

CORE VALUES

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

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

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

4 COMMITMENT TO TEAMWORK AND SYSTEMS

5 DEDICATION TO CONTINUAL IMPROVEMENT IN BUSINESS AND LIFE

ABCDEFGHIJKLMNOPQRSTUVWXYZ
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Success is not a matter of mastering subtle, sophisticated theory but rather of embracing common sense with uncommon levels of discipline and persistence.

PATRICK LENCIONI

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DON'T JUST TAKE OUR WORD...



We just got our new Firestorm website and it is fantastic. The whole team has been great in making this happen. Our page looks fantastic and functions as promised. We are very happy with the services provided by Powersports Marketing. I know I have had multiple people help with this so I hope I did not leave anyone out. The whole team was great they were friendly and respectful.

BRAD Z.
-Kyle, TX



Thank you Valerie and Josh for keeping me on point! Excellent job by the entire team. My first event was a huge success. I look forward to many more!

SCOTT H.
-St. Louis, MO

As of the New Year, I've jumped into marketing for our Harley dealership with both feet. The one last area I needed was to restart the email blasts. Not knowing anything, I called and Taylor set me up with a login, easy peasy! I played around with the templates, which looked great and were easy to work with. When I had a couple of questions, Josh talked me through them. I was able to send my first one out in 30 minutes. While it was all about upcoming events, it looked great! Now I can take a deep breath and really prepare for the next ones. Thanks for all the help!

BEVERLY N.
Yorktown, VA



Founder & CEO

HOW TO DRIVE MORE TRAFFIC TO YOUR WEBSITE AND TURN SUSPECTS INTO PROSPECTS

ULTRA MARKETING MACHINE NEWSLETTER
.....
ISSUE #104

"Couple sells all possessions for sailboat, sinks 2 days into trip." This is the headline in a recent Fox News article about a young Colorado couple who sold all of their possessions to buy a boat and sail around the world.

The couple, age 24 and 26 said they were, "tired of working," and dreamed of a life sailing around the world.

"How can we live our lives when we're working most of the day and you have to pay so much just to live?" 24 Year old Nikki Walsh told the New York Times.

So, apparently their solution was to sell all their furniture, their SUV and purchase a 49-year-old boat in Alabama to live on and sail the world.

"We were pretty prepared," Walsh said, but the boat capsized in a channel of water called John's Pass. She and her boyfriend, who previously drove for Uber, did later admit they were "new" to sailing.

But, wait. There's more. The couple has set up a Go Fund Me account to help them rescue their boat and keep the 'sailing the world' dream alive. Tired of working at age 24? You serious, Clark? <Insert hand slapping me in the face emoji here.>

"You only have one life. Why spend it doing what you don't love. Money isn't everything!" Walsh told the Post.

Is this pathetic or what? Money is what makes the makes the world go around, it's what shapes our economy, our country, our security, and our quality of life. And the only people I've ever heard spew that money doesn't matter crap are people who don't have any.

If money isn't so important then why start the Go Fund Me? And money moves based on principle. You can't trick it, and this poor couple is going to learn that the hard way.

Think about your used inventory. The market, supply and demand, are what dictates the true value of what a unit will bring. And it can't be deceived, regardless of what some book or website says it's worth. I know, because I've tried it many times. I can't tell you how many hundreds of thousands of dollars I've written off in obsolete inventory, over allowing for trades, over paying at auctions, etc. I've made many stupid mistakes trying to trick the movement of money in business.

That's the problem with get-rich-quick schemes, 4-hour work weeks, and silver bullet marketing magic jargon. It's all attempting to out smart money, and money can't be out smarted. You must devise a plan, execute that plan, and work to earn it, a concept this young couple has yet to grasp.

Sadly, this world is full of mis-informed, mis-guided, do-gooders who think giving these folks money is a good idea, which is evident by the over \$16,000 that has been donated to their Go Fund Me, exceeding their \$10,000 goal! You can't make this stuff up.

While that may seem to be a solution to this couple's challenges, it's going take a lot more than that to buy a boat and sail the world. It will only undermine the ultimate life lessons about work, money, dignity, discipline, and fulfillment that all successful high achievers learn. Similar to how procrastination and indulgence are just creditors who charge you interest.

Here at PSM we speak with hundreds of dealers a week, which means we run across many who have no clue of the principles of marketing and/or are trying to outsmart or trick them. Many times, dealers hire young in-experienced marketing managers, or appoint office managers to handle tens, if not hundreds of thousands of dollars in marketing decisions, who are no more qualified to do so than are those two Coloradoans are to sail the world. If you're reading this, you're likely not one of them, or won't be for long. Good for you.

Right Message, Right Market, Right Media, Right Time, are the guiding principles that we have focused on in this newsletter for the last 100 plus issues. It's also, the foundation behind all of the products we've created over the years. And if we can't quantify its performance with real metrics, we don't touch it. We don't do it because it "feels good." We do it because our metrics say that it works, and we should do more of it.

That's one of the many reasons I'm so excited about our Firestorm email system. Not only is it architected with our guiding principles in mind, it's the only email software built from the ground up specifically for this industry that allows you to send kick ass emails fast, without needing to be a graphics wizard. The data says it's consistently one of the top three sources of website traffic for our clients often accounting for more than 1/3 of all total website traffic. That's huge! But, that's not the only thing that makes our system unique. We're able to follow that traffic to your site, and then send them a follow up triggered email, taking an anonymous website visitor and moving them further into the sales funnel.

This couple's plan may have sunk, but yours doesn't have to ; -). To learn more, join one of afternoon webinar training sessions at <https://www.powersportsmarketing.com/training-calendar> or give us a call, 877.242.4472.



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CASE STUDIES:

EVER FEEL LIKE
YOUR EMAIL
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ASK TORY



Everyone is saying the economy is
booming, but I'm not feeling that in
my dealership... what should I do?



Tory Hornsby
EVP

Whether you like President Trump or not, there is no arguing that the economy is booming. Unemployment rates are the lowest they've been in a decade, which, on a side note, has also led to food stamp assistance being at a 10 year low a well. Things are looking good and you can grab your portion of this good economy, but you gotta work for it.

There are 2 types of dealers:

1. Market-Driven Dealers – Their success is strictly dependent upon the market, good weather, hot OEMs and a good economy.
2. Marketing-Driven Dealers – They create their own success through marketing to their buying base every single month (I'll explain in more detail later).

Obviously, there's no denying that a great economy, good weather and a hot OEM make a difference. The best combination, however, is to be a Marketing-Driven Dealer while the market's hot. I'll focus this article on how to implement a System for Predictable Growth and become a Marketing-Driven Dealer.

It all starts with your buying base. These are the folks who live close to your dealership and fall into 3 buckets:

1. Active Customers – Customers who've done business with you within the last 12-months.
2. Inactive Customers – Past customers who haven't done business with you in the last 12-months.
3. Conquest Prospects – Riders in your market area who buy what you sell, but not from you.

95+% of your sales across all departments over the next 12-months will come from these 3 groups. Less than 5% will be riders who move into your area, or first-time riders.

I understand the need for brand new riders, and that's what most of the OEMs are focused on right now. Your culture needs to celebrate new riders and make it easy for them to buy, but you can't spend a disproportionate amount of your limited time and budget going after where less than 5% of your sales will come from. Leave that to the OEMs; there's a much better way.

Our Sharp Shooter program scientifically goes after the 95+% (Active Customers, Inactive Customers and Conquest Prospects) and gives them a reason to provide their name, email address, phone number and tell you what they're most interested in purchasing right now. We send you this information in a spreadsheet on every campaign. This

alone creates a positive ROI, but it gets even better. We also give your buying base a reason to visit your dealership... a fun event/party with your choice of food, drinks, door prizes, demo rides & more.

The Sharp Shooter program's success in creating leads (in both the lead list and traffic coming in to the store) is through a proven marketing system that targets the right people, reaching them with the best media, utilizing a specific message with perfect timing. Mess with any one of these components even a little and the campaign fails.

Important Note: The Sharp Shooter program is not designed for a one-off event. While it will drive in lots of traffic and create a list of leads for you, that's not its true purpose. This is where the Predictable Growth System I mentioned earlier comes in. Implementing a Sharp Shooter every single month will predictably grow:

- The number of Active Customers year-over-year. If more customers do business with you in 2018 than did in 2017, you've grown the dealership.
- The average value of each customer year-over-year. For easy math, let's take a look at a \$5,000,000 store with 2,000 Active Customers who have an average value of \$2,500.

With 10% growth in Active Customers (2,200) and their average value (\$2,750), this same store does \$6,050,000. That's 21% growth, or over \$1 million dollars.

The Sharp Shooter program is specifically designed to increase those 2 metrics, and nothing does a better job if you do it every month.

For more information call 1-877-242-4472 or visit www.powersportsmarketing.com/sharp-shooter

- Tory

predictable growth formula

1 GROW ACTIVE CUSTOMERS / THOSE WHO PURCHASED FROM YOU IN LAST 12 MONTHS



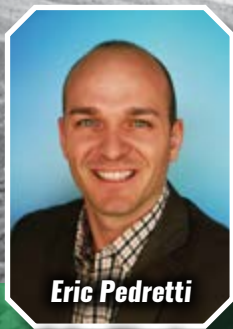
SOLUTION 1: REACTIVATE INACTIVE CUSTOMERS
SOLUTION 2: DRIVE NEW CUSTOMERS THROUGH THE DOOR

2 INCREASE ANNUAL CUSTOMER VALUE



SOLUTION 3: INCREASE FREQUENCY OF VISITS





Eric Pedretti

Sales Director

SHARP SHOOTER CASE STUDY

NORTHERN OHIO DUCATI TRIUMPH

predictablegrowthformula



Brad Cannon

VP of Client Success

What do you mean my baby's ugly?



MOTORCYCLE
INDUSTRY
COUNCIL



Having a good online reputation is no joke.

Back when I was running dealerships, the internet wasn't what it is today. There were no review, or social media sites for people to congregate on and share experiences. When you had the occasional psychopath that came into the dealership, had a bad experience, and subsequently lost his ever-loving mind, the "blast zone" that he created was relatively contained. You had the opportunity to talk him off the ledge, get his issue solved, and turn him back into a fan, mano y mano, as it were.

Sometimes that wasn't possible, but in those rare situations, again, the "blast zone" was small, so it wasn't usually catastrophic – just unfortunate.

Fast forward to today. With the internet being the huge influencer that it is now, and having Google aggregating reviews, your dealership is now on stage – for better or worse. Dissatisfied customers can now go online and have a serious impact on the financial health of your business.

According to a recent Brightstar study, 84% of people trust online reviews as much as a personal recommendation. That's a big deal, especially considering there's no filter for crazy.

Oh, and a fun fact: dissatisfied customers are 11 times more likely to give you a bad review than satisfied customers. So, there's that...

Depending on how upset the customer is, and how tech savvy they are, you can have a real problem on your hands. One extreme example that comes to mind right away is that a dealer we know – who is a good dealer – had a run in about 10 years ago with someone who came into their shop with a problem while passing through town on a trip. Long story short, he accused the shop of causing a small scratch on the top of his tank, by the gas cap. He wanted a paint job (instead of a very minor touch-up). The shop advised that they

didn't scratch it, and they wouldn't be providing the free paint job he wanted. They would entertain a touch up though. Now, knowing the folks involved like I do, they didn't scratch the tank, but the customer wouldn't settle for a touch up.

Unfortunately, the customer was an employee of a reputation management company – and unreasonable. He created a website in protest of the dealership, used some solid SEO practices, created tons of negative reviews, and best of all actually ran a Google AdWords campaign (with a small budget) for about 8 years.

Now, 10 years later, as I'm writing this article I Googled the dealership's name and the first result is the actual dealership's name, and the second is this clown's site.

Online reputation management is important.

Now, not everyone has something that crazy happen – but every dealer who has been open for more than a week has some kind of unhappy customer story they can tell.

Unfortunately, the first thing many of them do is go online to share their experience (justified or not).

So, what do you do when you get a bad review?

First, you're going to need to take a breather and let the emotions pass. It's totally normal to get pissed off when somebody calls your baby ugly. Once the initial adrenaline surge is over, you'll be in a better place to look at what was said more objectively. DO NOT fire off a quick response. Remember, on the internet the world is watching – and you want to be sure that you don't come off looking bad. If you want to see examples of bad review responses, do a Google search of "Amy's Bakery." Don't be Amy....

That said, you do have to respond. The only thing worse than having a bad review online is having a bad review online that didn't get the courtesy of a response from the

business trying to fix the problem. Crickets are a terrible response. Readers view that as you not caring.

So second, you want to take care of the issue. In most cases, there is at least some nugget of truth or place where something got sideways that could or should be addressed. So, when you've settled down, respond to the review in a non-combative way, and if appropriate apologize for the less than excellent experience – but most importantly, take the conversation off stage. Ask the reviewer to call you, email you, or swing by in person, so that you can resolve the issue. This accomplishes a few important things. First, you can actually resolve the issue. Second, you can do so out of the public eye. Third, you can win back a customer. Fourth, once resolved you can ask them to edit their review. You'd be surprised how many people will. Reviews that reflect initial dissatisfaction and then resolution add a great deal of credibility to you and your dealership. They show that you take customer concerns to heart.

Third, you want to bury the bad with the good. What I mean is that you want to bury bad reviews with tons of good ones. Anyone with even the smallest amount of common sense knows that nobody is perfect, and that everyone is going to get bad reviews from time to time. The important thing is that the good should far outweigh the bad, and that the bad should be handled professionally.

Unfortunately, many dealers get the normal and customary number of bad reviews, but don't have systems and processes in place to harvest the good reviews they need to put things in perspective. If you fall into that category, and find it a struggle to harvest good reviews regularly, we have a fix for that. Give us a call and let us show you how we've helped hundreds of dealers all across the country.

Talk soon
Brad



Dealership:

Northern Ohio Ducati Triumph was founded in January 2010. The driving force behind this dealership stems from the vision and passion of Carl N. Peshoff and Carl M. Peshoff. Their mission statement is not to be the biggest, but simply be the best dealership available for avid motorcyclists. They specialize in Ducati Motorcycles and pride themselves in absolute customer satisfaction. "A motorcycle dealership driven by motorcycle enthusiasts, trying to create the ultimate experience!"

Solution:

Northern Ohio Ducati Triumph invited 2,500 of their past customers to their 8th Anniversary Party. Using a nice mix of active and inactive customers, they knew they could reactivate customers who hadn't spent money with them in the previous year and increase frequency of visits of their existing customers to increase the number of customers spending money with them and the amount they spend in 2018.

The Sharp Shooter Program targets customers with up to 12 different, direct marketing strategies ensuring they receive the message multiple times. By increasing the number of times they get the message, we increase response to the survey site and traffic through the doors on event day. Big picture, this multi-touch approach makes it easy to touch their buying base 52-104 times over the course of the year which puts a fence around their herd and makes them immune to other offers from other dealers. Overtime, it helps increase the number of customers spending money with the dealership and on average, how much they spend annually leading to predictable growth for the store.

Focusing the message on the party elements of their event (food, drinks, door prizes, etc.) not only attracted the small number of folks who were ready to buy but hundreds of more customers who didn't plan on buying anything that Saturday, resulting in tons of impulse purchases and pipeline for future sales.

Results:

JChris, Northern Ohio Ducati's Sales Manager, said, "It was a rainy day but that didn't stop people from coming in...we still had over 400 people through the door and sold six on the day of the event, with more deals working! We had a huge day in over the counter sales. It was a great day!"

We followed up with Chris a few days after the event and said they got another three deals out and at least one more credit app.

Their Sharp Shooter Program generated 266 completed surveys, which created a total of 201 sales opportunities in P&A, Service, and Apparel, PLUS 88 responses for a new or used bike, turning this weekend event into a month-long sales event for each department following up on the leads generated from the event and increasing their Return On Investment.



What's Next:

March means Spring has arrived! If you haven't planned your Spring Open House yet, call us today to get one on the books. After the winter we've had this year, your customers have so much cabin fever, they're dying for an excuse to get out of the house. It's your job to get them through your doors before your competition. Don't wait for the weather to break, because it will already be too late. For more information on how the Sharp Shooter Program can help you have your best year yet, call me on my direct line 877-242-4472

IMPROVISE, ADAPT & OVERCOME (IAO) AWARD

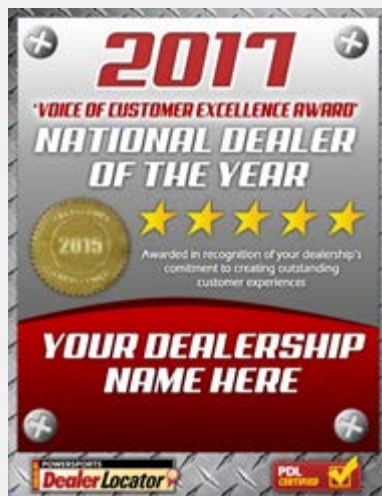
Chris is one of the newest members of our team, but his unique and endearing personality, coupled with his extreme passion for all things web development, make him a perfect fit in the hearts of all his peers. Chris has the heart of a teacher and is eager to help everyone on his team by both doing what they need, and explaining exactly what html code, css edits, or Json query was used to complete the project. His go get'em attitude and willingness to try anything necessary to give our clients everything they want on their new website are just a few reasons why Chris was voted this month's IAO Award Winner. Way to make a big impression, Chris. Keep it up!

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.



Chris Hardwick
Web Developer

The Voice of Customer Excellence Award Program



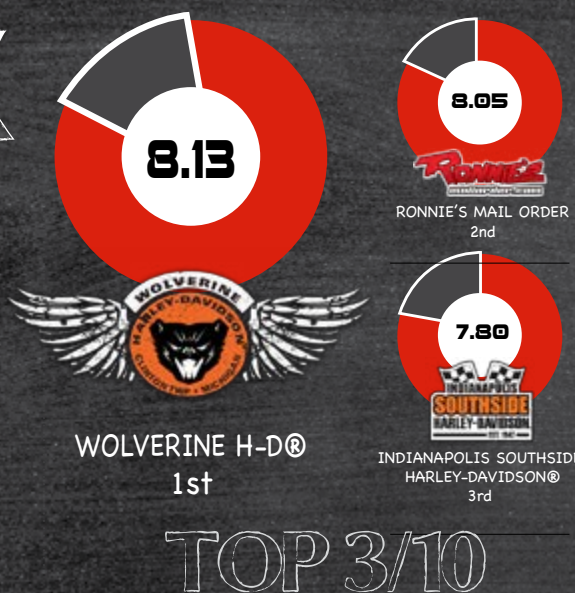
MAJOR ANNOUNCEMENT regarding the Repeat & Referral Score and the annual Voice of Customer Excellence Award is coming in the next issue of this newsletter! Make sure you check back to see how your dealership can benefit from the industry’s only dynamic customer repeat & referral score.

(National average is 4.99)



THE PODIUM

4th	THUNDER MOUNTAIN HARLEY-DAVIDSON® - Loveland, CO	7.64
5th	OUTERLIMIT POWERSPORTS - Dyersburg, TN	7.25
6th	ENGELHART MOTORSPORTS -Madison, WI	7.24
7th	GREELEY H-D® & WILD WEST MOTORSPORTS - Greeley, CO	7.18
8th	MAN O' WAR HARLEY-DAVIDSON® - Lexington, KY HOT-	7.06
9th	STEAMBOAT POWERSPORTS - Steamboat Springs, CO	7.05
10th	COWBOY HARLEY-DAVIDSON® of Austin - Austin, TX	6.97



REVIEWS & RANKINGS LOCAL STAR: COLLEEN OLESKIEWICZ

Ronnie's Mail Order, New Ashford, MA



It's hard to create a lasting impression with customers that you've only worked with online, but Colleen has managed to provide a "WOW!" experience to the customers of Ronnie's Mail Order. She's one of the top 5 Parts & Accessories professionals in the industry, with over 220 five-star reviews. Nice job! Keep setting the bar high for your peers!

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

YAMAHA-TRIUMPH-KTM OF CAMP HILL

CAMP HILL, PA



Tia Robinson

Digital Marketing Manager

OBJECTIVE

Yamaha-Triumph-KTM of Camp Hill is Central Pennsylvania's #1 Powersports dealership. They strive to build a long-term, relationship based on trust and respect with all their customers. With over twenty-five years of experience, local powersports enthusiasts know that they can count on quality products and services any time they visit Yamaha-Triumph-KTM of Camp Hill.

Duane Summers, Dealer Principal, knows that one of the best ways to continue building those relationships is to let the local enthusiasts know where to go when they are searching for a local powersports dealer. But, experience is as important for Duane as it is for his customers. Quality experience means choosing a marketing partner that knows both the powersports industry and the marketing channels that generated a proven, positive ROI.

SOLUTION

Yamaha-Triumph-KTM of Camp Hill has been using the Local Web Dominator program to help with lead generation, reputation management and search engine marketing. By taking advantage of the vast industry knowledge and Google AdWords expertise in the PSM Digital Marketing department, Duane has been able to generate quantifiable results from his campaign. He's able to maintain a lean, targeted budget that generates a positive ROI each month.

RESULTS

By using Google AdWords experts who also are immersed in the powersports industry, the Yamaha-Triumph-KTM of Camp Hill account was able to see some incredible results. During the first quarter (typically considering the 'slow season' for many powersports dealers...especially in the north), the campaign managed within the Local Web Dominator program generated a 12% Conversion Rate! These numbers are significant considering that the average Conversion Rate (how many leads did the campaign create) is typically about 5-6%. Duane's campaign doubled that which included 59 unit leads and 77 phone calls to the dealership

Additionally, the campaign increased their website traffic by 12% all quarter. And, to really show off, the campaign had a 12% average click through rate as well (Google considers anything over a 2% CTR to be a good campaign).

So, it seems that 12 is Duane's lucky number so far this year. It'll be exciting to see how those numbers respond once we're in the full swing of the riding season.

Does your current digital marketing strategy generate a 12% increase in quantifiable web leads? If not, we'd love to help you create a campaign that generates the kind of positive ROI that Duane at Yamaha-Triumph-KTM of Camp Hill is seeing, even in the 'slow season'.

Call us today at 877-242-4472 or request a Free Demo at www.powersportsmarketing.com/local-web-dominator, so we can walk you through the benefits of the Local Web Dominator program.