

# CORE VALUES

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

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

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

**4 COMMITMENT TO TEAMWORK AND SYSTEMS**

**5 DEDICATION TO CONTINUAL IMPROVEMENT IN BUSINESS AND LIFE**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
123456789012345678901234567890

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!



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

AWARD WINNING  
**Inc.**  
**5000**  
COMPANY

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“People don't buy what you do; they buy why you do it.”  
SIMON SINEK

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



I recently updated a number of websites with my website provider and was having a problem receiving my LWD Onboarding Reports from PSM. Taylor not only diagnosed the problem, but also did a quick audit of all my sights and found two other issues that I wasn't aware of. Taylor provided a well-crafted solution and all my sites were fixed the very same day.

MIKE P.  
-Phoenix, AZ



We recently switched to Firestorm Websites. The staff at Powersports Marketing have been simply wonderful to work with! The transition went very smoothly; Jessica and Tia have been very quick to answer emails and phone calls and have helped us with every question or problem. I created a new page for our site in just a couple of minutes. The back end of the website is so simple to navigate! And, yes, our leads have increased since we made the switch. Very pleased so far!

TAMMY S.  
-Versailles, IN



We have been using John for multiple Sharpshooter campaigns every year for many years now, and have had great success with the model of these campaigns as well as with getting them done with John and team! Even when we have had a snafu or two over the years, they have been very responsive at finding a solution and getting things done quickly every time! Highly Recommend the whole PSM team!

JUSTIN L.  
Loveland, CO



Rod Stuckey  
Founder & CEO

# I HAVE TO DISCOUNT BECAUSE MY DEALERSHIP IS DIFFERENT!

ULTRA  
MARKETING  
MACHINE  
NEWSLETTER  
.....  
ISSUE #108

Back in the late 90's ATV's were selling like hot cakes. Two of our family-owned Honda stores were located on the outskirts of Atlanta, just a couple hour drive across the state line to two of the biggest discounters in the nation. And with no sales tax being collected, stacked on top of the low ball price, matching their prices were only do-able if we liked to dip into hold back, or lose money all together. My sales people and sales managers had me convinced that every single customer who came through the doors had a Cycle Trader magazine and price shopped us against the discounters.

Like so many dealers, I took the bait. Hook, line and sinker. We had to become a discounter to be competitive, because of our location and our products. "Our dealership was different."

And I'm ashamed to say, we starting advertising low-ball prices. And even though we weren't holding any gross profit, we were going to make it up in volume. We wouldn't ever turn down a deal, and we'd match any price. <Phooey!>

Sure, we rolled some units that year, but cash flow was tighter than Dick's hat band. I hated to see the floor checker show up, and yearned for the hold back check each quarter. It was no way to live.

I was young, dumb, and inexperienced, and didn't understand that business is a game of margin, not volume. I know, this isn't what the 'Everyday Joe' believes, nor is it what your college professor taught you in Econ 101. But, they are wrong! Which is why they aren't running successful businesses.

Many people don't realize that there are roughly 800,000 new businesses started each year in the United States. Half of those will fail in the first year. And of the balance, another half of those will fail in year two.

But the failures aren't just small Ma-and-Pa businesses. There are plenty of big, corporate, fancy CEO's that sincerely believe, albeit ignorantly, that growing market share and increasing volume are the secrets to their success.

In 2001 there were a record number of big dumb company bankruptcies with over 250 major organizations that filed for bankruptcy alone that year. Between 2000 and 2004, 23 of the 40 biggest bankruptcies of all time occurred. Many, if not most, of these companies like K-Mart and The Flemings company (who owned Piggly Wiggly and IGA grocery stores and were doing 15.6 billion in revenue) focused on being the low price leader.

Consider this: When was the last time you saw a business having a "Going out of Business" price increase?

The reality is, when most businesses get in trouble, the first thing they do is resort to discounting with the mind set of, "We'll make it up in volume."

An industry that is a great case study in discounting is the Airlines. Back in 78 when President Carter deregulated the industry, which meant the airlines were free to charge whatever they wanted, not one raised its prices. Instead they began a fierce discounting race to the bottom which resulted in dozens of Airline bankruptcy filings. And not just the small airliners, but the big boys like Eastern, Continental (twice), US Airways, Piedmont, Pan Am and even Delta, who's pilot concessions allowed them to narrowly avoid demise.

Ever hear the story of the two illustrious entrepreneurs from Texas who sold watermelons? They owned a pick up truck and heard they could drive down to Mexico and buy the melons for a buck a piece. So to sell in volume they decided they would bundle them at wholesale for \$10.00 a dozen. They sold out before they even made it all the way back to San Antonio. Sitting on the side of the road and counting their money they realized they were a little short on cash. The one Entrepreneur looks to the other and says, "You thinking what I'm thinking?" "Yep. We're gonna need a bigger truck!" Owen Young of GE once said, "It's not the crook we fear in modern business; rather the honest guy who doesn't know what he's doing."

Here's something to consider. If everyone buys solely

on price why would anyone buy a Cadillac Escalade for an extra 20 grand over a Chevrolet Tahoe?

Why buy a Ruth's Chris steak for \$50 bucks over a \$10 dollar special from Outback.

The truth is, only about 10% of consumers make their buying decisions solely based on price. I know what your sales manager has convinced you of, "But my dealership is different." DON'T BELIEVE IT!

Here's another stat you've likely never heard. No less than 5%, to as high as 20%, of consumers are suspicious of the lowest price and prefer a better or premium option. This is especially true with the more affluent buyer.

The following year, with the help of a 20 group, reading books, and the negative cash flow experiences of discounting, we totally changed our marketing and sales process.

We no longer advertised about price, we promoted events at our dealerships, and we put a deal desk system in place where we presented full price every time regardless of circumstance, and trained our staff to build value in more than just the product, but our staff and service, before, during and after the sale. Our volume dropped from 1,000 units to about 850 and our bottom line quadrupled. And those 150 hardcore shoppers that we didn't do deals with weren't missed, they got to be someone else's headache.

And this is why to this day we do not recommend or promote discount advertising. There is a much better way. Our Sharp Shooter Predictable Growth System is a pro-active and calculated system designed to grow new customers and increase the value of your existing customers without ever mentioning price or a discount. And it works!

For more information contact us today at 877-242-4472 or shoot us a message at marketing@powersportsmarketing.com.



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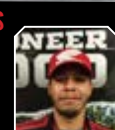


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CASE STUDIES:



# EVER FEEL LIKE YOUR EMAIL MARKETING PROGRAM WAS MADE FOR NANCY'S BAKERY?



Browse through hundreds of customizable themes designed specifically for the powersports industry

**CALL NOW TO ACCESS THE FULL LIBRARY!**

**(877) 242-4472**

AND, IT WON'T BREAK THE BANK!





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**TO LEARN ABOUT THE POWERSPORTS INDUSTRY'S LATEST SECRET WEAPON**

## ASK TORY



# Our marketing hardly ever generates leads... what am I doing wrong?



**Tory Hornsby**

**EVP**

## UNIQUE SELLING PROPOSITION

I've studied hundreds, maybe even thousands of dealership ads, and the majority consistently share one of two fatal flaws. And by majority, I mean the masses. Probably over 99% are contaminated. Both are an issue of message, which is simply what is said in an ad (including the copy (words) and the graphics).

Fatal Flaw #1 – The ad is designed to build a dealer's brand, enhance their image or get their name out there. There is no call-to-action that tells the prospect what to do or why they should do it. If you don't tell prospects what you want them to do, they won't do it. And a branding-style of advertising isn't quantifiable.

We consistently hear from dealers that one of their biggest concerns is they can't quantify their marketing and aren't sure if they're wasting their money. It's a viable concern... their message makes their marketing unmeasurable! Take note... if your goal is to get your name out there you ARE, in fact, wasting your money.

At the same time, most dealers have a fear of stopping this style of advertising, which is most often mass media (radio, TV, billboards, newspaper, etc.), because they think it may be working.

I'm not a fan of mass media... especially in the motorcycle industry. The main reason is that 5% to 6% of people in America are powersports enthusiasts. With basic math you can quickly conclude that most of the folks a dealer is paying their limited budget to try and reach via mass media do not ride. You're wasting over 90% of your budget.

You may be saying to yourself, "well, it includes my address & phone number, some people have to be noticing it." On more than one occasion we've added tracking phone number to mass media. All of them get similar results, including a group of Harley dealers in the south who added a call tracking number to their radio commercial. After 60-days the tracking number had 3 calls: 1 where we tested it, 1 where the dealer tested it, and 1 where the dealer tested it again because no one had called it.

Fatal Flaw #2 – The ad is based on discounting. This has become an epidemic for many dealers. Here are few examples:

- Radio = save thousands with big rebates and low APR's.
- Direct mail = several units with the cheapest they can sell them, often dipping into hold back.
- Website = quote request, which means a discount.
- Email = focused on discounts.
- Industry inventory sites = the lowest price wins.

What is your U.S.P. (Unique Selling Proposition)? In other words, why should someone buy from you? If the best answer you can come up with is you're the cheapest, you've got a lot of soul searching to do.

When your marketing is basically saying, "I'm only interested in you if you'll buy something from me" you alienate most of your list and it becomes unresponsive. No more than 2% of your list is interested in the products you could feature in any ad, so you end up alienating 98%.

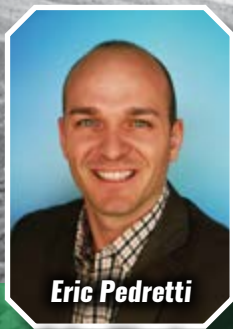
The most successful dealers market to powersports enthusiasts. They utilize direct mail, email, SEM, phone calls, web banners, social media, event signage, fliers/bag stuffers, and more. There is a consistent message across all of the media. Instead of promoting products & discounts they have an event/party/open house and answer the question, "Why should I, your customer, come to your event?"

By inviting customers to the dealership for a party, more of them respond. This in turn increases P&A counter sales, books out more service appointments, and gives salespeople even more opportunity to sell major units.

To strategize how to get your marketing budget to get more traffic in the store, and more leads for each department, give us a call... 1-877-242-4472.

- Tory





Eric Pedretti

Sales Director

# SHARP SHOOTER CASE STUDY

KENT MOTOSPORTS

predictablegrowthformula



## Dealership:

Kent Motorsports is a Honda Dealership located in New Braunfels, TX. If you have a love for all things powersports, then you know there's nothing like being surround by others who share your passion. Judging by their Facebook Video, 'On Rainy Days Sometimes We Have to Entertain Ourselves' (definitely worth a watch), I think you'll be in good hands if you get a chance to swing by for a visit.

## Solution:

Two of the biggest challenges in marketing for a Powersports Dealership is finding the right target audience and then actually getting a message delivered to them. Many dealerships rely strictly on Social Media and Email Marketing only to accomplish this. Here's why this is a challenge:

*Facebook: Without boosting your post, only about 5% of your followers will see it. So if your page has 5,000 followers, you're talking about only reaching 250 people.*

*Email: The average dealership collects 25% emails at the point of purchase. An excellent email open rate is 15%. So for example, a dealership with 10,000 customers in their database will roughly have 2,500 emails. If they are able to achieve a 15% open rate, that means they'll reach 375 people.*

This is the biggest reason the average dealership has roughly 70% of their database not actively spending money with them: they simply aren't hearing from them. When customers stop hearing from you (regardless of your effort), they develop a sense of apathy and stop coming around.

To combat this, the Sharp Shooter Program focuses on a three-part data strategy. 1st, we focus on your Active Customers, people who've spent money with you in the past 12 months. Our job is to keep them active and increase the number of times they visit your dealership this year so they spend more money. The 2nd group we target are your Inactive Customers. This is the single biggest opportunity dealers have to grow their business. As I mentioned above, the average dealership has less than 30% of their customer base actively spending money with them. We know the average customer in the powersports industry spends \$750 per year in Parts, Accessories & Service...which means, if they didn't spend it with you, there's probably a good chance they spent it with someone else. Our job is to reactivate them so they begin spending money with you again. Lastly, we go after Conquest prospects. These are people who ride what you sell, live in your backyard, but have never bought from you. Essentially, these are your competitor's customers and other orphan owners in your market area. Stop and think about this... between these three groups of people, they should really make up the majority of the proven riders in your backyard and ultimately the majority of your sales over the next 12 months.

Once we identify the right target audience, we put a 12-month marketing plan to touch your buying base 52-104 times per year. We know at that frequency, we increase the number of visits to your dealership they'll make each year, therefor increasing their Annual Customer Value. We'll also reactivate those customers who haven't spent money with you in the last 12 months and drive new blood through the door. We use up to 12 different, direct marketing strategies to guarantee your message isn't getting delivered once, but multiple times per campaign. By simply giving customers more opportunities to respond, we drastically increase response. Each media channel incentivizes folks to complete a survey to tell us who they are and what they want to buy from you...generating leads for every department in the dealership. As long as your message focuses on what's in it for the customer and you commit to the

process, you will absolutely own this group of customers and make them immune to other offers from other dealers.

## Results:



Mitch, their GM said, "I've been here for 7 years and been involved in every single event that we have had and this was the bomb! We have a huge turnout. Tons of new faces!" They kept it simple with food, raffles and a GROM stunt show. It's a common misconception that in order to have an event, you have to have a KISS Concert, Hog Roast & Ferris Wheel for the kids. You don't.

They're working 5 deals from customers at the event, in addition to all the sales leads the campaign generated. They were so busy, his service guys had to come up front and help out for a while.

There were 87 surveys completed, which created a total of 68 in P&A, Service, and riding gear, PLUS 23 responses for a new or used bike. Mitch is getting a new line and working that into their 10th Anniversary in just a few weeks.

## What's Next:

Next step is to call us so we can pull your numbers and show you the opportunity that exists in your database to grow your business predictably. We can kick off your Annual Predictable Growth System in July with a Soak Up Summer campaign, Back to School Event or Dog Days of Summer Party. There are many more options where those came from and with just six short months to go in the year, it's more important now than ever to drive as much traffic through the doors and generate as many leads as possible this summer!

Check out the website ([www.powersportsmarketing.com/sample-campaigns](http://www.powersportsmarketing.com/sample-campaigns)) for killer campaign options for July/August and for more information on how the Sharp Shooter Program can help you achieve your marketing goals in 2018, call me on my direct line 877-242-4472 ext: 112. Happy selling



Brad Cannon

Vice President  
of Client Success

## Your email has a reputation?

The technology business is exciting. When plans come together, it's spectacular. When they don't, you usually have a fireworks show followed by a burning crater.

The takeaway is that you've always got to be careful. It's something that developers have driven into their heads from the time they start learning how to program. Be careful, always test. Then go back and test some more. You can never take for granted that what you developed today is going to work flawlessly with what you created last week, or year. So you test it. You get the idea.

One area of technology that is very underserved in the area of public information is email.

Email is amazing. It's one of the least expensive, yet most effective, ways of reaching potential buyers available, and has the highest ROI I've seen when executed properly.

We often talk about what happens "on stage" with email, but the tactical as far as content and deployment strategies is only part of the puzzle. There's a whole lot more involved.

We've talked about reputation management for years now, and most folks know that harvesting positive reviews greatly impacts your bank account. Makes sense.

Email is much the same. Sort of.

In the world of email, you as a sender have an online reputation. Not with end users, with ISPs (Internet Service Providers). ISPs are the entities that make the internet work, and as you might guess, it's pretty important to stay on their good side.

Years ago, people referred to the internet as "the information super-highway," and that's actually a pretty accurate mental image to have. Think of the internet as a highway, and emails are traffic on it. Think of ISPs as the traffic cops of the highway, making sure things move along smoothly, and folks who shouldn't be driving... aren't.

Keeping with our picture, imagine that half of the cars on the highway don't belong there. That's email spam. According to a spamlaws.com study, 45% of all emails are spam. It's insane. The Radicati Research Group did a study that shows email spam cost businesses \$20.5 BILLION in 2012 due to lost productivity and technical expenses. It's actually more than the estimated earnings of spammers. Radicati also suggests that based on growth rates, the cost could be \$257 Billion annually in a few years.

So as you might guess, ISPs are closely watching email. While ISPs don't monitor the actual content of emails, they have a lot of other ways to determine if an email and/or email sender is legit.

First, there's hidden code in every email that contains all of the information about message that is used to direct the mail through the internet to it's intended recipient. That code tells ISPs a lot about the sender.

For example:

- The senders IP address can be tied to their domain (good) – or not (bad).
- They can include an SPF (Sender Policy Framework) record in their Domains DNS that identifies which IP addresses are able to send on behalf of the domain.
- Senders can use DKIM (Domain Keys Identified Mail) signatures that insure that the content of an email isn't altered in transit.
- Senders can (and should, as it's required for Gmail) have a published DMARC (Domain-based Message Authentication & Conformance) record to tell ISPs what to do with emails that fail the other policies above.

These are basic protocols that should be employed by every email provider for every email and email client to insure maximum deliverability. If any or all of the above measures aren't in place for your emails I can confidently assure you that your communications are ending up either in junk mail boxes or never delivered at all.

Your execution of the measures above are what let ISPs know that you're a legitimate emailer and not a spammer. For spam tactics to work, they often have to imitate domains, or actually take control of them on some level by passing messages THROUGH your domain without your knowledge. The items listed above prove to ISPs that not only is your message from who it says it is from, your domain hasn't been compromised.

This is the foundation of a good reputation with the ISPs. If you're not employing all of these measures, your emails will immediately be suspect – and run the risk of ruining your domains reputation.

Everyone knows where the "bad part of town" is in their city. It's the place you don't go because it's risky, and probably dangerous. Well, it's unavoidable that the information super-highway runs through a few of those neighborhoods as well.

The address where your domain lives is called your IP address. And IP addresses are arranged in blocks – just like houses. IP blocks are arranged in sequence, just like house numbers on a street. If your IP address is on a street in a bad neighborhood (like you share an IP address with known spammers – or an IP address CLOSE to one of known spammers) it can be a big mark against your reputation. You have to live in a nice, older neighborhood that is well established to have a good reputation.

Spam reports, and emails delivered to ISP spam traps (we'll talk about those some other time) also play into your email reputation and can cause you problems if you don't maintain a quality email list.

The cumulative effect of having a bad email reputation is that your emails get caught up in spam filters and get dumped straight to junk mail, or worse, don't get delivered at all. 20% of all emails don't get delivered because they've crossed the threshold with ISPs by having neglected enough best practices that they have a high likelihood of being spam and the ISPs just kill them. They don't get reported back, or make it to junk mail, because the ISPs don't want spammers to know why they got rejected because they don't want them to try and game the system further.

Long story short, there's a whole world of email online reputation management that goes on. The scary part is that you don't get to see a star rating, you just find out that your mail is going to junk folders or not being delivered at all. Maybe.

Recently, I worked with a client who had an email provider that handled many of the appropriate measures for proper email reputation management – but not all. He was struggling to get mail delivered to Gmail addresses. In examining his setup, it was clear pretty quickly what the problem was, and we are helping to correct that.

It's the job of your email provider to manage that reputation for you, and to keep you in the good graces of the ISPs of the world so that you have the highest level of deliverability possible. If you're concerned about deliverability, give us a call and we can show you how it's done. Even better, we can do it all for you when you bolt on one of our really cool websites.

Talk soon.  
Brad

## IMPROVISE, ADAPT & OVERCOME (IAO) AWARD

**Scott Zinkel is like a Swiss Army knife of brilliance. He's made a positive impact in almost every department of the company and continues to grow and challenge himself each day. As the newest member of our Development Team, he's taken quality control to a whole new level, plus juggling multiple projects and wearing a few different hats. He does everything with skill, and an understated level of humility and a huge dose of positive attitude. It's why he's ranking as our IAO Award winner again 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.**



Scott Zinkel  
Digital Marketing Coordinator



# The Voice of Customer Excellence Award Program



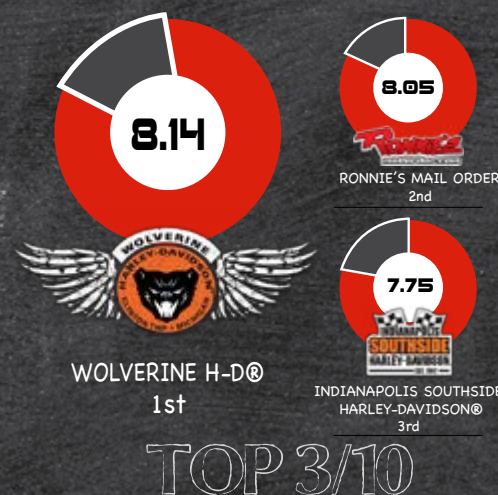
The Reviews & Rankings Score is a dynamic calculation that helps you identify where your dealership ranks in comparison to other dealers in the Powersports industry.

As part of the Local Web Dominator program, dealers are able to generate reviews via email or text message from their customers to proactively improve their level of service. Additionally, dealers are able to see how their team ranks against one another with the employee ranking dashboard on every review site.

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



## THE PODIUM



4th	THUNDER MOUNTAIN HARLEY-DAVIDSON® - Loveland, CO	7.70
5th	ENGELHART MOTORSPORTS -Madison, WI	7.28
6th	MAN O' WAR HARLEY-DAVIDSON® - Lexington, KY	7.22
7th	GREELEY H-D® & WILD WEST MOTORSPORTS - Greeley, CO	7.15
8th	STEAMBOAT POWERSPORTS - Steamboat Springs, CO	7.06
9th	COWBOY HARLEY-DAVIDSON® - Austin, TX	6.95
10th	SHOALS OUTDOOR SPORTS - Tuscumbia, AL	6.94

## REVIEWS & RANKINGS LOCAL STAR: KEYLAN CONLEY



Keylan Conley made the Local Star rankings this month on the heels of his teammate, Jerrod Davidson last month. Keylan jumped up to being tied with 151 reviews, representing an exceptional level of service in the Service Department. It's great to see the friendly competition paying off so well for both the dealership staff and the customers. Nice Job Keylan! 151 5-star reviews for Service is incredible. Keep up the good 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.



# POWER WORLD SPORTS

Granby, CO



Tia Robinson

Digital Marketing Manager

## OBJECTIVE

Power World is Colorado's Mountain Powersports Headquarters. They pride themselves on being a dealership where everyone is welcome and everyone, from beginners to those with years of experience, can find a helping hand. The team at Power World have fun in their blood. They are passionate enthusiasts and are eager to share their passion with their customers.

They sell and service high quality brands such as Ski-Doo, Can-Am, Kawasaki, Husqvarna, Mercury and Evinrude/Johnson. But, General Manager, Joe Kelly wanted to ensure that his customers had a way to connect with their dealership and their incredible products through frequent, consistent communication.

So, Joe wanted to use email as an ongoing means to communicate about the ever-changing inventory they have on the Power World showroom to keep his customers engaged with his products and ultimately to increase website traffic, store visits and unit sales.

## SOLUTION

As a Firestorm Email and Firestorm Website client, Joe is able to quickly and easily create emails that showcase his vast selection of powersports toys. When creating an email, Joe can select from the images on his website directly through the email portal, and when he finds the perfect image of the perfect unit, it is automatically linked to that specific inventory page for him.

That seamless integration between his website and email platform helps Joe build and send an average of 2 emails per week to his customers with incredible results for each email.

## RESULTS

Joe's emails to his customer list consistently see a 10-14% open rate. And even better, those emails are getting an average 14% click through rate. That means, Joe is sending 14% of those folks who opened his emails to his website, TWICE A WEEK! That click through rate and open rate remain consistently that high because customers know that each email is going to have a new variety of vehicles and options to explore.

We're in a passion-based industry and Joe's customers are as passionate about powersports as the Power World team is. They like hearing from Joe on a regular basis and seeing the huge variety of incoming new and used powersports products that Power World has in stock each week.

Those emails invite enthusiasts to dream; to browse; to create an emotional connection with a specific new toy. And even better, they are invited to shop! Every email Joe sends has a variety of clear, concise call-to-actions with pictures of real in-stock inventory that is linked to the exact Vehicle Display page....automatically.

Does your website work seamlessly with your email newsletter platform? Are you able to send out 2 emails per week with unique inventory images/links in just minutes (instead of hours)? If not, give us a call, we'd love to show you how this works for Joe at Power World Sports and how it could work for your dealership too.

Give us a call at 877-242-4472 to schedule a FREE DEMO to see how Firestorm Websites could start generating more leads for your dealership.

