

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

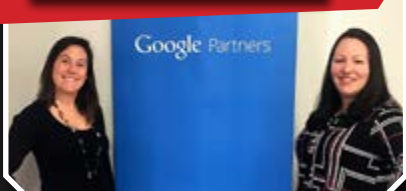
3 ATTITUDE = 100%
1+20+20+9+20+21+4+5 = 100

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!

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

Feeling sorry for yourself, and your present condition, is not only a waste of energy but the worst habit you could possibly have.

DALE CARNEGIE

Publisher's Notice

Copyright © 2017 Powersports Marketing by Dealership University™. All rights reserved. Dealership University™ expressly disclaims all warranties as to the contents of this publication including, without limitation, the implied warranties of merchantability, fitness for a particular purpose and on-infringement, and makes no warranty as to the results that may be achieved by using the information contained in this publication. Dealership University™ will not be responsible for any damages (including, without limitation, indirect, consequential, special, or punitive damages) suffered or incurred by any person arising out of such person's use or reliance on this publication or the information contained herein.

Reproduction or translation of any part of this work beyond that permitted by section 107 or 108 of the 1976 United States Copyright Act without permission of the copyright owner is unlawful. Requests for permission or further information should be addressed the Dealership University™.

DON'T JUST TAKE OUR WORD...

HOLSTEIN'S
HARLEY-DAVIDSON

It was a pleasure working with Taylor through my training process. He was extremely thorough and kind through the process and made everything very simple and understanding for me. He answered all my questions I had and was great to talk to. I'm really excited to start creating email campaigns and generate more customers for Holstein's H-D. Thanks for all your help, Taylor!

MICHAEL B.
-OMAHA, NE

Marisa is OUTSTANDING to work with. Thank you for being so diligent with us and being persistent on giving you guys a try, we're excited to team up with Powersports Marketing and are looking forward to our next campaign this Fall already! Thank you!

HANK B.
-JANESVILLE, WI

BLACK JACK
HARLEY-DAVIDSON

I am am super thrilled to be working with Sabrina. Whether she has plenty of time or it is something last minute we decide to do, she is ALWAYS on point. Sabrina has been very helpful in getting everything scheduled that we need to and is always able to help answer questions that I have. If you are able to work with her I don't think you will be disappointed.

PENNY G.
-FLORENCE, SC

HANKSTER'S
Motorcycle



Rod Stuckey

Founder & CEO

THIS JUST IN... PSM NOW OFFERS WEBSITES!

Well it's official, we're now in the website business. It's something our clients have been asking us to do for many years, but wasn't previously a fit into our business model. But, recently the stars aligned and it just became a no brainer.

Let me share the back story. My background is originally as a dealer. My family owned a four-store operation in Atlanta, Georgia. Those stores weren't really for sale, but we were made an offer too good to refuse. My dad was a retired pilot and Lt. Colonel and my mom was a school teacher. They invested their life savings in the business, and this was a great opportunity for them to cash out and begin enjoying the fruits of their labor. So, we sold the stores, and bound by a non-compete I wasn't able to open a dealership in the Atlanta market. Because the Powersports Industry is my passion I decided to take our dealership operations manuals, enhance and modify them into a robust database of best practices, and then create online training courses for Dealer Principals and their staff. We called it dealershipuniversity.com and launched at the Indy Trade Show in 2004. We've had over 15,000 users go through our online courses and, at some point, worked with nearly every OEM.

But in 2008, the lay of the land was changing drastically, and dealers were going out of business left and right. In addition to the recession the internet was changing everything to do with advertising and marketing. So, we did what we always do around here and put our heads down and began researching, studying, and testing everything we could get our hands on that had to do with marketing best practices. That's when I discovered something very interesting about advertising. There seemed to be two camps out there. The first and most commonly heard of camp was the "branding" people who say that the purpose of your advertising is to build your brand and get your name out there. This group of folks is backed by the big money world of ad agencies who

are mostly hired by the mega sized Fortune 500 and other really large companies (like the OEM's). The ad agency world is usually compensated by a percentage of ad spend, meaning the more a business spends, the more they make. Quantification of this type of advertising is next to impossible and its success or failure is usually based on the thoughts, feelings, and perceptions of the executive board room.

The second camp was a harder group to find, but they were sharp, passionate, and much better suited for the small to medium sized business. This group was the direct response marketers and they were marketing purists. They have a much different religion than the ad agency folks, and believe that the purpose of your advertising is to generate leads and everything you do could (and should) be measured. They believed that marketing should be 1-to-1 (meaning from a real person to a real person) and it should create affinity and build relationships. They believe the purpose of your advertising is to generate a positive ROI, not to build your brand or create top of mind awareness. They are never paid as a % of ad spend, as they view this as a conflict of interest. This group of folks believed that when you do direct response marketing properly (right message, right market, right media, right time), you get branding and create top of mind awareness as a happy byproduct. Really it's the best of both worlds.

As we began sharing this knowledge at our live marketing boot camps, many dealers asked if we could just do direct response marketing for them. So, we did. And, it worked. And it worked a helluva lot better than spending a fortune on billboards, radio, and TV (see Exhibit A). Since then we've added lots of new features to our Sharp Shooter and Local Web Dominator products and executed thousands of campaigns for dealers (big and small) in every corner of the country, always guiding our decisions with the principles of direct response marketing. Will this generate quantifiable leads? Will this build affinity

with customers? Will this provide a positive ROI? If I was the dealer myself, and this was my money would I spend it on this?

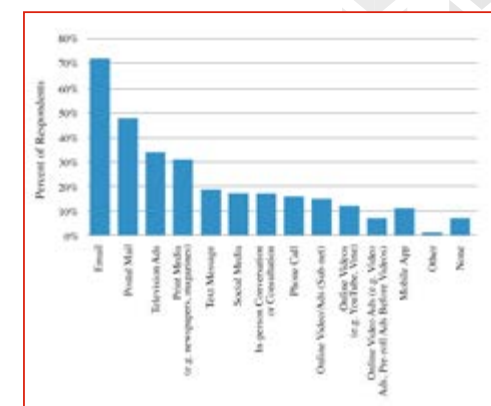


Exhibit A

Fast forward to the present. We didn't want to enter into the web site market if our product didn't align with our longstanding beliefs on marketing best practices and we also didn't want to enter with a product if we couldn't answer the question of why choose us over the other options. I'm proud to say that our new Firestorm websites accomplish both. For a personalized demo to see how we can partner with your dealership to generate more leads and earn a better return on investment for your dollars spent, contact us today at 877.242.4472.

POWERSPORTS MARKETING™
By Dealership University™ .COM

IN THIS ISSUE:



Page 3

DIGITAL MARKETING:
How Important is a Website?



Page 6

REVIEWS & RANKINGS
LOCAL STAR:
Jennifer Wheeler
MOMs Manchester

CASE STUDIES:



TWIGG CYCLES

Page 5

LOCAL WEB DOMINATOR



PREDICTABLE GROWTH
S.Y.S.T.E.M.

Page 6

SHARP SHOOTER

FIRESTORM

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 or by calling 877-242-4472.

Talk to you soon,
Rod Stuckey



POWERSPORTS MARKETING™
By Dealership University .COM

POWERSPORTSMARKETING.COM/FIRESTORM



2017

POWERSPORTS MARKETING™
By Dealership University .COM

FALL MARKETING BOOT CAMP

GEARED FOR GROWTH!

October
23rd - 25th

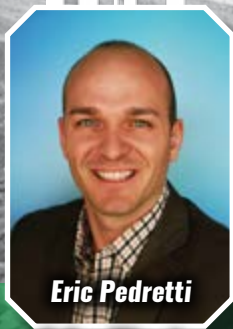
16 17 18 19 20 21 22
23 24 25 26 27 28 29
30 31

Atlanta
GA
Peachtree City
Hotel

\$249
Early Bird
Special
Before
August 31st

LIMITED SPACE AVAILABLE!

- **POWERSPORTS SALES BEST PRACTICE**
- **GROWING YOUR CUSTOMER LIST**
- **HOW TO IMPLEMENT YOUR PREDICTABLE GROWTH FORMULA**
- **SEARCH ENGINE**
- **SOCIAL MEDIA MARKETING**
- **MORE!**



Eric Pedretti

Sales Director

SHARP SHOOTER CASE STUDY

PREDICTABLE GROWTH S.Y.S.T.E.M.



Dealership:

Insert your dealership here.

Solution:

After working with over 1,000 dealerships, the reason our clients continue to market with us each and every month is because we implement a System for Predictable Growth. There's really two types of dealers out there...there are **market** driven dealers and then there are **marketing** driven dealers.

A **market** driven dealer makes reactive advertising decisions and pays for image enhancing, branding, "get your name out there" billboard, radio, TV, and newspaper campaigns because they know they should be advertising. No one says you can't grow the business with poor advertising, but a lot of the growth dealerships experience comes from well-timed weather, an improving market and economy, **or** a focus on sales process and training. Customers are solar powered, when the suns out they're out. When the market is up, business is up; when it's down, business is down.

A **marketing** driven dealer has a pro-active, integrated, direct marketing plan designed to touch their buying base 52 to 104 times per year that is quantifiable. Barring natural disaster, a marketing driven dealer experiences predictable growth. Here's how we put more control into our clients' hands.

1) We Grow Your Active Customers, defined by folks who've spent money with your dealership in the last 12 months. We do this by reactivating lost customers (those who haven't spent money with you in the last 12 months) and by driving new customers through the door (these are competitor's customers and orphan owners that ride what you sell, live in your backyard but have never bought from you). If we can increase the number of customers who do business with you each year, your business will grow.

2) The second way we create a System for Predictable Growth is by increasing your Annual, Average Customer Value by increasing the frequency of visits to your dealership. Let's face it, when your customers walk through your doors, they are kids in a candy store...they can't help themselves but to purchase stuff. If we can simply increase the amount of times they visit your dealership each year, they will buy more parts, more accessories, more gear, they'll service their unit more often and they'll shorten their trade cycle. We know past customers who are loyal, like know and trust you so your closing ratios go through the roof along with your margin because they're less likely to haggle over price.

Put another way, a marketing driven dealer understands this simple formula. Annual increase in active customers + annual increase in customer value (or the same) = Annual Growth. If we can get more riders to walk through your door, more often over the next 12 months, you will grow your business in a very predictable way.

The Math:

Curious what your numbers are? Take your 2016 revenue and divide it by the number of customers who spent money with you to find your Average (Annual) Customer Value. If you are an integrated client of ours, call your Account Executive and they can walk you through this math. If you are a Talon dealer, run a customer

report, export to Excel and sort 'Previous Years Sales' by 'A to Z', highlight the column for your total revenue last year and scroll to the bottom of that column to see how many active customers you had who spent money with you last year. Or, call us at 877-242-4472 and we'll run these numbers for you! If you're a Lightspeed Dealer, we can integrate with your DMS and pull these numbers for you as well.

The goal of the Sharp Shooter Program over time is to grow your Number of Active Customers & your dealership's Average (Annual) Customer Value by a conservative 10%. Below are two examples of what that would mean:



As you can see, a 10% bump in both metrics for the \$4 Million Store above equates to over \$839,000 in growth. For the \$14 Million Store, it bumps their revenue by almost \$3,000,000!

Results:

You might think, 'Eric that's too good to be true', but it's not. We've used this exact system to help grow many of our clients' businesses like Wolverine H-D. Over the years we've been working with them, they've grown from 600 units, \$11 million to over 1,200 units and \$32 million. When we first started working together, they had 3,400 active customers with an average customer value of \$3235. Today, they've grown their active customers to 9,000 and their Average Customer Value (ACV) to \$3555 resulting in \$21 million in growth! I know that over time with consistency, the Sharp Shooter Program can do the exact same for your dealership.

What's next?

The next step is to call us so we can pull your numbers and show you the opportunity that exists in your database to grow your business predictably. The average dealership has only 30% of their customer base actively spending money with them with an average customer value that can grow tremendously. We can kick off your Annual Predictable Growth System in August with a Soak Up Summer campaign, Back to School Event or Dog Days of Summer Party. There are many more options where those came from and with just five short months to go in the year, it's more important now than ever to drive as much traffic through the doors and generate as many leads as possible this summer! 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

How Important is a Website?



The digital landscape is evolving and changing so fast now, it's pretty hard to keep your bearings anymore. With all of the social media outlets, review sites, search marketing opportunities and everything else... it's easy to get lost.

So where does your dealership's trusty old website fall into this chaos?

Well, square in the middle. As your anchor.

Oftentimes, we get distracted by the next bright shiny flash in the pan opportunity to do something cool on the internet, and while sometimes that's okay, we can't forget our anchor.

All the cool review sites, social media methods, and search marketing opportunities are all avenues that should end up pointing people to your anchor – your website. Your digital dealership, if you will.

And what's the purpose of your website? Make sales?

Nope.

The purpose of your website is to identify visitors and generate leads. That's it. Engaging in e-commerce as a powersports dealer is the best way I know of to generate a small fortune – but only if you start out with a big one.

Back in the day, when I was running dealerships, I wanted to be on the bleeding edge of technology. I wanted our dealerships involved in e-commerce, and I wanted us to make a killing at it. I was determined.

Before working in motorcycle dealerships, I headed up the eastern U.S. operations for the largest company in the world that sells products for homebuilt and experimental aircraft – and we did it through – you guessed it – e-commerce.

Turns out, the only thing that got killed was profits and my patience. The math was broken. And it hasn't changed.

To be successful in e-commerce, your business model has to be purpose built for it. The standard brick and mortar business model simply isn't, they are opposites.

Oh, and if you think it's bad when you let a Parts Manager go, and then later stumble on the little "hidey hole" they all seem to have for mis-ordered, or never picked up parts that were ordered without deposits, just wait until you see the pile of parts you have lying around from e-commerce issues. It'll give you a stroke.

So, if e-commerce is out, how do you leverage your website?

Good question. As I said earlier, the purpose of your site is to identify visitors and generate leads.

Let's take a look at the second part of that description first.

Leads are typically generated when forms of one type or another are filled out.

Visitors see something and like it enough to act. It's great when that happens, but even under ideal conditions, it only happens with 1-3% of visitors. Following up with these folks can make a big impact on sales, as many of you reading this already know.

That leaves a whopping 97% or more visitors who remain anonymous, leaving you to wonder if you could have done something more to get them to become a lead and buy.

That's where the first part of the purpose of your website comes into play.

Identifying visitors.

Using Google Analytics (and your site provider's proprietary analytics) you can already see how many visitors your site had, and what they looked at while they were there. The problem is that you never get to put names or faces to those visitors, so that reporting is simply reflective of likely lost

opportunities.

Frankly, that sucks.

That's why we have developed a way to put faces and names to folks who visit your site – and let you know what they are looking at (interested in) while they are there so you can follow up and close the deal.

I'll go ahead and answer your first two questions:

1. Yes, we can really do that.

2. Yes, we are the first and only ones who can.

This is huge. In our beta testing of the program, we had dealers who were able to follow up with website visitors in January in places where they were experiencing negative temperatures, CLOSING DEALS on units. Pretty amazing.

Sticking with our analogy of your website being your digital dealership, being able to identify visitors and reach out to them is the equivalent of being given the opportunity to greet folks who come into your brick and mortar dealership.

Greeting them gives you the chance to present and close. Knowing who they are on your website gives you the chance to greet and close those folks as well.

Your website is hugely important. It's the anchor of your web presence, and the place where you generate leads that once worked, lead to profits. That said, there's a new tool in the arsenal available to you that can greatly impact your ability to identify previously anonymous visitors – turning them into additional genuine leads... and profits.

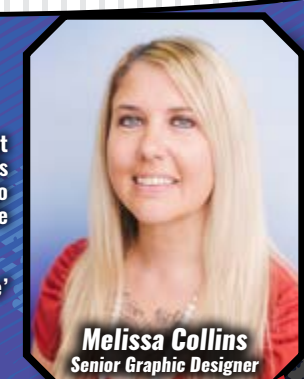
Give us a call at 877-242-4472 so we can show you how it works. And if you're in the market, ask us to show you the newest highest converting websites on the market as well.

Talk Soon,
Brad

IMPROVISE, ADAPT & OVERCOME (IAO) AWARD

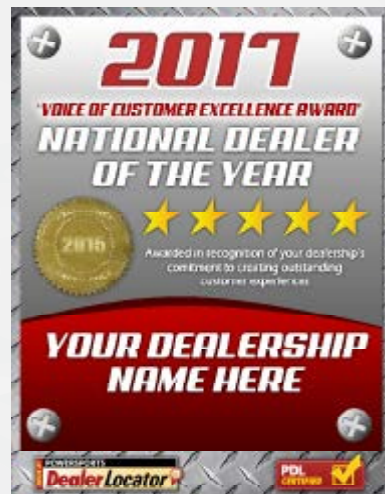
Melissa is no stranger to the IAO award. And, she's definitely earned it again this month. She brings a feisty edginess to not only her design work, but also to the company culture. Plus, she's picked up a ton of extra responsibilities recently and she's knocked them out like a champ. Not only is she busy with her normal tasks/responsibilities, but she's doing big projects to move the company forward and having to stretch far outside her comfort zone on a daily basis. And, she does all that while maintaining a quirky, fun, energetic attitude. She's a machine!

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.



Melissa Collins
Senior Graphic Designer

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.

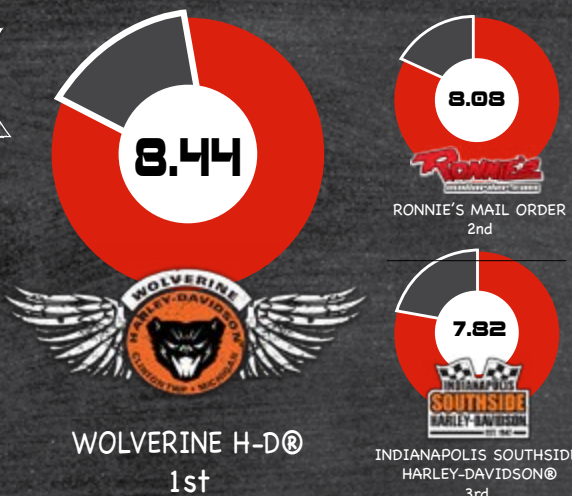
As part of the Local Web Dominator program, dealers are able to automatically receive reviews and feedback from their current (and past) customers to proactively improve their repeat and referral business.

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



THE PODIUM

4th	Snake Harley-Davidson® - Twin Falls, ID	7.48
5th	Hot Rod Harley-Davidson® - Muskegon, MI	7.33
6th	Whitts Harley-Davidson® - Manassas, VA	7.31
7th	Greeley H-D® & Wild West MS - Greeley, CO	7.27
8th	Kissimmee Motorsports - Kissimmee, FL	7.25
9th	Desination Cycle - Kerrville, TX	7.18
10th	Thunder Mountain H-D® - Loveland, CO	7.17



TOP 3/10

REVIEWS & RANKINGS LOCAL STAR: Jennifer Wheeler



With over 132 authentic customer reviews (www.momshreviews.com), Jennifer Wheeler is setting the bar high for Sales Professionals in the Powersports industry. In fact, she's one of the top 10 highest rated sales people in the country and has more than DOUBLE the reviews of anyone else at her dealership! Wow! Keep up the great work Jennifer!

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.



TWIGG CYCLES

HAGERSTOWN, MD



Tia Robinson

Digital Marketing Manager

OBJECTIVE

Twigg Cycles, in Hagerstown, Maryland, is in the northwest corner of the state and has been serving Maryland, West Virginia, Virginia and Pennsylvania for 85 years. They pride themselves on being the one-stop-shop for all things powersports related in the Four-State area. Lauren Winnings, Director of Marketing and Promotions, knows that customer service is one of the strengths of this family-owned business and the reason for their continued success over the years. She wanted to find a way to leverage all those happy customers into a strong marketing asset to help earn the trust of prospective new customers to continue growing sales and market share in their area.

SOLUTION

In addition to the many powerful marketing automation components within the Local Web Dominator (LWD), the one feature that would help Lauren and her amazing team generate an ROI on the incredible customer service they offer is the Reputation Management solution. The LWD program automatically emails customers after their transaction to ask about their experience with the Twigg Cycles team. After leaving a 4 or 5 star review on a custom review site (www.twiggcyclesreviews.com), those happy customers are asked to share their experience on Google. In addition, Lauren and her team are able to sort those reviews on their review site by department and employee to see where they are trending highest in customer satisfaction and which employees are really shining.

RESULTS

This Reputation Management system helped catapult Twigg Cycles light years in front of all their local competitors with their Google reviews, making them the obvious choice for anyone looking to buy a metric or Indian motorcycle in the four-state area. In just a few short months, Twigg Cycles garnered 346 authentic customer reviews on their review site and their Google listing skyrocketed from 81 reviews with a 4.5 star rating to 163 reviews with a 4.6 star rating. That's 82 new reviews on Google, and the number is steadily climbing. The LWD program has helped automate the review process for a great team of folks who are offering outstanding customer service. By doing so, they are attracting even more new clients from their local and surrounding markets. Positive social proof is a powerful marketing tool.

Does your email marketing program generate that kind of quantifiable ROI? If not, give us a call today to see how Firestorm email can make a huge impact in your website traffic and online leads: 877-242-4472.

