

CORE VALUES

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

2 W.E.M.G.D.
WHAT GETS MEASURED GETS DONE

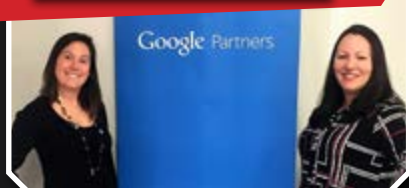
3 ATTITUDE = 100%
1+20+20+9+20+21+4+5 = 100

4 COMMITMENT TO TEAMWORK AND SYSTEMS

5 DEDICATION TO CONTINUAL IMPROVEMENT IN BUSINESS AND LIFE

ABCDEFGHIJKLMNOPQRSTUVWXYZ
12345678901011121314151617181920212223

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!



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Tel: (877) 242-4472

AWARD WINNING
Inc.
5000
COMPANY

PREMIER Google Partner

“Big goals require big backbone—wimps need not apply.”
DAVE RAMSEY

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DON'T JUST TAKE OUR WORD...



I am new to Powersports Marketing, and I was very happy with the professionalism shown by Taylor. He was a delight to work with, always polite and patient. He made the process very simple. I am set to send my first email today and I am excited about this opportunity to engage my customers.

COLLEEN B.
-Pittsburgh, PA



Marisa has been great with everything she does. From help with our new Firestorm website all the way down to help with email blast. No matter what it is if I ask Marisa I know it will get handled. Fast and friendly service, what more could you want.

BRAD Z.
-Kyle, TX



Sabrina has been a huge part of the success of our sharp shooter. Always prompt with getting the ball rolling and changes that need to be made. She is truly a valuable member of your team!

MARK H.
Kennewick, WA



Founder & CEO

NOBODY LIKES TO BE SOLD, BUT EVERYONE LIKES TO BUY!

ULTRA
MARKETING
MACHINE
NEWSLETTER
.....
ISSUE #105

There's no doubt that having a sales process and trained staff in your new and used departments will result in selling more units. However, the best sales techniques on the planet are useless if the buyer doesn't want to buy. This is why understanding buying motives is equally as important, if not more, than top notch sales skills.

The reality is buying a motorcycle, RV, boat, etc. is an emotional purchase, not a logical one. This is why the intent of all of your dealerships marketing should be to "trigger" the emotions that lead to "wanting to own" rather than the "defensive logic" of not wanting to be sold.

Month in and month out in this newsletter we talk about our "Predictable Growth" formula which is to "touch" your Buying Base 52 to 104 times per year. This may sound pretty simple but it can easily be botched up with the wrong approach. For example, if every time I receive a message from you, regardless of the media, it is always "Hey you, wanna buy a bike, lets do a deal, I wanna sell you...." then which emotion are you triggering, wanting to own or not wanting to be sold?

Just as a reminder, we define your Buying Base with two groups of customers/prospects. Customers, who are already in your database because they have done business in the past, and prospects who are not in your database, but live in your market area and have an interest in the products you sell, but have not done business with you in the past. You don't own those customers in your database, they are only rented, and the rent is due every month. BUT.... They are the most likely people to give you money in the future if you continue to "trigger" their emotions of "wanting to own". That second group, the prospects who haven't done business with you are a little more expensive to get into the dealership, but still a

solid target audience to allocate budget to, if you do it the right way.

So let's look at two pretend Dealer Principals with two different approaches to their annual marketing plan. Both are astute dealers and create an annual plan of attack rather than being completely reactive month in and month out. They are both experienced and have wasted hundreds of thousands on mass media like radio and TV and now believe direct marketing clearly provides the best bang for the buck. They also both buy into going after their Buying Base to "touch" them 52 to 104 times per year.

“UNDERSTANDING BUYING
MOTIVES IS EQUALLY AS
IMPORTANT, IF NOT MORE, THAN
TOP NOTCH SALES SKILLS”

There is only one main difference in their marketing approach, the message. Dealer one is all about "Moving the Metal". His direct mail, email, facebook, etc. is all about finance special offers, best trade in value, factory rebates, low price guarantee, and meeting monthly goals, every single month.

Dealer two on the other hand creates a "Reason to Visit his Dealership (and Website)" every single month by hitching his wagon to the time of year. In January he does a "Resolve to Ride" campaign, in February it's a "Cabin Fever Reliever" theme, in March it's "Spring is in the Air" in April it's "April

Showers Bring May Horsepower" and so on. You get the idea. In most of his marketing he's sending an invitation to his Buying Base to come into the dealership for a party they are having with Free Food, Drinks, Door Prizes, and more. He also offers a Free widget to customers who will go to a landing page and share what's on their mind this time of year. AKA... what they would "like to own".

Dealer 1 is only generating quantifiable leads from those who raise their hands and say they are in the market to buy today (low funnel) and are ready to negotiate. Usually less than 1% of your list. Dealer 2 is generating leads from those who are just sharing what they are interested in owning for any department in the dealership. Sure, many of these leads are higher up in the funnel, but he also picks up all of the same low funnel leads that Dealer 1 is getting, but those leads are not as focused on price. So, Dealer 2 has a much larger list of leads to follow up with, creating a month long sales process. Bolt this to the event he has each month, and he is constantly "triggering" the emotion of wanting to own. Furthermore, everyone loves to be invited to a party, and even those who don't respond or come to Dealer 2's event, feel an affinity towards that dealer, and when the time comes they will reciprocate.

Gitomer defines it like this: "The head is attached to the price, and the heart is attached to the wallet. If I pull on the heartstring, the wallet will pop out of the back pocket, and the only thing that can stop it is logic."

It's officially riding season, and there is no better time of year than right now to execute the above outlined strategy, so you can sell more units and make more money. Contact us today at 877-242-4472 to learn more or visit us online at www.powersportsmarketing.com



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CASE STUDIES:

ONBOARDING THE DIGITAL MARKETING BEAST



A feature designed to track incoming anonymous website traffic, and link them to your customer records to allow you to specifically target customers with marketing messages that showcase the products they were looking at on your website.



"Last week we used the onboarding tool to send a pointed directed email to customers based on what they did in the onboarding list. The results do not lie one bit. The following day, we sold 8 bikes... in one day... in the middle of winter...in 2 feet of snow... nothing else going on at the dealership....Here is your proof that what you have is worth its weight..."



WANT TO LEARN MORE ABOUT ONBOARDING?

GO TO [POWERSPORTSMARKETING.COM/LOCAL-WEB-DOMINATOR](https://www.powersportsmarketing.com/local-web-dominator) & FILL OUT

THE FORM OR CALL (877) 242-4472



ASK TORY



Why should I switch to a Firestorm Website?



Tory Hornsby

EVP

One of the most common questions I currently hear from dealers is, "Why should I switch to a Firestorm Website?". This article will have no fluff or hyperbole... just a good ole meat and potatoes answer. Let's start with a foundational question: **What is the main purpose of your website?**

I've mentioned this question before in past articles, but I'd be remiss not to state it again because your answer is like a compass that lets you know if you're heading in the right direction. For instance, if your website's main purpose is to get your name out there, you're done! It's doing that.

The correct answer: **To generate leads.** All other functions are secondary.

The average website in the powersports industry gets around 4,000 website visitors and generates about 60 leads per month (or a 1% to 2% conversion rate). Our chief goal with Firestorm Websites is to generate more leads.

Recap: This is meat and potatoes reason #1: Firestorm Websites have a 100% success rate at generating more leads each month. For details on what type of increase you could expect for your dealership, call me at 877-242-4472.

But what about quality of the leads? First, let's address the big fat ELEPHANT in the room:

1. Your website blatantly leads customers and prospects down the path of requesting a quote. Ever wondered why all your website leads are focused on price?
2. The MSRP is listed on your inventory pages, which means you're pushing website visitors to expect a discount. Ever wondered why all your website leads want a discount?
3. Any good salesperson who is tasked with following up with website leads has been taught to avoid price. They're trained to do their best to get the prospect into the dealership, and whatever they do, avoid talking price!

You know what happens when your website path leads visitors to request a quote/price, and your salesperson is taught to avoid giving price to a website lead? Less website leads (bad conversion rate) and less prospects in the store. After all, the most hated part of buying a vehicle is negotiating.

When "quote request" is your call to action, it's the equivalent of greeting a showroom guest with "Can I get you a discounted price on

any of our inventory?" That would kill your margin and your closing ratio. Oh yeah, this all leads to salespeople not being excited to get a website lead. Your salespeople ever said, "They're all junk! It's a waste of time! They just want our best price out the door! They never come in!"?

Recap: This is meat and potatoes reason #2: Firestorm Websites generate a higher quality lead that's not just focused on price. Want details? Call me.

What about having real, authentic pictures of your inventory on your website.

The auto industry is often said to be 10-years ahead of the powersports industry. In the auto industry, if you're not adding 20 to 30 actual pictures of each unit, you're doing it wrong.

The problem is that it's so darn time-consuming to take all those pictures, save them to your computer, organize them, then add them unit by unit to your website. This is where our back office mobile app comes in handy.

Recap: Meat and potatoes reason #3: Now you can walk around your showroom and add inventory pictures to your website instantly using a tablet or mobile phone. The time savings and increase in leads this produces is amazing.

Let's move to your identity.

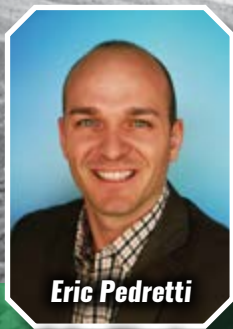
Most dealer's websites completely lack their culture, local geography and really any identity at all. You could literally slap any dealership logo on the site and it would work. This is not the case with a Firestorm Website.

Recap: Meat and potatoes reason #4: We work tirelessly to provide a completely custom, one-off site that tells your story.

There are plenty of other features like DMS Integration, VIN Decoding, SSL Security Certificates, Responsive Designs, Great SEO and more, but I'm out of space.

I'm available for a 'Meat and Potatoes' phone calls and can show you dozens of live examples and results – call 877-242-4472 and ask for me.

- Tory



Eric Pedretti

Sales Director

SHARP SHOOTER CASE STUDY

HARDING'S PARK CYCLE

predictablegrowthformula



Dealership:

Harding's Park Cycle owners and brothers, Dan and Dennis Harding, were introduced to motorcycles early in life when their father brought home an enduro for Dan. Weekends were spent at local dirt tracks and that passion turned into a career at Parkway Kawasaki in Dover, PA. Soon thereafter, younger brother, Dennis, joined Dan working on Saturday's for his older brother. In 1984, Dan bought the store and in 1988, moved the dealership to Canton where they now sell Honda, Kawasaki, Suzuki, Can-Am, CFMoto, Yamaha & DRR.

Solution:

For their first Sharp Shooter Event, they decided to market to 2,000 past customers and 2,000 conquest prospects who ride what they sell, live in their backyard but hadn't bought from them. Using a nice mix of active, inactive and conquest prospects, they knew they could reactivate customers who hadn't spent money with them in the previous year and drive some new blood through the door. The ultimate goal is to increase the number of customers spending money with them over the next year and increase how much the spend, by getting them all to walk through the door more often.

Since the loneliest number in marketing is one, we used up to 12 direct marketing touches. By giving customers more opportunities to respond to the marketing, we increased the amount of traffic on event day and the number of leads being generated. Bigger picture, we've learned Powersports Dealers need to touch their Buying Base a minimum of 52-104 times per year to increase retention and grow market share. The more you touch your customer base, the more responsive they become and over the course of the year, more of them walk through the dealership's doors more often and the business grows.

The message we utilize is focused on inviting customers to a party. By focusing on what the customer wants (things like food, drinks, door prizes and demo rides), the

dealership gets more of what they want (more P&A, service and gear sales and a few more units out the door). The reverse is also true: focus on the sale and you will alienate the 99.99% of customers who don't have 'buy a motorcycle' on their list of things to do this weekend. Long-term, customers never get tired of being invited to a party so they end up walking through the doors more often and when they're there, they can't help themselves but to spend more money.

With so much marketing going out the doors, it's important to have it hit customers at just the right time to really maximize the response from each media. Our marketing begins hitting customers roughly 10 days before the event and gives them a different opportunity to respond to the survey site (to generate leads for every department) almost every day leading up to event day.

Results:

Jason Roher, Sales Manager of Harding's, said their first campaign was, "Great! We had a lot of people here, rolled five units the day of the event and sold a ton of parts!"



Executing on all four pillars of the Sharp Shooter Program - Right Audience, Right Media, Right Message & Right Timing, really paid off. The program generated 262 completed surveys including 150 sales opportunities in Clothing, P&A and Service, PLUS 73 responses for a new or used unit!

What's Next:

May is one of the best months to market to your buying base all year! Spring will have finally arrived in every corner of the country, plus you have Cinco de Mayo, Mother's Day and Memorial Day. What more could you ask for? Visit us online at www.PowersportsMarketing.com for some killer campaign options and for more information on how the Sharp Shooter Program can help you achieve your growth goals in 2018, call me on my direct line 877-242-4472 ext: 112. Happy selling.



Brad Cannon

VP of Client Success

Would You Like A Front Wheel With That Motorcycle?



MOTORCYCLE
INDUSTRY
COUNCIL



Partnering with a website provider to create your digital dealership is a lot like the partnership you had when you contracted to have your brick-and-mortar built. The process is very similar.

With your physical dealership, you started with a plan. Your plan outlined everything that was necessary for your dealership to function – foundation, framing, electrical, plumbing, lights, etc. are all a part of the plan for an optimal performing dealership. Once everything was completed, there was a punch list created for those last finishing touches necessary to make everything perfect.

As it turns out, this is very similar to how your digital dealership is created as well. You have an initial meeting with your new provider, creating the digital floorplan for your online presence. You review functionality, what you like (and what you don't), the look and feel, and much of the functionality you want.

One of the things that doesn't get talked about (or is maybe glossed over) is what's behind the walls of your digital dealership. What doesn't get seen, but is extremely important. SEO.

SEO (search engine optimization) is extremely important, and most folks have come to understand that over the past few years – even if they don't fully understand why.

It's critical for search engines to understand how to navigate your site, and understand what your site is about. The better they understand and interpret your site, the better your rankings when people search for you.

There are a few things that are pretty important when it comes to having a strong online presence. Your site needs to be easily navigable. It can't be difficult to find your way around. There has to be good, solid content, and it needs to be as unique as possible.

All of that is what is visible, but there's more to the SEO game than that. Just like in your dealership, there's

some really important stuff hidden behind the walls that you can't do without. You know, like electrical and plumbing.

In the SEO world, metadata is one of those things that, while not as important as it once was, still needs to be included in the header code of each page of your site to help search engines interpret what each page is about. There's been a lot of talk saying that Google doesn't look at metadata anymore, but split testing has shown that it's still a player. It's not visible on your pages, but ignoring it can cost you.

Having keywords in your URLs plays a really big part in how you appear in search results. Having the name of a particular unit in the URL for its inventory page can help boost the ranking of that page when searchers are looking for that specific unit.

Another big, behind the scenes player in the SEO world is proper naming of images on a page. Many folks simply leave whatever default image name tagged to the picture by the camera in place when they put it on their site. An SEO best practice is to name the image after what the image is. For example, if it's a picture of a 2018 blue Honda Goldwing, use that as the image name when it's placed on your site. There is also an option when using images for what is called 'Alt Text.'

'Alt Text' is used when a browser is unable to display the image for whatever reason, the alt text is placed in place of the image. Search engines use alt text as a way to interpret what a page is about for indexing as well.

One of the biggest SEO elements to pay attention to, and that Google will either reward you greatly for, or penalize you in a big way for, is 301 redirects.

301 redirects are important because what they do is keep your navigation from other 3rd party sites operational. For example, let's say that a third party site – a motorcycle enthusiasts magazine – wrote an article about a particular bike and linked it to a page on your site of that unit. That's really great for SEO for you, and Google will reward you accordingly in their rankings.

Now, let's say some time has passed, and you've either gone to another website provider, or changed the layout of your current site, so that particular page no longer exists, or is called something else. If people click that link on the 3rd party page to see the unit mentioned in the article, they're going to get a 404 page not found message. That's called a broken link, and Google hates those, and your rankings will suffer greatly because of them.

301 redirects keep you in Google's good graces by forwarding those page requests to the new, redesigned or renamed page so you don't get any broken links.

Now there are a ton of other SEO best practices involving things like site maps, robot.txt files, and data formatting but my point is really this: just like when you contracted to build your dealership, there were best practices regarding it's construction, the same thing applies when it comes to your digital dealership. Not just that, but it should be included in your build out. In other words, your site provider should include good SEO practices as normal and customary and NOT charge you an additional SEO package fee as some do. When you built your dealership, it wouldn't have occurred to you that you would have to specify that you wanted light switch covers or door locks, it was just a part of the cost of the dealership. The same can be said for SEO compliant site structure. Anybody with half a lick of sense is going to insist on it, and if you're going to be in the website business, it by gosh ought to be so ingrained in what you do that it wouldn't occur to you to think you should charge extra for it.

I mean, after all, are front wheels an 'option' on motorcycles?

If you want to talk more about websites, or how we can help you switch to a site that will increase the number of leads you are currently getting, give us a call.

Talk soon
Brad

IMPROVISE, ADAPT & OVERCOME (IAO) AWARD

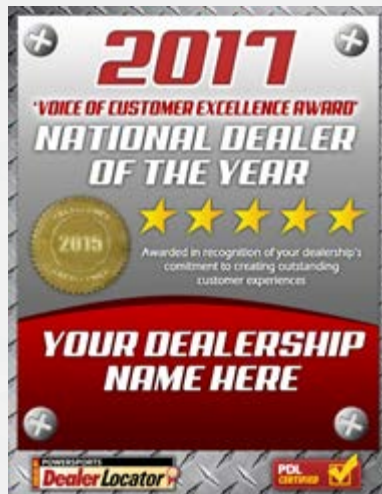
Scott is one of those quiet, unassuming, hard-working kind of people that everyone wants on their team. His work ethic is 2nd to none. He never hesitates to help anyone on his team in any way possible. He carries the workload that would make lesser men flinch, but you just can't crack his cool. And, he doesn't even quit when he clocks out. He's actively pursuing training in front-end development and is constantly living out our Core Value #5: Continuous Improvement in Business & In Life. It's no wonder why his peers voted Zinkel 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.



Scott Zinkel
Digital Marketing Coordinator

The Voice of Customer Excellence Award Program



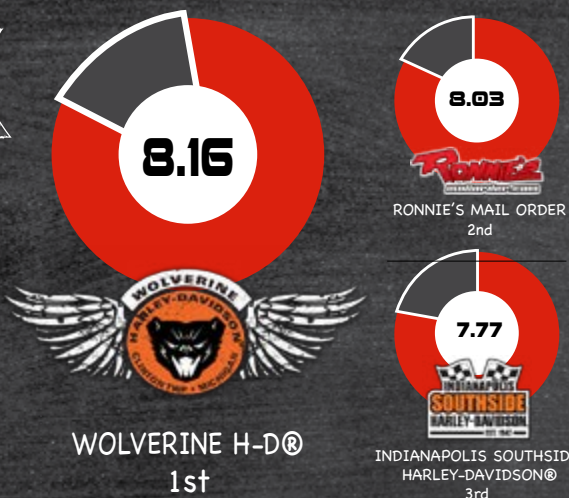
MAJOR ANNOUNCEMENT regarding the Repeat & Referral Score and the annual Voice of Customer Excellence Award is coming in the next issue of this newsletter! Make sure you check back to see how your dealership can benefit from the industry’s only dynamic customer repeat & referral score.

(National average is 4.99)



THE PODIUM

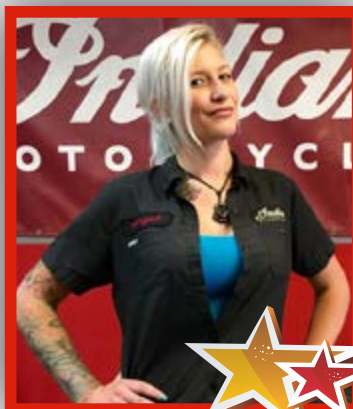
4th	THUNDER MOUNTAIN HARLEY-DAVIDSON® - Loveland, CO	7.63
5th	OUTERLIMIT POWERSPORTS - Dyersburg, TN	7.25
6th	ENGELHART MOTORSPORTS -Madison, WI	7.25
7th	GREELEY H-D® & WILD WEST MOTORSPORTS - Greeley, CO	7.18
8th	STEAMBOAT POWERSPORTS - Steamboat Springs, CO	7.12
9th	MAN O' WAR HARLEY-DAVIDSON® - Lexington, KY	7.06
10th	LOST RIVER POWERSPORTS - Bowling Green, KY	6.98



TOP 3/10

REVIEWS & RANKINGS LOCAL STAR: ANGEL HACKER

Indian® Motorcycle Tucson



Angel Hacker at Indian Motorcycle Tucson is this month’s featured Local Star. With over 140 5-star reviews, Angel is one of the top 5 highest ranked Parts & Service Employees in the Powersports Industry! She’s making an impact on the local riding community and setting the bar high for her peers. Keep up the great work, Angel. Your rock star status is being noticed!

Want to see how your employees compare 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.

LOCAL WEB DOMINATOR

BUD’S HARLEY-DAVIDSON®

EVANSVILLE, IN



Tia Robinson

Digital Marketing Manager

OBJECTIVE

Bud’s Harley-Davidson offers the type of excellent, premier service to their customers that you’d expect to find in a high-end department store. Except, they have 43,000 square feet full of 100% Harley-Davidson, and none of the snooty attitude. In fact, customers can bring the whole family to shop at Bud’s H-D – kids are entertained in the play area, spouses can relax in the lounge area, motorheads can ogle the Dyno in the service bay – everyone’s welcome at Bud’s.

Dawn Jordan, General Manager, wanted the Bud’s Harley-Davidson website to be as welcoming and reflective of their culture as their brick and mortar showroom. The goal was to combine their in-store culture and service with the primary purpose of their website: to generate high-quality leads for the sales team.

SOLUTION

Bud’s Harley-Davidson took a leap of faith, based on the data provided by our Sales Director, Eric Pedretti, regarding the increase in both the volume and quality of conversions generated by Firestorm Websites and decided to sign up for a new website. Additionally, they understood the time saving value of being able to upload pictures of motorcycles on the showroom floor directly onto her website using the Firestorm Website mobile app. Plus, Firestorm Websites offered full customization – allowing the dealership to have a site created just for her that mirrored the specific look and feel of the Bud’s Harley-Davidson’s rich history and culture. Firestorm Websites are not templates, they are completely customized to generate leads and represent the uniqueness of the dealership. So, Bud’s knew that their site would be uniquely theirs.

RESULTS

Their faith in the Firestorm Website platform paid off! In the first month of the new site, Bud’s Harley-Davidson saw an 80% increase in leads compared to the same month last year!

At first when the site went live, the Sales Manager said, “There’s no way we are getting this many leads...these can’t all be real.” Then they called the leads and realized they were! Dawn said the sales staff are having better/easier calls with customers checking availability on vehicles from the website and they’re converting these bad boys into sales!

Is your website built to generate the kind of leads that your sales team actually WANT to follow up with? Is your team able to upload real images of vehicles directly to your website in less than 2 minutes? Does your website reflect the uniqueness of your dealership, local area, culture?

If not, we’d love to walk you through the Firestorm Website platform to show you how it can help your dealership save time and increase leads. Dealers are seeing 30% or greater increase in leads over every other website provider. Call us today and we’ll show you how: 877-242-4472, or request a FREE demo online at powersportsmarketing.com/firestorm-websites.