

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+30+40+50+60+70+80+90+100 = 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

OUR MISSION:

POWERSPORTS MARKETING
By Dealership University™ .COM

To enrich lives by providing powerful turnkey marketing so people, businesses and our economy can thrive!

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PREMIER

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Display Advertising

Mobile Advertising

Video Ads

Shopping Advertising

can-am

SEK 400

POWERSPORTS MARKETING™

By Dealership University™ .COM

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Peachtree City, GA 30269
Tel: (877) 242-4472

AWARD WINNING

Inc. 5000 COMPANY

Google Partner

“Don't be upset by the results you didn't get with the work you didn't do.”

- Inky Johnson

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DON'T JUST TAKE OUR WORD...

Client Success

“We've just launched the LWD from PowerSports Marketing and everyone has been very helpful and easy to reach. Looking forward to growing our business together!”

Mike T. - Indian® Motorcycles of Tucson

SharpShooter

“Great Event Format. It was easy and completely budget controllable.”

Jim P. - Lynwood Motoplex

General

“This was our first experience with Powersports Marketing and the Sharpshooter campaign. We did not know what to expect and we were unsure of exactly how this would work. Eric and Colleen did a great job with helping us through the process, especially with a short amount of time from start to finish. We had a ton of leads and our event was a huge success.”

Anonymous

LOCAL WEB DOMINATOR

POWERSPORTS MARKETING™

By Dealership University™ .COM

SHARP SHOOTER
TARGETED INTELLIGENCE

ULTRA MARKETING MACHINE NEWSLETTER

How to Finish 2016 Strong!

ARTICLE BY: ROD STUCKEY

The 6-P Rule: Prior Planning Prevents Piss Poor Performance. I can't remember if I first heard that one from my dad who is retired Air Force, or my late cycling buddy, T.A., who was a Marine. Either way, it stuck to my ribs. I've tested this rule in many ways and many times over the last 40 plus years, and the rule always wins. First in school, then in sports, business, and even in family life of being a husband and a father. No matter how many times I show up for a situation in life unprepared, I always lose.

Nowadays I'm pretty seasoned in the art of, "If you're gonna be dumb, you'd better be tough," and it feels good to already have a plan in place for 2017 and beyond. In fact, here at Powersports Marketing we've taken our planning well into the future. With the help from a great book called Traction by Gino Wickman, my leadership team and I have created a big picture vision by setting a 10-year goal based on realistic sales history and previous year-over-year growth. Then, using the same math, we rolled it back and painted the picture for where we should be in 3 years. We then rolled it back again to a 1-year goal, and now we live in a 90-day, quarterly, goal world. We've also factored in our existing company core values, created a core purpose, and have very specific marketing strategy.

What's exciting is that if we execute our marketing strategy the growth will come. It's a Predictable Formula. In fact, it's the same principle based growth formula we teach our dealer clients in boot camps and online presentations.

The 90-day world we're living in right now is focused on three of this biggest holidays and marketing opportunities of the year: Halloween, Thanksgiving, and Christmas. Or Hallow-Thanks-Mas as we like to call it.

When we execute our 90-day Hallow-Thanks-Mas plan, here is what the Predictable Growth Formula looks like in action.

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

The two fundamentals behind the Predictable Growth Formula are:

1. Generating new leads. (Growing New Customers)
2. Increasing the value of existing customers/ reactivating lost customers. (Increasing Retention)

The objective of the Predictable Growth Formula is to experience growth year after year, despite elections, weather, the stock market, etc.

Too often business owners mistake having an "up year" with growing. There is a HUGE difference. Most businesses are market driven, meaning their results vary based on the ebb and flow of the economy. Businesses who execute the two previous mentioned fundamentals experience Predictable Growth and are marketing driven. They're not sitting around waiting for the market to come to them.

But to accomplish Predictable Growth in this very important last quarter of 2016 you must first embrace the 6-P Rule. With no plan, you're just another reactive dealer sitting around waiting on the door to swing.

Let's dive a little deeper into the difference between a Market driven dealer versus a Marketing driven dealer. A Market driven dealer is oblivious to its number one

asset. It's customer list. A Market driven dealer doesn't invest in and train its staff, nor does he have a Q4 and beyond marketing plan to take advantage of the massive holiday spending that is about to go down. A Market driven dealer isn't aware that Amazon and his competitor down the road are all fighting for a piece of that holiday spending as well. A Market driven dealer will react, and whatever the outcome of his holiday sales are come January 2017, he will blame the good or the bad on the outcome of the election.

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 plan and is doing an integrated, lead generating, marketing plan for Halloween, Thanksgiving and Christmas, and will finish the year strong come hell or high water.

Ultimately, continual growth is achieved by executing the 6-P Rule, and now is the time to take action. If you're reading this right now, then you understand we're practicing what we preach because this newsletter is part of the plan.

Pick up the phone right now and call us to get your Hallow-Thanks-Mas campaigns on the books so you can finish strong regardless of Trump or Hillary and learn more about how the Predictable Growth formula can help you in 2017 and beyond! 877-242-4472.

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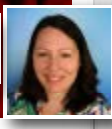
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Kawasaki



POLARIS

SUZUKI



YAMAHA





FINALLY, A SIMPLE WAY TO SEND BAD@\$\$ EMAILS WITHOUT BEING A TECHY



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Thank You!

to our clients!

INC. 5000 2-TIME WINNER






ASK TORY:

Tory, My Marketing Seems A Little Plain Lately; Any Tips On How To Make It More Interesting?

ARTICLE BY:
TORY HORNSBY

What is your mission? In other words, let's cut through the clutter of everything your dealership does and answer the question... why does your dealership exist?

Why do you do what you do; what do you stand for?

Many businesses write out a Mission Statement to communicate their mission & vision. While I'm a huge believer in the power of a good Mission Statement, I don't believe that just having one is the end-all to a dealership's problems.

Most mission statements are generic, stale and completely useless. Often times they actually do more harm than good. For instance, when customers and staff know your mission statement, but it's not genuine or lived out/executed, it's nothing more than a constant reminder that having integrity and doing what you say you're going to isn't important in your organization.

At Powersports Marketing our mission is: *"To enrich lives by providing powerful turn-key marketing, so people, businesses and our economy can thrive."* Our goal is to enrich the lives of Dealer Principals, the dealership staff and customers, to grow the industry as a whole, which can impact the entire economy.

"To enrich lives by providing powerful turn-key marketing, so people, businesses and our economy can thrive."

We often discuss this (and our vision) with our staff to create a culture that desires a win-win for everyone we come in contact with.

In my articles over the years I've mentioned Proverbs 29:18 a few times. It says, "Where there is no vision, the people perish..." What is

your vision? Without vision your staff is just going through the motions and your business is more dependent upon the market, the weather and the economy than it should be. Without vision and passion your marketing isn't working as it should be either.

The advantages of being mission-driven are large and ongoing and impact customers and staff. Below are some benefits of being mission-driven in not only your operation, but in your marketing as well.

1. Gains interest from the affluent. People who have money spend it decisively – they are more careful with their money. That can make it more difficult to earn business from them, but they are often more loyal. Plus, the affluent will spend more money with you and have a higher annual customer value than the non-affluent. The affluent have a very strong preference for choosing companies that are more than "business as usual."

On the opposite side of the equation, poor people often just hope you can get them financed. Most won't be able to buy, and even if they can/do, you'll never see most of them again for additional purchases of PG&A or service.

2. Increased profits. Mission-driven marketing will generate more responses from your buying base (past customers and conquest riders in your area) and result in a higher frequency of visits. When you get more riders to come through your doors more frequently it's a system for predictably growing your dealership.

3. Increased loyalty. Mission-driven marketing focuses on the emotional side of the purchase/shopping process. It utilizes 1-to-1 relationship style marketing instead of one-to-many and drives an elevated and emotional level of engagement. It gives customers a go-to place to come back and do business again and again.

4. More new clients. In addition to being very good at keeping old customers, mission-driven marketing also excels at bringing in new ones. 91% of consumers said they'd switch to a brand associated with a good cause, according to a recent study.

5. Stronger awareness & a positive image. Aligning yourself with a higher mission enables you to be seen in an 'operating for a greater good, rather than your own' point of view. This is good, especially in a time when businesses and business owners are seen as evil, selfish and uncaring. Being mission-driven differentiates you in a significant way.

6. Attraction and retention of high-quality employees. Am I saying that when you do mission-driven marketing you'll have better luck at building a great team? Absolutely. Where there is no vision, the people perish.

It's no secret that one of my favorite restaurants is Chick-fil-a. They have the absolute best employees of any restaurant (especially fast food), hands down. Chick-fil-a doesn't pay more, have a super easy workload, or better hours of operation – what they do have is an excellent vision/mission that's incorporated into their entire culture.



Our Sharp Shooter and LWD programs are distinctly mission-driven. Our goal is to touch your buying base 52-104 times per year. We not only build loyalty for the long-haul for our clients, we also generate quantifiable traffic and sales for a positive ROI on marketing dollars spent - right now! It's time to stop all the image-enhancing advertising designed to build your brand. It's a complete waste of money.

It's time to build something greater. Call me to discuss - 1-877-242-4472.

- Tory

Sharp Shooter Case Study



Arkport Cycles: Increased Results

DEALERSHIP:

Arkport Cycles is one of the largest dealers in New York State for Harley, Honda, Suzuki, Yamaha, Kymco & Arctic Cat. Located in Hornell, NY, they've been a family-owned business since 1972 and are still going strong.

SOLUTION:

One of the biggest challenges dealers are faced with is marketing. Most dealers lack a plan so they end up making reactive advertising decisions and randomly buy radio, tv and newspaper because they know they should be advertising. They react. If they have poor weather and traffic slows, they buy a big radio campaign hoping to drive traffic. If they have a couple busy weeks, they hold off on marketing hoping well-timed weather keeps the door swinging. If the economy takes a step backwards, they stop spending to conserve cash. These 'Market Driven' dealers wind up leaving themselves completely vulnerable to the whims of elections, the weather, market and economy.

'Marketing Driven' dealers have more control over their business because they have a pro-active, integrated, direct-marketing plan designed to touch their buying base 52-104 times per year that is quantifiable. So, barring a natural disaster, 'Marketing Driven' dealers experience predictable growth.

Arkport Cycles made the conscious decision to put more control in their hands this year. We started by identifying their 'Buying Base' made up of two groups of customers: 1) Past Customers who've spent money with their store in the past four years in Sales, Service & Parts. The Sharp Shooter Program helps dealers grow by increasing the number of 'Active Customers', those who spend money with your dealership every 12 months. Most dealers have only a fraction of their database actively spending money with them, representing a huge opportunity for growth. Arkport Cycles had 5,100 past customers within 30 miles of the dealership who've spent money with them in the past four years.

Next, we found their 2) Conquest Customers, folks who live in their backyard and ride what they sell but haven't bought from them. Arkport has 3,242 of these competitor's customers and other orphan owners living within that same 30 miles of their dealership. These two groups of customers are called a 'Dealership's Buying Base' because this is where the majority of their sales are going to come from.

Once we identified their 'Buying Base', we put together a multi-touch, direct-marketing plan designed to touch them 52-104 times per year. This essentially puts a fence around their herd and guarantees they're staying in front of every real opportunity they have to sell a unit, parts or service in their backyard.

Once we've identified the 'Right Audience' and the 'Right Media', we turn our attention to the 'Right Message.' The Sharp Shooter message focuses on the party which increases frequency of visits to our clients' dealerships. Simply put, the more frequently customers walk through your doors, the more often they will purchase from your individual departments resulting in increased 'Average Annual Customer Value.'

When you increase 1) The Number of Active Customers and 2) Their Annual Average Customer Value, your business grows predictably.

RESULTS:

Arkport just finished their second event using the Sharp Shooter Program. Their first event was, "...extremely successful with a ton of traffic!" After her second event, Jenny said, "I had an idea of what the traffic was going to be after our first event, but it far exceeded my expectations."

The store was so busy, Jenny ended up calling some of her best customers to help out with demo rides and working the event. Customers drove from as far away as two hours to attend. They ended up taking 40 trade-ins on Saturday, but were unable to finish all the deals because they didn't have the specific model or color in-stock. The regional H-D rep showed up for the event and was blown away by the traffic and the overall success of the event.

LOOKING FORWARD:

What's next? We are officially into the 4th quarter and that means 'Hallo-Thanks-Mas'. Between Halloween and Christmas Day, the average American consumer will spend 70% of their entire, annual discretionary budget. How much of that budget are you going to capture? Don't make the mistake of pulling your advertising dollars back this year and leaving it to hope. Let us help you have a record 4th quarter. When you become a 'Marketing Driven' dealer, you can move the needle all year long. Check out the inserts for a sample of a proven winner.

For more information on how the Sharp Shooter Program can help put more control over the growth of your dealership in your hands, give me a ring on my direct line at 877-242-4472 ext: 112 or visit us at www.PowersportsMarketing.com. Happy selling.



ARTICLE BY: BRAD CANNON



We're quickly approaching the time of year where business is happening so fast that we sometimes abandon our well-known business best practices because we feel that so much is happening that we just don't have time to do things properly.

We make excuses. I get it. I've been there. I've been behind the counter at Christmas time for more years than I care to think about. More years than some folks reading this have been alive. That last sentence actually stings a little.

The point is, we can't abandon best practices out of convenience. What I'm talking about specifically is the best practice of having a good data acquisition strategy in place and following it. Having good, accurate name, address, email, and phone information is key to a dealership's success.

During the Christmas season, traffic levels go off the rails the closer you get to the big day, and the temptation to just get people out the door can be huge.

If you've followed us for any length of time, or been to one of our marketing boot camps, you've heard us talk about the number one hidden asset that your accountant won't tell you about: your customer list.

We also talk a lot about being a MARKET driven dealership vs. a MARKETING driven dealership.

Market driven dealerships operate and are successful based on market conditions, which are fickle at best. They are affected (good or bad) based on any number of things that are out of control of the dealership owner – bad weather, local economy, national elections, etc.

It's like they unlock the doors and wish for the best. It's a terrible way to run a business, let alone live. Talk about bleeding ulcers...

With good customer data, a dealer can have a marketing driven dealership. We are a niche, passion driven market. By having good customer data, you have the ability to target exactly the right people, using the right media, with the right message, at exactly the right time. You no longer hope for the best, you control your outcome.

Of course, this all starts with committing to the strategy – even when it's tough.

Average annual client value has been shown to be \$675 gross profit. That's per person. So, having the ability to reach out to those people and get them back into your dealership not only ensures that you get all of that \$675 (and not another dealer), but gives you a shot at increasing that average value. And it doesn't stop there – according to the Motorcycle Industry Council, the number one reason people get involved in riding is the influence of friends and family. It's been the number one reason forever. So it stands to reason that if you've got the ability to reach out to those interested in riding with a compelling message, as they influence their friends and family and those people will be coming to YOUR dealership, bringing their money with them.

This is what we call a predictable growth strategy, and we have seen it work hundreds of times in every state.

The hitch is, you need the data to make it really successful. That's why it's so important not to abandon best practices when they get tough during the Christmas selling season.

Sure, there are times that the lines get long at the parts counter. I'd advise getting extra staff, and adding impulse buying options at the registers so that people have something to look at as they are waiting the extra few seconds while employees are ringing up folks properly. It works at grocery stores, it'll work at your dealership too. I've done it.



Engage your staff in the effort to harvest good customer data. Help them understand that being able to market to customers and bring them back in is good for everyone. Good sales equals good job security – it's especially easy to get buy in if they are on an incentive based pay plan (the best kind of pay plan).

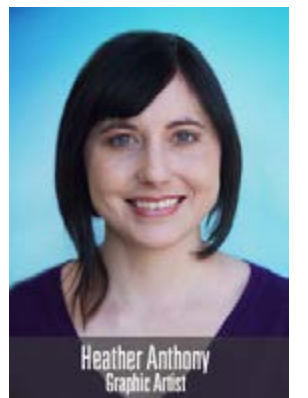
The only time there may be more folks coming to your dealership is at the start of spring – and that may or may not actually be the case depending on your geography. The point is, that while you have the opportunity to get good customer data it's imperative that you do so.

I encourage you to make proper customer data acquisition a hill you're willing to die on through the Christmas season. If you do, you will be locked and loaded to have a very successful 2017.

"IMPROVISE, ADAPT & OVERCOME" (IAO) AWARD

Heather is one of our beloved graphic artists and besides being just precious, she's incredibly creative, kind and helpful. Heather actually got into an argument with a co-worker once about who was more grateful for the other. And, she's often caught going out of her way to be accommodating to her team and our clients. Those are just some of the reasons her peers voted her 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.



The Voice of Customer Excellence Award Program



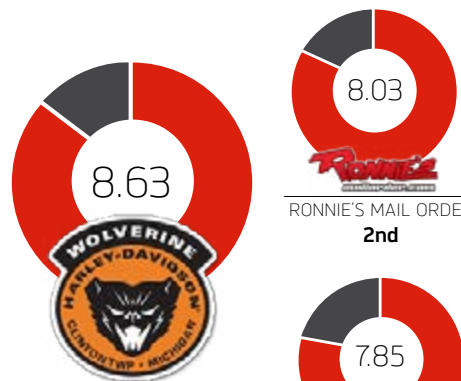
The Repeat & Referral Score (RRS) is a dynamic calculation that helps you identify the overall health of your repeat and referral business, which are two critical components to help you grow your business. Plus, your RRS lets you see where you rank in comparison to other dealers in the Powersports industry.

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



GREELEY H-D® & WILD WEST MOTORSPORTS- Greeley, CO	4th	7.29
THUNDER MOUNTAIN HARLEY-DAVIDSON® - Loveland, CO	5th	7.25
KISSIMMEE MOTORSPORTS - Kissimmee, FL	6th	7.13
SNAKE HARLEY-DAVIDSON®- Twin Falls, ID	7th	7.12
HANNUM'S HARLEY-DAVIDSON® - Chadds Ford, PA	8th	7.12
BOARDTRACKER HARLEY-DAVIDSON® - Janesville, WI	9th	7.11
LEMON & BARRETT'S - Mineral Wells, WV	10th	7.06

Scores as of 10/13/16. National average is 5.02

WOLVERINE H-D®
1st

INDIANAPOLIS SOUTHSIDE
HARLEY-DAVIDSON®
3rd

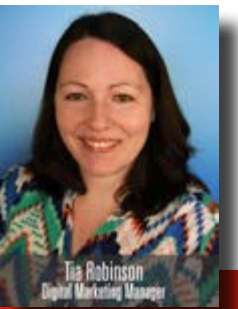


Andy is a Parts & Accessories Specialist at Clinton County Motorsports in Wilmington, OH. And, with 115 authentic 5-star reviews from his happy customers, he's one of the top ranking dealer employees in the nation! Keeping the parts counter running smooth and happy is no small feat, but Andy has managed to do it successfully and his customers are singing his praises. Well done, Andy!



Local Web Dominator Case Study

Cowboy Harley-Davidson® -Austin, TX



OBJECTIVE

The team at Cowboy Harley-Davidson of Austin are proud of the incredible level of service they offer to all their customers, which is evidenced by the thousands of incredible reviews on their review site and on their Google listing. In spite of their massive 53,000 sq. ft. showroom (which is quite impressive), they strive to maintain that 'small town shop' feeling. Every member of the dealership makes an effort to treat their customers like family. And it shows. One way they win over the local Harley riders is by the fantastic events they host at the dealership. Everyone loves a party – and the folks at Cowboy H-D of Austin are no exception. One of their objectives is to make sure their local riding community knows all about their upcoming events and feels like a welcomed member of the Cowboy family.

SOLUTION

Marketing Manager, Andrea Gutierrez, has the responsibility of creating compelling email marketing messages each week to ensure her customer database stays updated on all the upcoming events. Cowboy Harley-Davidson wants their customers to 'feel the love', so they have a strategy for sending emails that are interesting and that focus on the party (not a stuffy corporate message all about finance offers).

For anyone that's had the 'privilege' of creating marketing emails, they understand that staring at a white screen trying to be compelling and creative each and every week is a HUGE challenge. That's why Andrea jumped into the Firestorm Email system within the Local Web Dominator Program and started cranking out killer emails using the powersports-specific, pre-made themed templates. Now, in a matter of minutes (not hours), Andrea's able to touch base with her entire customer list at least once a week to share the cool events that are happening at the dealership.



RESULTS

There have been rumors around the marketing world for years that indicate that email marketing is dead (being replaced with more shiny, exciting things like Social Media and mobile apps). But, both the Cowboy H-D of Austin team and their customers can attest to just how wrong those rumors are. The emails being sent out of the Firestorm email program are using email marketing best practices, with killer creative graphics, wrapped in a theme that customers are excited to open and read. And as such, they've seen some incredible results.

For the month of September, Cowboy Harley-Davidson of Austin sent 6 emails to their customer database (a list of more than 9,000 customers). Each email had an average open rate of 15% which is right on par with the industry average. However, the really exciting part of the data is the Click Rate. Click Rates in email marketing are kind of like Click Through Rates for Search Engine Marketing. Impressions (AKA: Open rate) are really good to have, but the real traction happens when folks click on your email and visit your website for more information. The industry standard for click rates range between 2-6%. The average click rates for Cowboy H-D is between 8-13%! WHOA! It's amazing what happens when the marketing emails are sent regularly, using email marketing best practices, and focus on the party (not just the finance offers).

Want to have an email marketing program that was created exclusively for the Powersports industry, has pre-populated images and ad copy, and generates killer results? Firestorm is a FREE component of the Local Web Dominator program. Give us a call today at 877-242-4472 and we'll be happy to show you around.



FEATURED NEW MOTORCYCLE

The 2017 Road Glide Ultra Motorcycle

You've got a Twin-Cooled Milwaukee-Eight 107 engine, responsive new front and rear suspension, powerful Reflex Linked Brembo brakes with ABS, top-of-the-line 6.5-inch touchscreen infotainment system with integrated GPS, BOOM! Box 6.5 GT audio system and a premium Tour-Pak carrier with a luggage rack for extra travel essentials.

It's all there so you can go BIGGER!

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