

CORE VALUES

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%
 $1+20+20+9+20+21+4+5 = 100$

4 COMMITMENT TO TEAMWORK AND SYSTEMS

5 DEDICATION TO CONTINUAL IMPROVEMENT IN BUSINESS AND LIFE

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26

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- Google Analytics IQ
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- Video Ads
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- 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

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"Over half of customer loyalty is a result not of what you sell but how you sell."

MATTHEW DIXON

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DON'T JUST TAKE OUR WORD...



I am very impressed with Allison, she does an amazing job on our ads, she is fast, creative, talented and it is always a pleasure working with her. Great Job Allison and thanks for taking such great care of us.

CHERYL W.
- EMPIRE CYCLE



Chris has been EASY to work with. It is not much of a description but transferring from web.com it is the absolute best word to describe my relations with him and his company. I'm computer illiterate so its is hard for me to pay for something I cant see. Since day 1 he has walked me through everything and I constantly see the results he and Jessica have created for my company. Opened in 2000, 17 years in business, last year my first year with powersports my gross sales beat my best recorded year by 100k with 2 less employees. Hands down ill be a long time customer! Thank you Chris, Jessica, and whomever else is behind our success.

ALAN J.
- GLASS SERVICES



Jessica... what can I say. She has been helpful, insightful and understanding to our needs. As a large group with many different moving pieces, she seemingly keeps our interests and needs as her focus. We appreciate all the work she has done for us.

JACOB B.
- RIDENOW POWERSPORTS



Kawasaki

TRIUMPH

SUZUKI

POLARIS

YAMAHA



ski-doo

can-am



POWERSPORTS MARKETING™
By Dealership University .COM

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National Dealer of the Year Winner



QUAID
HARLEY-DAVIDSON®

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FOUR BIG BREAKTHROUGHS EVERY DEALER SHOULD EMBRACE



Rod Stuckey
Founder & CEO

Unfortunately, the majority of Dealer Principals and General Managers expect solutions for maximizing profitability and overall dealership health to materialize out of thin air. As a former DP myself, I know because I've lived it. Reactive advice coming to you from employees, OEM's, vendor reps, feet-on-the-street salespeople, attorneys, and heck, even your customers will tell you how to run the business.

In reality, all of these people lack perspective of the entire picture, and usually after a few hundred doses of heeding bad advice and bleeding cash from bad decisions it's easy to understand how a dealer can gravitate to the land of skepticism, paranoia, and barriers to prevent access.

Most don't realize it, but running a dealership can be a lonely place. I can remember describing to my wife that it felt like I was on an island with no one who understood me, and no one to talk to. But, eventually I learned it didn't have to be that way.

Here are 4 big breakthroughs I've discovered through years of trial and error that separate okay dealers from great dealers:

1. RESOURCEFULNESS – not just resources. But RESOURCEFULNESS - this means that you go pro-actively looking for solutions and don't just expect (or hope) the answers to your business and marketing challenges will appear out of thin air.

HOPE IS NOT A STRATEGY.

Resourceful is officially defined as – full of initiative and good at problem solving, especially in difficult times.

Every high performing dealer I've ever met over the last 2 plus decades have embraced this important quality. And, best of all, it doesn't require rocket scientist intellect or super human ability. Any dealer who wants it bad enough can do this.

2. THE POWER OF ASSOCIATION – meeting with and networking with other success-oriented, like-minded people. To achieve success, you must put yourself in an environment conducive to success, as has been continually documented since Henry Ford, Harvey Firestone and Thomas Edison's first 'Mastermind Alliance' meeting.

We all tend to become like those who we hang around with the most. The problem is this is often driven by convenience and circumstance rather than intent.

When you choose, by design, who you're going to associate with, you can truly harvest the POWER OF ASSOCIATION.

3. MODELING – Learning from, borrowing, and duplicating with intent, proven business best practices from both within and outside of the industry. There is no reason to re-invent the wheel. I learned more best practices and financial benchmarks in one 2-day 20 Group meeting than I'd learned in the previous 5 years combined.

There is no shame in learning from those who have gone before us. In fact, the reason so many of the super successful write books is they want to share their story and have others learn and benefit from their successes and failures.

4. SYSTEMS vs. RANDOM ACTS – SYSTEM is an acronym for Save Yourself Stress Time Energy and Money. The systems should run your dealership and your people run the systems.

If you look at business like a game, the systems are the rules of the game. A game without rules is no fun because the players can't focus on playing the game. They're too busy trying to figure out how to play.

A business without systems is chaos. Many business owners don't own a business, they own a job, because they have no systems. The lack of systems within a

business is one of the biggest underlying causes of failure.

It's because of these four breakthroughs that we host our Marketing Boot Camps here in Atlanta twice a year. The Powersports Industry landscape continues to change at rapid pace. The customer has changed and continues to change, and thanks to the internet the options to send relevant and compelling marketing messages to those customers have also undergone drastic transformation.

And, right now, our country is going through extreme change due to the TRUMP effect. Many experts are predicting a huge increase in blue collar jobs and growth in the middle class. Guess what blue collar guys love to do on the weekends? You got it, motorcycles, hunting, camping, etc. Could be good, if you communicate with them.

In case you're not familiar... our Powersports Marketing Boot Camps, are THE place where the most successful and progressive dealers come to discover the latest and most lucrative marketing programs and systems to increase the bottom line and improve quality of life.

It's THE place for dealers to gather, exchange new ideas, see what's working, what's not working, and of course to network with other like-minded Powersports professionals.

So if you haven't already signed up, it's not too late, but you need to do it now. As always we offer money back guarantee so you have nothing to lose. Three easy ways to enroll:

1. Go to www.powersportsmarketing.com/boot-camp
2. Call 877-242-4472

I look forward to seeing you in Atlanta.

CASE STUDIES:

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hundreds of customizable
themes designed specifically for
the powersports industry

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Thank you...



FOR YOUR SUPPORT!

ASK TORY



Why Should I Come to the Spring Marketing Boot Camp?



Tory Hornsby
EVP

If you haven't attended one of our Marketing Boot Camps, your dealership is missing out on the absolute best way to implement quantifiable advertising that's guaranteed to generate a positive ROI. Hands down. In fact, we GUARANTEE you'll be glad you came or we'll refund you the cost of your admission AND your room.

There isn't a better way you could spend March 20-22, 2017, but don't just take my word for it. Hicklin Powersports said, "I attended the Spring Marketing Boot Camp (2016) in Georgia last week, and it was a great learning experience. I would recommend any person working in the Powersports industry to attend. It gave me the ideal way a dealer should perform in today's market!"


You'll learn how to develop a marketing plan that has no waste, and will start increasing your sales and profitability in the 2nd quarter of 2017.

- Growing Your Marketing Lists – See how the best dealers in the Powersports industry are growing their email list and the mailing list. And also how to segment your data and keep it clean.

There are several other important topics that we'll be covering, and you'll be glad you came. Especially when your marketing starts quantifiably driving leads, traffic and sales in the dealership like never before.

Visit www.powersportsmarketing.com/boot-camp to enroll, or call 1-877-242-4472.

- Tory



Here is a sneak peek at some of the topics that will be covered:

- Implementing a Predictable Growth System – Learn how to predictably grow your dealership in 2017. You can increase the number of active customers (those who buy something from you this year), and increase the average annual value of each customer (how much money they spend with you each year).
- The Right Audience – Who should you be focusing your marketing efforts on? Should psychographics & demographics be a part of your decision? We'll show you how to determine your Buying Base (the customers & prospects most likely to respond to your marketing and buy something from you).



- Customer Onboarding – The latest technology that shows you who was looking at inventory on your website yesterday, and what they were looking at, so you can be the first dealer to engage and earn the sale.
- What Media Works – The marketplace is more convoluted than ever right now, and it's only getting worse as technology increases. Find out which media generates the most responses and provides a return on the money you spend - specifically for the Powersports industry.
- Crafting a Compelling Message – Picking the best media and reaching the perfect audience isn't enough. You must also have a compelling message that drives a person to respond. Come discover how to write messages with an incredible call-to-action that boosts your responses.
- Social Media – If you're not careful, Social Media can be a huge black hole that sucks up all your time yet produces little to no return. We'll cut through the clutter and show you what's actually working in 2017, and how to avoid wasting your time and money on what's not.
- Digital Marketing – SEM/PPC, Display Network, Remarketing, Geo-Targeting/Geo-Fencing, and much more. Learn what digital marketing you should be doing, and the best practices for driving results.



SPRING BREAKOUT MARKETING BOOT CAMP 2017
MARCH 20-22
REGISTER AT WWW.POWERSPORTSMARKETING.COM/BOOT-CAMP



Eric Pedretti

Sales Director

SHARP SHOOTER CASE STUDY

QUAID HARLEY-DAVIDSON®



All you need to know about Quaid H-D is said in their Mission Statement: To provide the ultimate H-D experience for the individuals who make their own rules and know when to break those rules, for the individuals who define what they ride and wear but are not defined by it, for individuals who step out of line, hit the road and keep moving, our dedication is for the self-seekers who look around and understand that. Conformity Bites!

As you can tell by their mission statement, they wanted to differentiate themselves. One of the best ways to do that is through marketing. Brandon Quaid, partner at Quaid H-D, recognized the Sharp Shooter Program as an opportunity to do that.

Many traditional advertising reps (TV, Radio, Billboard, Print, etc.) tell you the goal of your marketing is to get your name out there and build your brand. Getting your name out there and building your brand shouldn't be the core goal of your marketing. The one goal of your marketing should be to make the phone ring, door swing and cash register ding! Getting your name out there and building your brand are happy by-products of good direct response marketing which by definition, gets your exact target audience to take action on your marketing (A.K.A. call the store, walk through the door or generate a quantifiable sales opportunity for one of your departments) through an incentive combined with a deadline.

Here's how the Sharp Shooter Program accomplishes that: we start with the Right Target Audience, we hit them through the Right Media Channels, we use the Right Message and execute all of this with the Right Timing. When you hit on all four pillars, you drive a lot of qualified traffic through the doors and generate a pipeline of leads for each of your departments turning a weekend event into a month-long-sales-process. This allows you the opportunity to truly stretch your Return On Investment...which at the end of the day is why you spend money on marketing, right?

Right Audience:

We start with a combination of your past customers and conquest customers, or prospects who ride what you sell and live in the same area where the majority of your sales come from. The single best dealership in the country has a huge opportunity to reactivate customers who haven't spent money with them in over a year and drive new blood through the doors.

Right Media:

The loneliest number in marketing is 1. That's why the Sharp Shooter Program utilizes up to 12 direct-marketing touches per campaign to guarantee the Right Audience has multiple opportunities to respond. And by simply giving them more opportunities to respond, we increase response drastically. Each piece of communication incentivizes customers (with a deadline) to tell us who they are, how to get a hold of them and what they want to buy from the

dealership generating leads that will keep every department of a dealership busy for a month!

Right Message:

Want to add to the white noise of all other marketing? Tell everyone you have great finance offers and huge rebates. Want to create affinity with you the group of customers where the majority of your sales are going to come from, maximize response, traffic and generate the most amount of leads? Throw a party and feature things your customers care about: Food, Drinks, Door Prizes, Music & Demo Rides.

Right Timing:

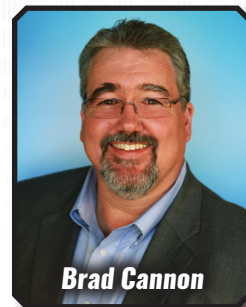
his is putting a bow on the whole package. When you have 12 different marketing touches happening in 10 days, it takes surgical precision with planning when it hits customers. We've got this down to a science and it truly maximizes each piece of communication's potential response. Brandon at Quaid H-D has been implementing the Sharp Shooter Program consistently for some time now and the results speak for themselves. Check out what they were able to accomplish on their event this month, the "Quaid Raid"!

They had 209 surveys completed, which created a total of 160 sales opportunities in P&A, Service, and riding gear, PLUS 53 responses for a new or used bike.

After the event, Brandon left us the following review:



Check out the inserts for some killer campaign options for March & April 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



MOTORCYCLE
INDUSTRY
COUNCIL



By the Book

Last month I talked about your web site content, and turning your site into a conversion machine – getting rid of as many distractions as you can in order to allow your site to do its job – turn browsers into buyers.

So what does that mean, how do you do it?

You have to take into account how the web has evolved, and change your thinking along with it.

Back when I started in digital marketing, Adwords fell into the category of black magic that few understood and less could actually do. Social Media wasn't even on the horizon. What that meant was that any message you wanted to communicate with potential customers had to happen on your web site, and the result was often tragic. Many sites came off as that desperate first date that was totally overbearing, bursting with "too much, too soon." The other end of the spectrum were the sites that were announcing that you should attend the chili cook off – that happened 18 months ago. There wasn't a whole lot in between.

Fast forward several years, and now there are a zillion different ways to reach potential customers with your messaging and your web site is only one of them.

Now, you need to have a multi-touch approach to be really successful. I'll lay out the blueprint:

First – as I said last month, you need to have a solid web site. One that is stripped of distractions and focused on turning browsers into buyers. In the digital world today, folks that head to your web site are actually shopping. They will typically have found you via a Google search and whether organic or pay per click traffic, they are actively looking for something. Make it easy to find and buy.

Second – have a solid AdWords presence. It used to be the cool new thing, but if you aren't running an AdWords campaign today, frankly, you are putting yourself at a significant disadvantage. And if you're managing one for yourself, you are likely getting your butt handed to you in terms of cost and

effectiveness. Not one time in all my years of doing this have I EVER had a single dealership running an AdWords campaign in-house outperform our specialists – and many have tried. Get a real budget, get a real professional. When people are actively searching, you will then be able to point them to your conversion machine.

Third – have a social media presence. There, I said it. Powersports is a passion based industry, and as such it's pretty easy to get a following. If I had to pick a particular social media my vote is for Facebook all the way. There, I said that too.

So why social media, and why Facebook in particular? People tend to flock with people like themselves. It's how we're wired. With the development of social media, it's easier to find and associate with those folks.

Now, let's take a look at the average motorcyclist. Hasn't really changed in decades – regardless of what some OEMs are trying to push. Male, 45-55 years old, making around 55k per year. Been that way forever it seems.

Now let's overlay the Facebook demographics according to a Pew Research Center report for last year. 79% of adults who are online (which represents 68% of all Americans) use Facebook. That's up 7% from last year. Facebook is on the increase. Still. 72% of 50-60 year olds online use Facebook. 75% of people earning 50k-74k per year use Facebook. The short story is that many of the very people we are trying to find and engage are in one place – it only makes sense to be there too.

Putting the pieces together, if you can find and actively engage potential customers on a social media platform like Facebook, you can earn the right to make a sale. People buy from people they know, like, and trust. Facebook can create the space for that to happen.

What is really good about moving anything not directly sales funnel related to Facebook, is that it becomes much easier to maintain. On a web site,

you have to be sure to stay on top of everything on there, like events, sales, promotions, and even staff turnover. On Facebook, everything is in a timeline. Post it and it can stay there forever without concern about inadvertent negligence.

There also doesn't need to be an incredible focus on making every single post a graphic or ad copy masterpiece, so it can be quick.

One of the best reasons for using Facebook is that now their ad platform is catching its stride as far as providing value. Facebook has a pay per click program that for years was just okay, but in recent months it has proven to be pretty amazing. It behaves in much the same way that AdWords does, but in the closed loop universe that is Facebook, where they know more about you than is probably even healthy, you have the ability to target your market with pinpoint accuracy. Facebook ads can target specific demographics with regard to age and interests extremely well.

At this point in the digital landscape, Facebook can be seen as the way to introduce yourself (and dealership) to potential customers, and with your advertising on their platform move them to your conversion machine of a web site when they are ready.

Think of it as a gateway to your dealership.

Another benefit is that Facebook advertising costs are low if executed properly, and the return has been extremely high with the dealers we are currently managing.

AdWords and a Social Media presence with Facebook advertising bolt-ons are a clear way to drive sales both to your web site and your door. If you want to find out more, give us a call, or attend our next marketing boot camp.

Talk Soon,
Brad

IMPROVISE, ADAPT & OVERCOME (IAO) AWARD

Allison – our resident "Grumpy Cat" is an SEM and Social Media ninja. Allison is living proof of that old cliché "Good things come in small packages." She's a pint-sized human with a BIG passion for the digital marketing world, and it shows by some of the killer results she manages to get for her clients month after month. Allison was able to knock out some record-breaking account optimizations while offering outstanding customer service and helping out with double duty when it was crunch time in the LWD Department. That's why her peers voted her the IAO Award winner this month.

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.



Allison Brown
Digital Marketing Specialist

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.

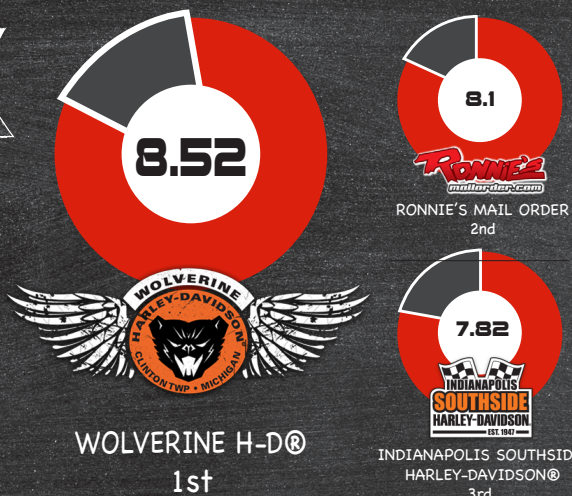
As part of the Local Web Dominator program, dealers are able to automatically receive reviews and feedback from their current (and past) customers to proactively improve their repeat and referral business.

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



THE PODIUM

4th	STUBBS HARLEY-DAVIDSON® -Houston, TX	7.51
5th	KISSIMMEE MOTORSPROTS- Kissimmee, FL	7.38
6th	GREELEY H-D® & WILD WEST MS - Greeley, CO	7.31
7th	WHITT'S HARLEY-DAVIDSONZ® - Manassas, VA	7.28
8th	LOST RIVER POWERSPORTS - Bowling Green, KY	7.24
9th	THUNDER MOUNTAIN HARLEY-DAVIDSON® - Loveland, CO	7.22
10th	LEMON & BARRETT'S - Mineral Wells,WV	7.18



TOP 3/10

LOCAL STAR: Brandi Fowler

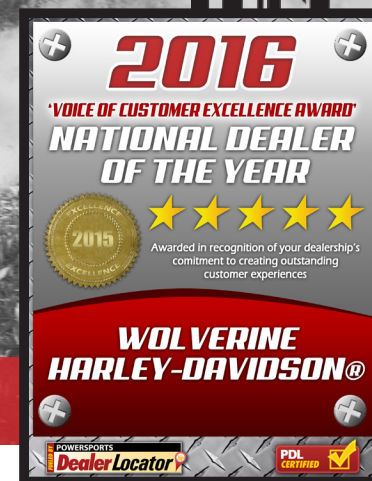


It's perfect timing that Brandi joins the ranks of the top-rated powersports professionals in the country in the same issue that Wolverine Harley-Davidson takes home a three-peat of their National Dealer of the Year award. Brandi's earned an outstanding 155 customer reviews while working as a Parts Specialist and Chrome Consultant. That's no easy task given the high-demand nature of the parts department. Great job, Brandi! Keep setting the bar high for the powersports industry.



AND THE 2016 WINNER IS...

CONGRATULATIONS TO OUR 2016 VOC AWARD WINNERS!



Congratulations to our 2016 'Voice of Customer' Excellence 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-**
Indianapolis Southside H-D® - Indianapolis, IN



• **Region 2 Winner-**
Kissimmee Motorsports - Kissimmee, FL



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



Each of the winners will receive a plaque to prominently display in the dealership, email blast announcing their award, web graphics and badges to display on their website.

A special congratulation goes to our three-time national winner Wolverine Harley Davidson who has won this prestigious award for the third year in a row!

For those of you who may not be aware, the 'Voice of Customer' Excellence Award is determined by a dealership's Repeat and Referral Score (RRS). 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 and feedbacks in a timely manner.

This measurement is much more powerful than the traditional reporting of the Customer Service Index (CSI) and here's why:

The CSI is a series of historical snapshots of limited information with no prescribed corrective action for dealers with a low score. Whereas the RRS is a dynamic, fluid report with the ability to re-activate potentially lost customers in a real-time environment. The RRS is a more accurate indicator of the overall performance of a dealership, and it provides dealers with the ability to have a thumb on the pulse of their customers' satisfaction.

The purpose of this statistic is to provide a real-world, quantifiable perspective of how well a dealership is doing at cultivating repeat and referral business compared to other dealers across the nation.

The results have been amazing. All reviews are posted on our national consumer site www.powersportsdealerlocator.com which has almost 100,000 reviews from real Powersports customers. PDL certified dealers have saved hundreds of thousands dollars in potential lost revenue through the ability to quickly and easily identify upset customers in real time before they choose to take their business elsewhere.

We're very grateful to be a part of the 'Voice of Customer' 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.