

CORE VALUES

POWERSPORTS MARKETING™
By Dealership University™.COM

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

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

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

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

g Google
Partner

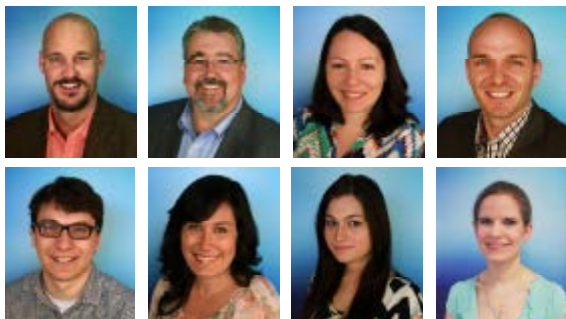
“Discipline is a choice. It’s simply consistently choosing the hard right over the easy wrong.”

- Rory Vaden

Publisher’s Notice

Copyright © 2016 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...

SharpShooter

“

Annie provided me with everything that we needed to promote our 37th Anniversary. It is a pleasure to work with her. She involved Heather in redesigning our mailer so it could be used for a newspaper ad. This is above and beyond the normal call of duty. Our campaign was a huge success due to the professional mailer that was sent out. Thanks for making our event GREAT!

”

Randy H. - Cajun Harley-Davidson®

Client Success

“

Without us asking, Melissa found an image of a local landmark and incorporated on an invitation for our Sharp Shooter Campaign. It was a thoughtful touch!

”

Tara J. - Savannah Harley-Davidson®

General

“

I’ve dealt with most of the team on a weekly basis. All of them go above and beyond, explain things in an easy to understand way, and honestly sound like the happiest group of people in the world. They take the hardest part of being a Marketing Manager and make it easy.

”

Jeremy R. - Big Sky Harley-Davidson®



LOCAL WEB DOMINATOR

POWERSPORTS MARKETING™
By Dealership University™.COM

ISSUE #84

SHARP SHOOTER
TARGETED INTELLIGENCE

ULTRA MARKETING MACHINE NEWSLETTER

“

The Secret Formula to Predictable Growth

”



Believe it or not, there are dealers who experience growth year after year, despite elections, the weather, the stock market, etc. While there are other operators who misdiagnose having an up year because of a growing market. There is a BIG difference. Some dealers are market driven, and their results vary based on the ebbs and flows of the economy, while other dealers are marketing driven and they control their own destiny.

A market driven dealer is oblivious to its number one asset. A market driven dealer doesn’t invest in and train its staff. A market driven dealer makes reactive advertising decisions and sloppily pays for one-and-done random billboard, radio, TV, and newspaper campaigns coming and going because he knows he should be advertising. A market driven dealer doesn’t understand what his buying base is, much less have a clue about how to dominate it. A market driven dealer is vulnerable. I should know, I used to be one. I learned the hard way, the expensive way. If you’re reading this, you don’t have to.

“A marketing driven dealer understands that his customer list is his number one asset.”

A marketing driven dealer understands that his customer list is his number one asset (what I often refer to as “The Number One Asset Your Accountant Forgot to Tell You About”). A marketing driven dealer trains his staff on how and why capturing accurate data on his customers is of

the utmost importance. A marketing driven dealer has a pro-active, integrated, direct marketing plan designed to touch his buying base 52 to 104 times per year and is quantifiable. Barring natural disaster, a marketing driven dealer experiences predictable growth. A marketing driven dealer understands this simple formula.

Annual increase in list size + annual increase in customer value (or the same) = Annual Growth.

While a multitude of factors are involved in a dealer’s ability to grow their list, it’s important to understand the two most fundamental contributors.

1. Generating new leads. (Growing new market share)
2. Increasing the frequency of visits from existing customers and reactivating lost customers. (Increasing Retention)

Basically, there are two groups of riders that you should be marketing to in order to grow new market share: Your existing customers to increase retention, and conquest customers, those who live in your backyard, ride what you sell, but haven’t done business with you before. These two groups make up what we call your buying base. And, when you focus on touching these two groups 52 to 104 times per year, with relationship driven messages (as opposed to salesy, hypey, messages) something magical happens.

If your focus each and every day, month, and year is just reacting to walk-in floor traffic, handling phone-ups and internet leads with no attention to capturing that customer data and marketing to them in the future, then you can’t grow every single year.

Why?



First - You will be confined to the conditions of the market and economy, as this is the primary driver of walk-in floor traffic.

Second - Those who’ve given you money in the past will always be most likely to give you money again in the future, because they already know you. BUT, if you’re not reaching out to them with compelling reasons to visit your store they can easily be lured away by your competitors or lose interest all together.

When you develop and execute a solid marketing plan to build and retain your existing customers, and conquest your competitors’ and orphan customers in your market area YOU begin to control the floor ups, phone ups, and internet sales leads NOT the market.

Ultimately, continual growth is achieved by touching your ENTIRE customer buying base 52 to 104 times per year. So if you’re ready to stop the up and down roller coaster ride of being a market driven dealership and you’re ready to generate predictable growth by becoming a Marketing driven dealership, pick up the phone and give us a call at 877-242-4472.

IN THIS ISSUE:

DIGITAL MARKETING:

Dedication to Continual Improvement in Business and Life

PAGE 3

2016 NATIONAL WINNER

YOUR DEALERSHIP NAME HERE

LWD CASE STUDY:

Volusia Motorsports – New Smyrna Beach, FL

PAGE 5

S.S. CASE STUDY:

Event Marketing Done Right: Airport Cycles

PAGE 6

ASK TORY:

Why is it so important to have regular events at my dealership?

PAGE 7



ANNOUNCING OUR 2016 FREE BOOK & TRAINING PROGRAM

Our 2016 book program supplements the current Sharp Shooter campaign training we offer each week. When you sign up for a Sharp Shooter campaign, we'll train your staff to be ready for the event with our live 'Campaign Kick-Off' webinar. View the training times and log in details by visiting our Training Calendar at www.PowersportsMarketing.com/Training.

In addition to getting your team motivated to provide outstanding service to your customers during your event, dealers who attend the Campaign Kick-Off Training prior to their event will receive one FREE motivating business/life book each month they attend.

JUNE

JULY

AUGUST

SEPTEMBER

ASK TORY: You've got questions, he's got answers

Why is it so important to have regular events at my dealership?



There are four pillars that we focus on here at Powersports Marketing. If you've read any number of the monthly Ultra Marketing Machine Newsletters, you've heard about our 4 Pillars of Marketing. They are a filter/test that tells us whether or not the marketing/advertising that's being done is going to be successful or not.

The 4 pillars are:

1. Right Audience
2. Right Media
3. Right Message
4. Right Time

The filter is this; you have to put a checkmark beside each of these pillars for ANY & ALL marketing that you ever do. Period. If you miss even one of the 'pillars' your marketing will fail. Therefore, it's crucial you understand each one, so I'll give a high level summary of each below. I'll also hone in on the original question of why events are so important.

Right Audience - The right audience is actually different for every industry. For the Powersports industry, it's pretty straight-forward... you have to target people who ride. I know you want new customers, but targeting non-riders with your marketing is not the way to do it.

Non-riders don't respond to marketing, and they never will in any number. The number 1 reason someone starts riding is because a friend or family member influenced them to. It's never marketing. On the events note, encourage your customers to 'influence' their friends and family by inviting them to your events.

Right Media - Which media will best reach the Right Audience? It's not mass media like radio, TV, newspaper and billboards. These medias target everyone, but only 3% to 6% of the population in your state are riders. Plus, people are utilizing DVRs, satellite radio, changing the station when commercials come on, driving past your billboard and not noticing it, etc. The number one person most likely to notice a dealership's mass media is someone who works at the dealership.

Instead of 1-to-many, you should utilize 1-to-1

media like direct mail, email, phone calls, online ads, and more. Any media that can specifically target a person who rides, and that helps build a relationship is where you should focus your marketing efforts. For a more complete list call me at 1-877-242-4472.

Right Message - The message is all about your design and ad copy (what you say). Do NOT try to build your brand or get your name out there. The opposite of branding-style advertising is Direct Response advertising. Direct Response advertising always has a call-to-action, which means it tells the person receiving the media exactly how you want them to respond. It's also quantifiable so you can measure response.

Be sure your message isn't focused solely on trying to generate unit sales. Studies have shown that only 1% of your list is in 'purchase mode'. Therefore, when your message is focused mainly on why your audience should buy a new or pre-owned unit you are alienating 99% of your list. So, if your audience for a campaign is 4,000 people, you're training 3,960 to ignore your marketing.

When your message is an invitation to an event, it relates to everyone. Who doesn't like to be invited to a party?



Event marketing not only gets the attention of the 1% who are in 'purchase mode' (and gives them a bigger reason to respond), it also gives the 99% a reason to come by the dealership. The more enthusiasts you have in the dealership, the more leads you generate, and the more sales you'll have in all departments. Sales is a game of numbers. The more at-bats you get, the more hits you get and the more runs you'll score.

Why try to get a few sales leads when you can increase sales in P&A, Service, Apparel AND New & Pre-Owned Units?

Right Time - When you drip out multiple media over the timing of a 10-day period, and it's all integrated into a single campaign, it really increases response rates. This is what our Sharp Shooter program does.

Timing also pertains to consistency. Once you identify the Right Audience, you have to market to and stay in front of them consistently. We recommend at least 52 to 104 touches per year (with different media). Event marketing gives you a great reason to reach out every month (or more), and even if a customer can't come to the event, it still builds loyalty, so your touches weren't a waste.

You can't market to your audience once or twice a year and maintain any level of customer loyalty. Consistency, however, puts a fence around your audience and immunizes them from competitors' offers. When customers buy from you and rarely hear from you again they become apathetic or indifferent.

Powersports Marketing has dozens of event themes and designs to choose from, or we can create a custom design for you. Our goal is to make your life a little easier and your dealership more profitable. For more information, visit www.PowersportsMarketing.com or call 877-242-4472.

- Tory

Sharp Shooter Case Study

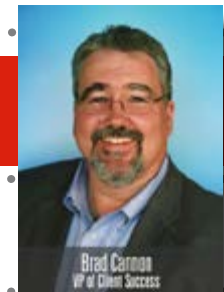


DIGITAL
MARKETING

Dedication to Continual Improvement in Business and Life



Accredited
Professional



Event Marketing Done Right: Arkport Cycles

DEALERSHIP:

Arkport Cycles is a family-run business since 1972. They are a Top 100 Dealer and one of the largest dealers in New York State for H-D, Honda, Suzuki, Yamaha, & Arctic Cat.

EVENT MARKETING: Armed Forces Day Party | May 21st, 2016

The Sharp Shooter Program starts by finding every real opportunity you have to sell a unit in your backyard. This is exactly where we started with Arkport Cycles. We call these folks your 'Dealership's Buying Base' and it's made up of two types of customers 1) Past Customers who've spent money with the dealership in one of your departments in the last four years and live in close proximity to the dealership and 2) Conquest Customers, or people who ride what you sell, live in your backyard, but haven't bought from you. These are competitor's customers and other orphan owners in your local market area. If you focus all your time, energy and marketing dollars on driving these two groups of customers through the door as frequently as possible, you will grow your business.

Once we identify the Right Audience, we give them up to 12 opportunities to respond to a survey site to capture contact information and generate leads for every department of the dealership, and walk through the dealership's door on event day. Short-term, Sharp Shooter events do an excellent job of giving dealers a shot in the arm. They generate hundreds of leads from proven riders in their backyard, and typically drive a ton of traffic on the day of the event. But the real secret lies in consistently marketing to your dealership's Buying Base. Your goal should be to touch your customers 52-104 times per year. At this frequency, you are guaranteed to create affinity with your buying base, increase frequency of visits to the dealership and ultimately grow sales in all departments. How? At the end of the day, your customers are kids in a candy store and they can't help themselves but to spend money when they're standing on your showroom floor. Give them more reasons to walk through your door, and they will buy more from you.

RESULTS:

This is exactly what happened with Arkport Cycles' Armed Forces Day Event. They had food, drinks, door prizes and more. After executing thousands of events with over 700 dealerships, we've proven that focusing your message on the party is enough to drive a lot of high-quality traffic through the door and create hundreds of sales opportunities.



For this event, Arkport Cycles targeted customers through direct mail, integrated emails, an integrated call blast, event signage, fliers, a web banner and more. Each piece of communication incentivized customers to go online and complete a survey and the results were incredible. There were 586 surveys completed, which created a total of 465 sales opportunities in P&A, Service, and riding gear, PLUS 103 responses for a new or used bike. Anything over a 1% response rate is considered a HUGE success for direct mail, and Arkport Cycles' campaign resulted in a 23.44% response rate! More than 20 x's the national average.

Jenny Swarts, GM of Arkport Cycles said, "It was a great event! Traffic was amazing the day of the event despite the weather looking like it was going to rain. Sold a few bikes the day of the event and are working a few more."

LOOKING FORWARD:

What's next? Summer has arrived! July and August mean Independence Day/Patriotic -Themes and Dog Days of Summer Events. These are some of the biggest reasons to market to your buying base. If you don't already have events on the books for these two, get them planned today. Check out the insert for samples of some proven winners in July and August.

For more information on how the Sharp Shooter Program can help make this the best summer you've ever had, give me a ring on my direct line at 877-242-4472 ext: 112 or visit us at www.PowersportsMarketing.com/sample-campaigns. Happy selling.

The past two weeks have been very busy. I attended two events that relate to the two main focuses of Powersports Marketing (digital and print) and was able to see what other companies are doing, and where things seem to be headed.

The first was more of a mastermind group related to the printing industry. Rod and I attended, and it was the first time either of us had been to this particular event.

We had the opportunity to visit two of the largest and oldest print houses in the southeast during one of the outings. One has been in business for over 125 years, and the other close to 90.

They have huge facilities, and are in the third and fourth generation of family owners.

"It's important to us that dealers understand that our Company Core Value #5 "Dedication to continual improvement in business and life." isn't just a phrase hanging on our walls here. We live it "

What wasn't impressive was that overall, it appears that much of the industry is using technology and thinking that is 50-60 years old, and doing things "the way we always have."

As you should know, that kind of thinking is deadly in business – and it was really highlighted for me in the visits we made. Both companies had better than 150,000 square foot facilities, but much of that space was filled with empty work spaces and old workstations that were no longer being used. It was a gross waste of space.

The problem, as I see it, is that they have failed to adapt to new technologies (like variable digital printing), and now they simply deal in commodities

that are about as exciting as trying to sell post-it notes or #2 pencils.

What was pretty surprising to me was that both companies actually had digital variable printers – which are the latest and greatest in technology, allowing for ridiculously fast turn times, and a "sky is the limit" ability when it comes to custom tailoring a specific mail piece to an individual for maximum response. The problem is that they, and the other folks attending the event, have very little in the creativity bucket, and their sales team have nothing in the tank when it comes to understanding the technology or even basic sales ability.

It was tragic, but that's what happens when you get in a rut. There's a saying that a rut is just a grave with the ends kicked out. After that event, I get it.

After having our souls sucked out at the first event, I attended a very different event here in Atlanta – the Digital Summit.

Chad (our Senior Digital Marketing Specialist) and I attended this one, and it reignited my hope for humanity. This event was attended by marketing agencies (large and small), and hosted by some real thought leaders in marketing best practices and "next big things."

We spent two days getting the latest info on everything from creating ideal digital experiences for clients, to website and user experience best practices, data management, digital variable print, email, the future of Google and SEO... you name it, we got it.

It was an amazing time, the excitement and optimism were palpable, and it was impossible to leave without a boatload of great info and takeaways that we'll be implementing as quickly as we can.

So why am I telling you about all of this? A couple of reasons.

One is to be transparent with you. It's important to us that dealers understand that our Company Core Value #5 "Dedication to continual improvement in business and life" isn't just a phrase hanging on our walls here. We live it. It would be easy to just come



to the office every day and "do what we've always done," but then we'd be like the folks at the first event we attended. That future isn't so bright.

The second reason I'm sharing is because when you are choosing a company to partner with to market your dealership, you want a partner that is committed to providing cutting edge services that keep you ahead of your competition. That takes work. That takes study. That takes coming to work every morning with the "productive paranoia" that pushes you to do things just a little better today. Is it a shameless plug? Yeah, but we're that kind of partner.

The last reason is that I want to push YOU a little bit. I'd like to encourage you to adopt our Company Core Value #5 for yourself. It's something that will make an enormous difference in the quality of your dealership and your life. We spend more time than most companies in training and education, and the payoff has been better than I could have imagined. I'd like to encourage you to get out of your comfort zone and make a commitment to attend our Fall Marketing Boot Camp. I promise it will be worth your time, and it's a great way to make a significant impact on your dealership's profitability.

See you at our Boot Camp,

Brad



The Voice of Customer Excellence Award Program



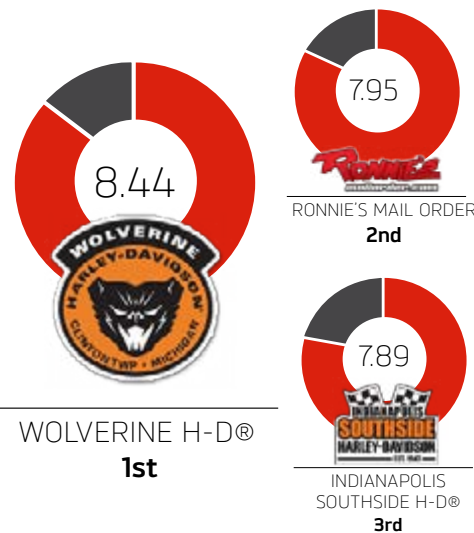
The Repeat & Referral Score (RRS) is a dynamic calculation that helps you identify the overall health of your repeat and referral business, which are two critical components to help you grow your business. Plus, your RRS lets you see where you rank in comparison to other dealers in the Powersports industry.

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/TOP 3/10



KISSIMMEE MOTORSPORTS - Kissimmee, FL	4th	7.47
GREELEY H-D@ & WILD WEST MOTORSPORTS- Greeley, CO	5th	7.35
THUNDER MOUNTAIN HARLEY-DAVIDSON@ - Loveland, CO	6th	7.30
BOARDTRACKER HARLEY-DAVIDSON@ - Janesville, WI	7th	7.22
HANNUM'S HARLEY-DAVIDSON@ MEDIA- Media, PA	8th	7.17
LEMON & BARRETT'S - Mineral Wells, WV	9th	7.14
STEAMBOAT POWERSPORTS- Steamboat Springs, CO	10th	7.05

Scores as of 6/2/16. National average is 5.21

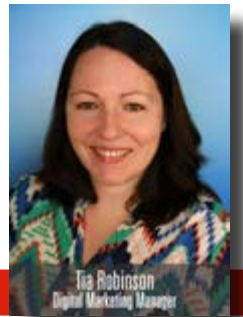
THE LEARNING CURVE

Kristal Watkins is kicking butt and taking names this month. She's a woman on a mission and she's going to succeed. Over the past month, Kristal has earned EIGHT certificates through Dealership University. Holy Smokes! That represents a lot of hours spent sharpening the saw to make sure she knows all the best practices of the industry in every department of the dealership. Nice job, Kristal. Keep up the great work.



Local Web Dominator Case Study

Volusia Motorsports - New Smyrna Beach, FL



OBJECTIVE

Most motorcycle dealerships are run by passionate motorcyclist enthusiasts who wanted their very own 'toy store' and the crew at Volusia Motorsports in New Smyrna Beach, Florida is no exception. Megan Pallemmaerts, Marketing Manager at Volusia Motorsports, knows that even though she'd love to be at the races all-day, every-day, it's important to share that level of enthusiasm with their customers on a regular basis. In fact, she is always on the hunt to find ways to give their customers 'fun on wheels.'

SOLUTION

One of the fastest, easiest, most dependable ways to communicate with customers on a regular basis is through email. So, Megan was delighted to use the new Firestorm email system to start sending fun emails to her customer list. After seeing the cool graphics and templates available in Firestorm, she invested the time it took to learn the program and start sending emails from Firestorm right away.

RESULTS

Using the fully themed templates within Firestorm, Megan is consistently getting 25-26% open rates in each one of her emails. Additionally, she's asking folks to sign up for her newsletter now and dropping those emails into Firestorm. Her list has DOUBLED in the 2 months she's been putting a focus on email marketing. Plus, according to Megan, there has been tons of engagement with each email she sends. She's loving how easy the system is to use and that she's able to send out really creative emails in a matter of minutes without having to have a graphic artist on staff to create custom emails each time. It's all done for her in Firestorm.

Want to have an email marketing program that is designed just for the Powersports industry that can help you get that kind of positive response from your emails? The Firestorm email program is included for FREE within the Local Web Dominator program. Give us a call for a FREE demonstration or to get a FREE quote on the Local Web Dominator program: 877-242-4472 or visit us online at www.PowersportsMarketing.com



View	Copy	Status	Subject	Sent On	Sent	Open %
Slingshot June	Copy	Sent	June Slingshot Specials	Jun 6 2016 12:26PM		29%
June Monthly Specials	Copy	Sent	June Specials	Jun 2 2016 5:29PM		23%
Super Sale Saturday - Fathers Day	Copy	Sent	Off-Road Savings!	May 25 2016 3:07PM		22%
Mudmuckers and Super Sale Saturday	Copy	Sent	Down and Dirty Deals - Off-Road	May 14 2016 5:52PM		24%
May 1st Ride!	Copy	Sent	May 1st Ride!	Apr 29 2016 7:27PM		48%
KTM Special!	Copy	Sent	KTM Special!	Apr 29 2016 7:23PM		22%
April Specials	Copy	Sent	Special Victory Offers - ending April 30th!	Apr 25 2016 7:18PM		23%
Leesburg Bikefest	Copy	Sent	Leesburg Bikefest - Not To Be Missed!	Apr 16 2016 8:08PM		30%

"IMPROVISE, ADAPT & OVERCOME" (IAO) AWARD

Allison Brown may be small, but she packs a strong punch when it comes to work ethic. This month she's impressed her peers by bringing big ideas to the systems and processes within the digital marketing world. She's a huge social media guru and her nerd-flag flies high when she's hammering on our clients Google AdWords accounts. She's proof that good things really do come in small packages.

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.

