past customers and 1,300 conquest customers for this event.

Once we identified the target audience, we went after them with up to 12 direct marketing strategies. By giving customers and prospects more opportunities to respond to the marketing, we increase the number of leads being generated (customers who tell us who they are and what they want to buy from the dealership), and the number of customers who walk through the door on event day.

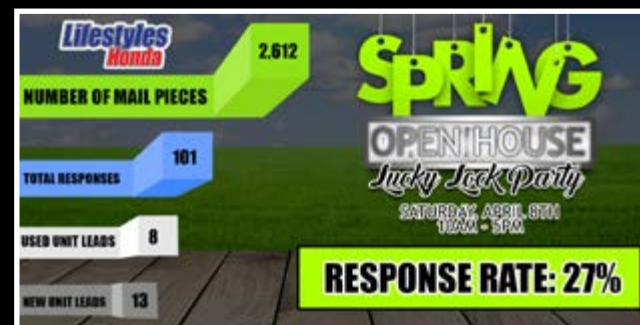
Ron wanted to put a spin on his Spring Open House this year by advertising the chance to win a 2014 Honda Motorcycle. Here's how it works: The dealership purchases an insurance agreement covering the cost of the unit, giving customers the chance to win a bike for free. We then either print a number on the postcard or have customers come in and guess a random 6-digit number. The insurance company plays the odds that the customer with the winning number won't show up or that no one will guess the correct number. This is an excellent way to add some traffic to your next event!

Other than the bike giveaway, the message focused on the party he was throwing at his dealership including food, drinks, door prizes and more! Focusing on what the customer wants (the party) and not the sale, ultimately leads to more leads, traffic and sales in each department. The specific timing sequence of when all the marketing hit homes, went off without a hitch.

### Results:

Executing on all four pillars of the Sharp Shooter Program - Right Audience, Right Media, Right Message & Right Timing, really paid off. For their Spring

Open House & Lucky Lock Party, the program generated 101 completed surveys including 68 sales opportunities in Clothing, P&A and Service, PLUS 21 responses for a new or used unit!



After the event, Ron told his Account Executive, Bill Gallagher, that over 350 people showed up and the event was, 'awesome!' There was so much traffic the biggest problem was parking and the sales guys thought 'there were going to be accidents.' Check out the review Ron left us after his event:



### What's next?

May means the perfect time to ride and the perfect time to do an event. Between Cinco de Mayo, Armed Forces Day and Memorial Day, your biggest question won't be should I do an event, but what event should I go big for! Check out the sample campaign postcard for a killer campaign option for May and for more information on how the Sharp Shooter Program can help you achieve your marketing goals in 2017, call me on my direct line 877-242-4472 ext: 112. Happy selling.



Brad Cannon

VP of Client Success

## It's All Coming Together



I've come to accept that I'm kind of an old guy. I have at least as much grey hair as dark, and that takes a while to happen. My youngest child graduates from high school in a month. I still have a rotary phone. Bright red. In a closet. I'm no spring chicken.

When I was a kid, I never could have imagined the technology that would exist today. It's well beyond the kind of stuff that was in Star Trek (which was a NEW show then).

Fast forward from that time to now, and throw the internet, smart phones, and Google in the mix. It's pretty amazing stuff.

To be successful these days, you have to have a presence on the almighty Google – and it better be a good one. At our marketing boot camps, I always joke about where the best place to hide a body is – page 2 of a Google search. It's a joke, but pretty true. If you don't show up prominently in a Google search it has a real impact on your business.

So what determines how you'll show up in Google search results?

That's a little bit of a complicated question, because Google does all they can to keep folks from gaming the system, they won't come out and specifically state how they determine that. That algorithm is like the KFC 11 herbs and spices, but there are some extremely sophisticated SEO groups that work to deconstruct the formula, and do a pretty good job of hitting the high points. Search Engine Land just released the 2017 Local Search Ranking Factors survey results from 40 of the best SEO companies in the business and the results are interesting.

First, looking at the Local Pack/Finder ranking factors (the results that show in the map window on the results page). What you see is that Google is placing a lot of stock in online factors, but are

beginning to take offline factors into account now as well.

For example: the biggest factor is My Business Signals. It's weighted at 19%, and is made up of not just keywords in the business title, but proximity. In other words, keywords establish that it is a relevant result, but the searcher's proximity to you is considered as well. Google knows where you are when your phone has location services turned on. You can also see this when your Google search results show a business' busy hours. So they know what's relevant and close.

Another big factor is Review Signals. This category is weighted at 13%. Good reviews are critical for a dealership. Studies have shown that dropping from 4 stars to 3 stars on average can impact revenue 10%. Customers can – and do – decide whether or not to do business with you before they ever come through the door. The two main criteria here are review quantity and velocity.

This means they are looking at how many reviews you have and how frequently you receive them. This is where having an automated system for harvesting real reviews from real customers becomes a no-brainer. Reviews older than 90 days are considered no longer relevant by consumers. So for both credibility with buyers and Google, it only makes sense to have an automated way to keep filling that bucket in place. Plus, having an automated system successfully adds them at a rate that puts a check in the velocity (frequency) box as well.

The third big factor, weighted at 10% is Behavioral signals. This is another category that makes use of on-line and off-line signals. Click through rates are considered, but also mobile click-to-calls as well. A call indicates more interest and relevance than a simple click, it's more of a buying signal or at least an intent to visit. Check-ins also fall into this category as well.

The last category I want to talk about is Social Signals. While it accounts for less than the others I've discussed (it's weighted at 4%), it's still important. This category is made up of engagement with Facebook, Twitter, and other social media. While it's not weighted as high as the other factors, it's important because those social media channels (Facebook specifically) are great ways to engage with customers/prospects and show the personality of your dealership. This is where people begin to know, like and trust you before they come to the dealership.

The world of marketing is in some ways a lot more complicated, but can be made simpler. To successfully market your dealership, you need just the right recipe of digital and more traditional methods. The weighting factors I've talked about here add up to be 46% of Local Pack Ranking Factors for your dealership. If you look at them separately, trying to develop a plan to maintain or improve them can be overwhelming. That's why it's important to partner with a company that understands the big picture of what it takes to successfully market a dealership.

I'm a little shameless in my plug for what we do, because our Local Web Dominator platform combined with Firestorm Email and the Sharp Shooter predictable growth program get a handle on the 46% of ranking factors mentioned above and more.

Automatically.

If you want to see how, give us a call. Next time, we'll talk about ranking factors for localized organic ranking (outside the map in the middle of the results).

Talk Soon,  
Brad

## IMPROVISE, ADAPT & OVERCOME (IAO) AWARD

Sabrina Deyoe is one of those people that sneaks up on you and splashes you in the face with a gust of unexpected awesomeness. She is professional, pleasant and polite...and seemingly reserved. But, don't be fooled by her calm demeanor, this woman is a beast...a force to be reckoned with. She takes care of her clients like a super-hero, and in the chaos of some major record-breaking weeks, she never loses her smile and willingness to help the team get the job done. Sabrina is a fan favorite this month, which is why she was voted IAO Award winner by her peers.

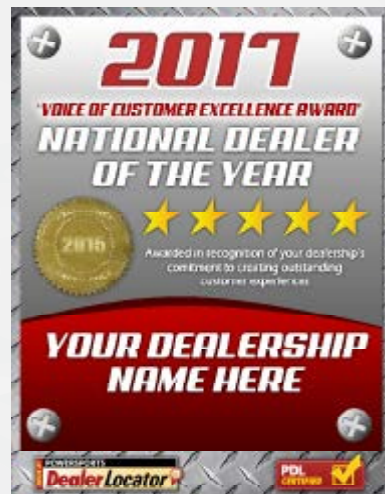
The IAO Award is a peer-voted award recognizing someone each month that embodies the 'Improvise, Adapt, and Overcome' philosophy. Check back each month to see if your favorite Powersports Marketing team member won the award.



Sabrina Deyoe  
Campaign Coordinator



# The Voice of Customer Excellence Award Program



The Repeat & Referral Score (RRS) is a dynamic calculation that helps you identify the overall health of your repeat and referral business, which are two critical components to help you grow your business. Plus, your RRS lets you see where you rank in comparison to other dealers in the Powersports industry.

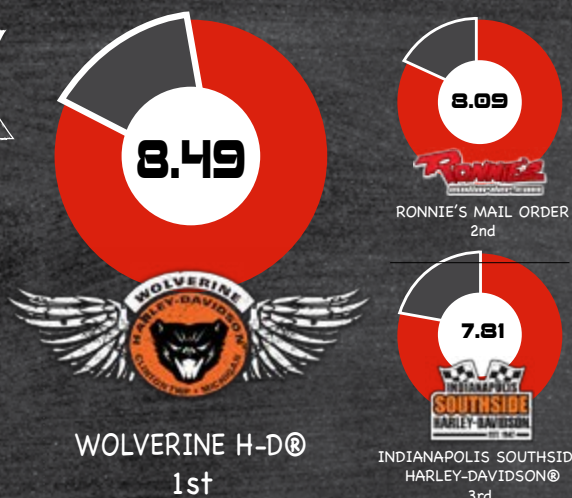
As part of the Local Web Dominator program, dealers are able to automatically receive reviews and feedback from their current (and past) customers to proactively improve their repeat and referral business.

Don't miss your chance for the prestige and recognition as one of the top performing dealers in the Powersports industry!



## THE PODIUM

4th	ADAMEC H-D® OF JACKSONVILLE - Jacksonville, FL	7.37
5th	KISSIMMEE MOTORSPROTS- Kissimmee, FL	7.31
6th	WHITTS HARLEY-DAVIDSON® - Manassas, VA	7.30
7th	GREELEY H-D® & WILD WEST MS - Greeley, CO	7.23
8th	MAN O' WAR HARLEY-DAVIDSON® - Lexington, KY	7.19
9th	THUNDER MOUNTAIN HARLEY-DAVIDSON® - Loveland, CO	7.18
10th	LEMON & BARRETT'S - Mineral Wells, WV	7.14



TOP 3/10

## LOCAL STAR: Brad Brown



As the Parts Manager at Central Texas Powersports, Brad has to set the bar high for his P&A team to reach for. And he hasn't backed down from that challenge. Brad just rounded the corner of 100 5-star reviews from his happy customers, making him one of the top 10 highest ranked Parts & Accessories employees in the industry! Nice work, Brad.



LOCAL WEB DOMINATOR

# IRON STEED HARLEY-DAVIDSON®

VACAVILLE, CA



Tia Robinson

Digital Marketing Manager

## OBJECTIVE

Located in a southwest suburb of Sacramento, California, Iron Steed Harley-Davidson® is a top-performing, customer-focused dealership that prides themselves on having a huge selection of bikes, with a small town, family atmosphere. General Manager, Aubree Cradduck, and her team at Iron Steed Harley treat their customers like family. And she wants to make sure that she keeps her Harley family in-the-know with all the local events, rides, promotions, and anything else going on around the dealership. As a savvy marketer, Aubree knows that anything she's going to put her resources (both money and time) towards needs to generate a positive R.O.I. So, while keeping her customers in the loop is great for building relationships, she needs to make sure that the avenues spent communicating with current & prospective customers is quantifiable and generates a positive return

## SOLUTION

Aubree's keen eye for programs with a strong R.O.I is one of the reasons she puts such an emphasis on an ongoing email marketing strategy. With the help of I.T./ Marketing Manager, Dave Allen, Aubree makes sure that she helps her customers "feel the love." They use the powerful Firestorm email system available in the Local Web Dominator program to email their 'family' of local Harley riders, customers and enthusiasts with engaging emails at least once a

week. Firestorm lets David (who does most of the email wrenching behind the scenes) select from a themed template, or build out a totally custom email using a blank template. Dave takes advantage of that flexibility and uses a variety of styles in the emails each week to split test the effectiveness of different styles and layouts. He's also careful to ensure that each of his emails are loaded with engaging content and, most importantly, links back to the Iron Steed H-D website.



## RESULTS

Regardless of which theme Dave selects from the Firestorm email system, the results he and Aubree are generating from their email marketing campaigns are amazing. Last month, Iron Steed Harley-Davidson sent out five unique newsletters to their entire email list. The newsletters had an average open rate 17% with an average click-through-rate of 10%. But, that's not the best part...

**The five Firestorm emails sent out increased their website traffic by more than 11% for the entire month! In fact, Firestorm email traffic was the 3rd highest source of traffic to www.IronSteedHD.com in total, just below organic traffic and direct traffic (people who typed in their website directly), even outranking the traffic generated by Facebook referrals and Google AdWords paid advertising traffic. Talk about a quantifiable R.O.I. for email marketing.**

If you want to increase your website traffic while using the easiest, most powerful email program in the industry, give us a call at 877-242-4472 and we'll walk you through the Firestorm Email program.

