

# CORE VALUES

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

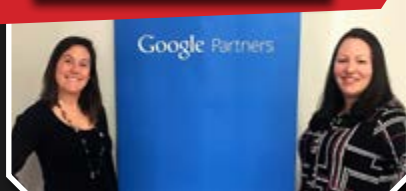
**2 W.E.M.G.D.**  
WHAT GETS MEASURED GETS DONE

**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**

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

**If you aim at nothing, you will hit it every time.**  
- ZIG ZIGLAR

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## DON'T JUST TAKE OUR WORD...



We had our first training call yesterday and he was able to answer all our questions & clarify other things - kept us wanting for more. Can't wait to see what's in store with us and Powersports Marketing!

DEE DEE S.  
-MADISON, WY

Sabrina is wonderful, patient and very accommodating. She is always very quick to respond and will go the extra mile to ensure my satisfaction. I often ask challenging requests on tasks with time constraints and Sabrina happily accepts the challenge and produced top quality work.

BRITTANY G.  
-PEORIA, AZ



Taylor is a fantastic asset to our dealership! Outstanding knowledge and advice when it comes to the Local Web Dominator in particular. We're looking forward to working with Taylor through-out the months to come! Thank You!

HANK B.  
-JANESVILLE, WI



Rod Stuckey

Founder & CEO

Ever heard the old saying, "The only thing worse than spending the time and money to train your staff and they leave, is not training them and they stay?" In the last 20 plus years of attending dealer meetings, trade shows, and 20 group meetings, as both a dealer and a seminar presenter, I've had the pleasure of speaking with many great, and many not so great, dealers. The consistent common denominator for the high performing dealers that I've met is that they believe in training and are willing to invest in training for themselves and their entire staff.



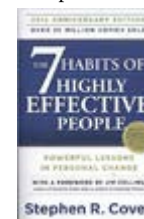
As for many of the other dealers I meet, I'm amazed they invest hundreds of thousands, if not millions in facility and tens of thousands in computer systems, inventory, payroll, advertising, and special tools, but aren't willing to invest one cent in their own education or the training of their staff.

But I was reminded of something recently while meeting with a dealer. Most Dealer Principals (myself included) got into the motorcycle business because of a passion for the sport and the products. Not because they were excited about learning selling skills, marketing best practices, inventory control, accounting, finance, etc.

When I first entered the business, I ignorantly thought that because I was a hardcore rider and enthusiast and an expert on the products (or so I thought) that I was a qualified dealer operator. Now, for me to even write that statement out is laughable. To make matters worse I had zero intellectual curiosity to seek out and learn dealership operating best practices. Eventually, I was fortunate enough that my dad, the DP at that time, held weekly manager meetings and shared articles and best practices through his resourcefulness of seeking out quality information from seasoned experts. Per his

# WHAT IF YOU DON'T TRAIN THEM AND THEY STAY?

military background he believed in training. From time to time he recommended a book that I should read like, The E-myth by Gerber or Seven Habits by Covey. Initially I just thought my dad was super-smart and figured everything out by himself. But in time, as I began reading the trade publication articles and books he recommended, I started to connect the dots. What really made my father so smart was his ongoing quest to pro-actively seek out the necessary information to make our dealerships successful.



As we grew from a single dealership to a four-store dealership group, we made some pretty serious mistakes along the way. If I had to identify the one thing that always allowed us to learn from and overcome those mistakes, it was our ongoing thirst for new information on how we could perform better, and not duplicate those errors of the past.

At some point, to be successful in this business you must take off your enthusiast hat and make the transition to being just as serious about making money as you likely were/are about the products. To do that you have to become a student of business, and you have to invest in yourself and your team.

This doesn't mean you can't still be an enthusiast on the weekends, I'm happy to report I spent this entire last weekend "camping with a purpose" with my family at a motorcycle event. But this Monday morning it's back to enjoying the grind. I just read this:

"If you aren't questioning yourself and others, investigating and detecting, worrying over what you really know, you are substituting arrogance and/or sloth for diligence, and you will be punished."

With that said, this is the last call for our Fall Marketing Boot Camp held here in Peachtree City, GA, October 23rd through the 25th, where we'll be revealing real-world dealership truths backed up by real data, all the while exposing so much of the B.S. that is pedaled out there by outsiders who have zero understanding of the motorcycle business.



If you're interested in learning how to predictably grow your dealership regardless of the market, weather or economy using a tested and proven formula, you don't want to miss this event. We're going deep into the specifics of how you can grow new market share by targeting those who live in your back yard, ride what you sell, but haven't done business with you before. But wait, there's more. All too often dealers are so focused on going after new blood they completely forget about retention marketing. I'm talking about maintaining the customers you already have and even re-activating those lost customers who previously did business with you, but have quietly wondered off.

But that's just the beginning of what you'll learn at this event because much of the magic comes from the other dealers in the room sharing their successes and failures. So, go now to [www.powersportsmarketing.com/bootcamp](http://www.powersportsmarketing.com/bootcamp) and get enrolled. You have nothing to lose because we offer a money back guarantee.

See ya soon, Rod

**POWERSPORTS MARKETING™**  
By Dealership University™ .COM

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CASE STUDIES:



2017



# FALL MARKETING BOOT CAMP

GEARED FOR GROWTH!

LAST CHANCE!



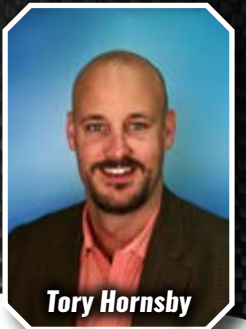
REGISTER NOW:

WWW.POWERSPORTSMARKETING.COM/BOOT-CAMP OR (877) 242-4472

## ASK TORY



The Firestorm Onboarding feature is great, but my sales people are scared to call this new type of lead. Any advice?



Tory Hornsby

EVP

For those who are unaware of our Firestorm Onboarding system, it identifies when some of your past customers are browsing units/inventory on your website. We send you a daily report of these customers so your sales team can follow-up.

This is an extremely valuable feature because only 1% to 2% of your website traffic fills out a form on your website each month. That means 98% remain anonymous; you have no idea who they are.

So, whether your website generates 20 leads per month or 200, we'll identify and show you hundreds of additional customers/leads every month.

If this new technology doesn't have you ready to do a back flip off of your desk, the light bulb hasn't lit up yet. I'll elaborate... there are 3 phases of customers:

**Phase 1:** Ready to buy right now, just waiting for the right moment. With good marketing, they'll buy now.

**Phase 2:** Planning to buy soon... between 2 - 12 months. Left to their own timeline they procrastinate. With good marketing, they'll buy sooner.

**Phase 3:** Won't be buying for at least 1 year out.

The customers in Phase 1 & 2 are the ones browsing the inventory on your website; it's typically not Phase 3 customers. Inventory page views make up 75-80% of your page views each month. Yet only 1-2% of your traffic fills out a form and identifies themselves. This is a problem that our new technology solves!

With Firestorm Onboarding, we send you a list each day of those Phase 1 & 2 customers so you can engage them, which brings us to the original question. What do you do with this list of customers each day?

Our most successful clients do what we call a one-two-punch with the list, which is an automated email followed by a phone call. Here are a couple examples of the email we can setup to send automatically to customers who visit inventory pages on your website:

### Email Option 1

Tory,

We're inviting a few of our customers to stop by the dealership this week for a low-key, 1-on-1 experience with a dedicated staff member to check out the new models coming in, or our pre-owned inventory.

This is a really low-pressure experience, but it is by invitation only. So, just reply to this email and let me know if you'd like to reserve a time slot for a 1-on-1 demo experience this week.

Dealer Signature

### Email Option 2

Tory,

We have a shortage of pre-owned inventory right now and we're offering Top Dollar trade-in values.

If you or anyone you know is interested in a Free Evaluation of their bike, please reply to this email or call me at xxx-xxx-xxxx.

Dealer Signature

Again, **these emails send out automatically the day after customers visit your website.** You don't have to lift a finger. Then the next step is to have your salespeople follow-up to make sure they received the email.

I'm sure many reading this article are questioning calling a customer who's been on your website. It just feels weird to call people you know were on your website. But the reality is that your staff calls customers all the time who had been on your website recently. It wasn't a weird call because your staff didn't know. Customers don't find it weird at all. It's not like you're calling to say, "Hey Mr. Customer. I've been tracking you on our website. By the way, I really like the shirt you're wearing today!"

The email and phone call have the feeling of, "We're reaching out to all our customers and you were next on my list."

In closing, if you want to quantifiably sell more units and make more money you should call 1-877-242-4472 or visit [www.powersportsmarketing.com/onboarding](http://www.powersportsmarketing.com/onboarding) to schedule a demo.

If you're not interested in increasing your sales and profit, don't bother... this new feature isn't for you.

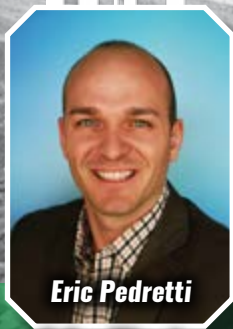
Also, if you haven't read my last 3 articles regarding similar subjects, go to [www.powersportsmarketing.com/blog](http://www.powersportsmarketing.com/blog) and click the Ask Tory section to catch up.

- Tory



FIRESTORM ONBOARDING





Eric Pedretti

Sales Director

# SHARP SHOOTER CASE STUDY

## ROSSITER'S H-D®



### Dealership:

Rossiter's has been owned and operated by Rick Rossiter in Sarasota, FL for over 20 years. From unique art sculptures to the owner's personal collection of early model motorcycles, they have attractions for everyone including, 'by far, the friendliest staff in the country!'

### Solution:

For their first Sharp Shooter Event, they decided to target 3,500 conquest prospects who ride what they sell, live in their backyard but hadn't bought from them. They also called past customers and emailed everyone they had an email address for in their database. Using a mix of active, inactive and prospect customers, they knew they could reactivate customers who hadn't spent money with them in the previous year, drive some new blood through the door and increase frequency of visits of their existing customers while increasing the number of customers spending money with them and the amount they spend in 2017.

Since the loneliest number in marketing is one, we used 12 direct marketing touches. By giving customers more opportunities to respond to the marketing, we increase the amount of traffic on event day and the number of leads being generated. Bigger picture, we've learned Powersports Dealers need to touch their Buying Base a minimum of 52-104 times per year to increase retention and grow market share. The more you touch your customer base, the more responsive they become and over the course of the year, more of them walk through the dealership's doors more often and the business grows.

The message we utilize is focused on inviting customers to a party. By focusing on what the customer wants (things like food, drinks, door prizes and demo rides), the dealership gets more of what they want (more P&A, service and gear sales and a few more units out the door). The reverse is also true: focus on the sale and you will alienate the 99.99% of customers who don't have 'buy a motorcycle' on their list of things to do this weekend. Long-term, customers never get tired of being invited to a party so they end up walking through the doors more often and when they're there, they can't help themselves but to spend more money.

With so much marketing going out the doors, it's important to have it hit customers

at just the right time to really maximize the response from each media. Our marketing begins hitting customers roughly 10 days before the event and gives them a different opportunity to respond to the survey site (to generate leads for every department) almost every day leading up to event day.

### Results:

Lori Sinclair, General Manager, said the event went on, despite Hurricane Irma wreaking havoc on the state and many people evacuating. She had cancelled her live music and other outdoor vendors, but had BBQ sandwiches, beer, and margaritas for anyone who showed up and needed a break after all of the hurricane prep they had been doing.

She was surprised that, all things considered, she did see good traffic through the doors that day!

Executing on all four pillars of the Sharp Shooter Program - Right Audience, Right Media, Right Message & Right Timing, really paid off. The program generated 151 responses to the campaign, which generated 124 sales opportunities, including 30 riders interested in a new or used bike! Even Hurricane Irma didn't get in the way of her ability to track the results of her marketing. She is now able to follow up on over 100 leads to get folks back into the dealership and sell some more service, P&A and roll a couple more units out the door.



### What's next?

October means Biketoberfest & Halloween! Check out the inserts for some killer campaign options for October and for more information on how the Sharp Shooter Program can help you achieve your marketing goals in 2017, call me on my direct line 877-242-4472 ext: 112. Happy selling.



Brad Cannon

VP of Client Success

## Hocus, Focus



MOTORCYCLE  
INDUSTRY  
COUNCIL



Let's just be honest here, marketing can be difficult.

There are literally thousands of different channels to use, and all of them tout themselves as being the best thing since sliced bread.

For years I've heard from marketing managers and read in trade magazines about all the virtues of different marketing methods – everything from billboards to television, radio, newspaper, twitter, Facebook, AdWords, Instagram, and now I'm supposed to have my chat snapped...?

But, how do you really know which work and which don't?

That's the problem. The answer is easy – unfortunately, it's usually not very much fun.

We found our "religion" at Powersports Marketing a long time ago, and it's served us (and our clients) extremely well. Our religion is Direct Response Marketing, and it's nothing new. Been around for decades. Not particularly flashy – but it's the best way to make sure your energy and expense for marketing are doing what they're supposed to – getting a return on your investment.

Knowing what works or doesn't is determined by one of the 10 rules of Direct Marketing – there will be tracking, measurement, and accountability. In your dealership, you track money and hold it accountable. You see how it behaves on your P&L and balance sheet. When it's not behaving as it should, you take steps to get it in line. This happens on a small scale, like a register at the parts counter (rang up so many parts – better have the cash to show for it) on up through every department. Money spent on marketing should be no different. If you spend \$1.00 on marketing, it should generate more than \$1.00 in profit.

The problem comes in when we get caught up in the cool factor of some marketing method either

because it's really edgy, new, or simply feeds our ego. And, it happens all the time.

But, if you have the mindset that you will only market using methods that are trackable, measurable, and accountable, it makes it easy to quickly weed out methods that are a waste of your time, energy, and money.

When people are describing marketing and use words like "seems" "feels" "I think" "probably" "should" "believe" do yourself a favor and pass. These aren't words that convey any certainty. They miss tracking and measurement, and are thus not accountable.

I have a great deal of confidence when someone can say you spent "x", your response was "y" leads, which translated into "z" number of closes. At that point, you have meaningful information that you can use to make an intelligent decision about your marketing – using math.

The alternative is when a marketing rep (or in some cases marketing manager) says "looks cool, huh?" Want to spend more? Based on what, exactly? It always boils down to feeling. "I feel like it must be working." Spend more. "I don't feel like it's working." You didn't spend enough. Spend more.

Knowing what I know now, and seeing the data of tens of thousands of marketing efforts for thousands of dealers, there is no way I will engage in any marketing effort of any kind that can't show me trackable numbers with measurable results. You shouldn't either.

Once you commit to only marketing in ways that can be tracked, measured, and held to account, that's when you hold fast to another of the 10 rules of Direct Marketing – Results Rule. Period.

In other words, if you can't measure it, or if you can and it doesn't give you the ROI that you need,

stop doing it.

That's where it gets sticky though, many marketing methods out there are fun – just not measurable. After all, it's fun to hear yourself or your dealership's name on the radio, or to see it on television or billboards. Makes you stick your chest out a little and is kind of an ego feed. Just can't effectively track, measure or hold it accountable.

So, don't do it.

And some of you are thinking I'm a crazy person for suggesting that. I can assure you that all across the country there are dealers who are doing EXACTLY that and have increased business. I know of one dealer who has gone from \$11 million per year to over \$30 million per year by eliminating everything except direct response marketing strategies.

If you'd like to hear more about those dealerships (and we can name names!) or learn more about how to engage in those highly successful strategies call us: 877-242-4472 or email us at [marketing@powersportsmarketing.com](mailto:marketing@powersportsmarketing.com).

Talk soon,  
Brad

## IMPROVISE, ADAPT & OVERCOME (IAO) AWARD

Melissa has the biggest, silliest personality, but she's no stranger to putting in her earbuds and getting some serious work done. Her technical aptitude when building killer creative websites is nothing short of awe-inspiring. She also shines her big brains by creating some of the edgiest designs in the industry. And, it's just plain fun to work with her – she brings the best of both worlds: positive charisma and A+ work ethic. That's why Melissa joins the ranks again this month for the IAO winner.

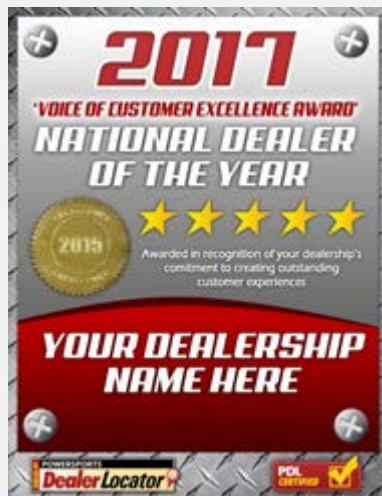
The IAO Award is a peer-voted award recognizing someone each month that embodies the 'Improvise, Adapt, and Overcome' philosophy. Check back each month to see if your favorite Powersports Marketing team member won the award.



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.

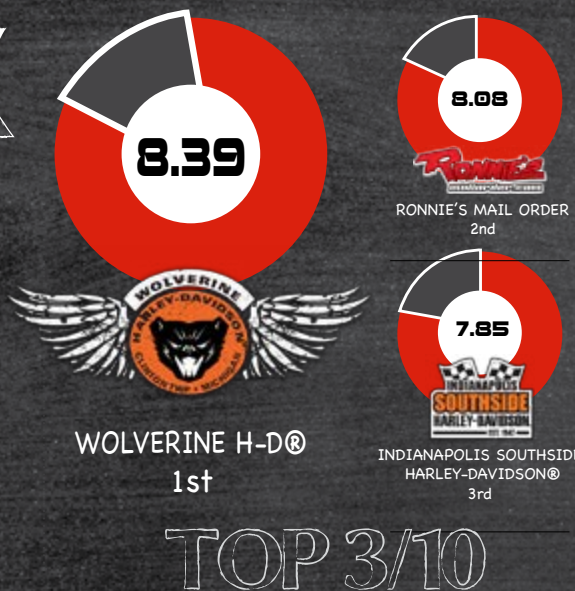
As part of the Local Web Dominator program, dealers are able to automatically receive reviews and feedback from their current (and past) customers to proactively improve their repeat and referral business.

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	7.5
5th	Bull Run Harley-Davidson® - Manassas, VA	7.36
6th	Greeley H-D® & Wild West MS - Greeley, CO	7.25
7th	Thunder Mountain H-D® - Loveland, CO	7.17
8th	Kissimmee Motorsports - Kissimmee, FL	7.14
9th	Hannum's H-D® Chadds Ford - Chadds Ford, PA	7.13
10th	Man O' War Harley-Davidson® - Lexington, KY	7.12



## REVIEWS & RANKINGS LOCAL STAR: Matt Mackie



### Matt Mackie - Dillon Brothers Harley-Davidson® - Omaha, NE

As one of the industry's top 5 highest rated service people, Matt Mackie is setting the bar high for Service Professionals in the Powersports industry. He's earned over 125 authentic customer reviews ([www.dillonharleyreviews.com](http://www.dillonharleyreviews.com)) and continues to wow his customers on a daily basis. Nice Job, Matt. Keep up the great work!

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.



# LOUISIANA POWER SPORTS

BOSSIER CITY, LA



Tia Robinson

Digital Marketing Manager

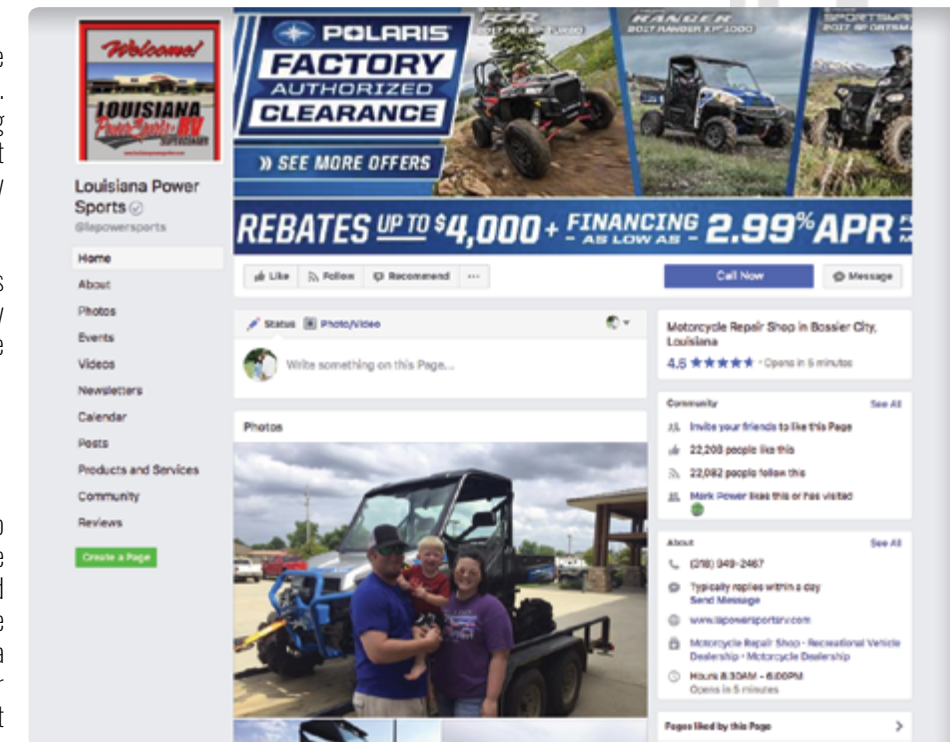
## OBJECTIVE

Louisiana Power Sports provides superior customer service to the Northwest Louisiana area, just outside of Shreveport. Owners Vicky and Jimmy Gould know that everything about their dealership is passion-based and that they must continue to reach the hearts of their local enthusiasts if they are going to continue to grow their business.

Marketing their dealership isn't about creating enthusiasts – it's about reaching folks in their market who are already passionate about their powersports, and converting those people into fanatical customers.

## SOLUTION

Vicky worked with her Account Executive, Bill Gallagher, to create a compelling digital marketing strategy through the Local Web Dominator program. One of the features included in that program is Facebook advertising. Through the use of this extremely powerful social media channel, Louisiana Power Sports was able to target local enthusiasts in their market with a compelling message and invitation to visit their website.



## RESULTS

Last month, their Facebook advertising campaign created 253 additional website visitors for only \$150 of ad spend. Plus, 15,612 unique powersports enthusiast in the Shreveport market saw one of her ads on their mobile phones or desktop computers.

One of the great features of Facebook advertising, is that in addition to reaching a targeted, local audience and driving traffic to their website, they are also able to engage their local powersports community (for free!). Since the cost of advertising is charged by click (website visit), the engagement in the Facebook post are just free word-of-mouth, social advertising as a happy by-product of the campaign. For the Louisiana Power Sports campaign, they also had 32 people react to their ad, 4 people commented on their ads, 7 new people liked their Facebook page, and 1 person shared their ad with friends and family.

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