

THE VOICE OF POWERSPORTS RETAILERS

Dealnews

VOL. 50, NO. 9 SEPTEMBER 2014
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CONTENTS

THE VOICE OF POWERSPORTS RETAILERS
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from page 18

Sales success is largely about resiliency, and great salespeople have it in spades."

— Mark Rodgers

15

TAKE THE OEM REPORT CARD SURVEY

It's time for the biennial dealer opportunity to rate your OEMs and importers on 17 criteria. Take the survey by September 20.

MANAGEMENT

18

COVER STORY 'YOU GO WHERE YOU LOOK'

Riding skills can translate into sales skills, but you need passion, competency and perseverance, says Mark Rodgers. By Marilyn Stemp

22

HOW HANNUM'S H-D WILL GET TO FOURTH

This third-generation dealer principal has a simple mission. By Vince Guerrieri

SALES

24

ACCSELLERATION WITH MARK RODGERS

The Road to Yes. Let's hope you're not an average salesperson, because that means you give it away.

26

CUSTOMIZING THE RIDE

ATV, UTV add-ons introduced over the summer offer upsell opportunities as the year winds down.

SERVICE

32

FUEL FOR THOUGHT: DAVE KOSHOLLEK

Money, it's a gas. You can get rich by pursuing a rich career. Here's how to begin.

MARKETING

34

DEALERSHIP UNIVERSITY: ROD STUCKEY

Don't Hang Up! Phone skills boost appointments and your closing ratio.

PLUS

6 FROM THE EDITOR

8 SPEED READ

Richard Beattie, chief marketer for Kawasaki, on what the auto industry's done – and what the motorcycle industry needs to do. By Mike Vaughan

Tucker Rocky show reflects aftermarket's optimism. By Mary Slepicka

Latest web news

MMI named Official Technical School of National Retail Conference

Indian intros Roadmaster and Scout

39 ADVERTISER INDEX/ CUSTOMER SERVICE

40 TIE DYED TALES: RICK FAIRLESS Stylin' and profilin'. Dress codes and bad restaurant seating give Rick the bell-bottom blues.



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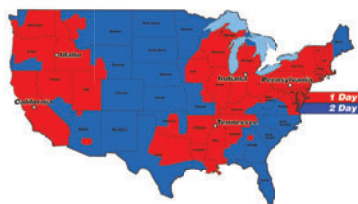
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FROM THE EDITOR

Mary Slepicka

What we can't count on

I'VE BEEN WATCHING a lot of dealer commentary lately, and I have the distinct feeling that most of you are ready to pounce.

Some of you would...If credit eases up. If the OEMs would just get off your back about inventory. If the guy down the road would stop discounting. If those websites would just go away.

I understand. I went to journalism school in the post-Watergate era. I wanted to work for a metro newspaper.

For those born after 1990: A newspaper was a periodical publication produced with tree pulp, ink and a machine called a "printing press." A human being delivered one copy to your door every day. It contained news, feature stories, an obituary and a bunch of car ads. You would read the newspaper to become a better informed individual.

I long for the newsroom days. But they're not coming back. You long for big sales and market protections, but they're not returning, either.

Here's what we CAN'T count on:

- **Remedial training.** This isn't the kiddie pool. You want to work in powersports retailing? You'd better bring advanced skills to the table.
- **Territory integrity.** No longer are you the only one in a 30-mile area selling a particular product. Even if there are agreements in place for vehicle sales, on the PG&A side an etailer is going to swoop up your customers and carry them away when you're not watching.
- **Government support.** Ask the dealers who have been fighting

fixed-rate financing or the latest land restrictions in their areas.

- **Websites going away.** Get real. If one dies, a bigger one will take its place.
- **Loyalty to the U.S. market.** Volume growth is elsewhere. Yes, you helped build the brand back in the day, but the manufacturers are international entities, and their focus has turned. It doesn't mean they don't value you, but they have new markets to conquer.
- **Baby boomers.** Even the "golden boy," Roland Sands, is now apparently middle-aged (I saw it on Facebook). Hello!

So what do we do with all this? To quote an overly popular Disney movie, I think we have to "let it go."

See, you dealers are a cagey bunch. Some of you have negotiating skills that could resolve the conflict in Ukraine with both sides wondering what in the heck just happened. You move your business strategies around like a sportbiker in L.A. traffic. Compete with an etailer? There's a way to do that (and you'll learn it at the ROI workshop at Dealer Expo). Customer showrooming? You can turn him into a buyer that very day. You are better than you think you are. When you're on your game, I get some popcorn and watch.

Put the memories in a drawer, survey your environment, and make your next move.

Mary Slepicka, mslepicka@dealernews.com

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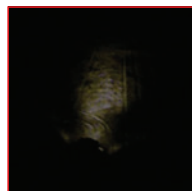
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What auto has done that we still need to do

Mike Vaughan talks with Kawasaki's chief marketer, Richard Beattie (Ford Motor Co. retiree), on brand differentiation, model complexity and improving the customer experience. Read the full interview at www.dealernews.com/beattie



What are the major differences between the car and motorcycle business?

Beattie: The car business is now back to pre-recession sales levels, whereas the motorcycle business is around 50 percent of what it

was. Of course that translates into enormous overcapacity from which the auto business has recovered, even though it's always more competitive, with more players.

The motorcycle business still has that overcapacity, and when you have that and you're fighting with everyone else, it means bigger discounting, brand damage, low margins and basically doing business to keep the lights on, rather than making lots of money to invest in new products.

In the car business, you occasionally get shared showrooms, but even in a shared showroom situation there's a definitive separation between Brand A and Brand B, whereas in the bike business it's a smorgasbord of brands. It's basically "What color do you like?" and then that's the selection that you have.

We have 100 or so standalone Kawasaki dealers. But we have 1,000 dealers or thereabouts in all, so the vast proportion of them are multi-brand guys. Somehow you've got to cover the rent, so adding franchises to your portfolio is a very sensible way to go. It's just very different from the car business. You get more of a brand experience there.

There are exceptions: Harley-Davidson, Ducati, Triumph; the so-called luxury brands offer a little bit more exclusivity. Certainly Harley-Davidson does. Those guys, the Ducatis, and Triumphs of this world manage to squeeze their corner of the showroom effectively through structured margin control, performance clauses and all that stuff, and probably for good reason, and good reason usually means good for the manufacturer and good for the dealer.

Motorcycle dealerships seem to be more about the product and their involvement

with it, and car dealers seem to be more about the money. Do you sense that?

Beattie: Yeah, I do. It's so hard to generalize because there's thousands of them out there, but the successful automotive dealers understand how to satisfy the customer throughout the experience, and the repeat business and referrals. They're the ones who really get it, and it pays big dividends in terms of their profitability.

Along the way, as they grow, they hire sales professionals. The tenure of sales professionals in the automotive business is not very long, and they go where the money is.

In the powersports business, particularly in the motorcycle side of it, there's still a lot of product enthusiasts selling units on the showroom floor. At the dealerships I've visited, the people I meet are very much into the products themselves, not just mine, but everyone's.

Where are motorcycle dealers missing out?

Beattie: Rather than point the finger at retailers, [let's] start on the OEM/distributor side. There's a lot of difference between the ways powersports OEMs go to market vs. how the car guys go to market. The difference is mainly in the area of wholesale pressure and model complexity.

The auto business learned 25, 30 years ago that model complexity was a bad thing for quality, and it was a very bad thing for distribution. By reducing the number of models and color variations, if a dealer didn't have the right unit he could get the one from another dealer across town or an adjacent state. Oftentimes the only variability is color plus a few options.

In the bike business, we've got so many bits and bobs and options, like ABS and colors, all for a \$7,000 or \$8,000 motorcycle. So we are pretty much our own worst enemy.

I'm afraid, and this is just my perception, over the years the industry, including Kawasaki, has said, "Well, we've got this model, if we do this version of it or we change these forks, or take this body gear off, or we take this screen off, or we just tweak this a little bit, we can sell a few more." You know what? You can sell a few more, and we did sell a few more, but it's just a few. We're reluctant

to back away from that business model because we feel if we do, we'll lose sales.

Sales is not the most important measure of success. It's profitability; profitability for the dealers as well as for us. When you've got all this complexity and all this inventory pressure at the retail level, it's very challenging for a dealer to warehouse all these bikes in all of these colors and hope a customer's going to come in and buy it, and not have it sit on the showroom floor for a year. So before we start pointing fingers at retailers, we've got to get our own house in order.

What is an average margin in the car business?

Beattie: It depends. The luxury segment's about 18 percent and the others 12 percent to 14 percent, depending on the brand. I think motorcycle margins are surprisingly high. Sometimes the percentage appears high because the dollar amount is so low. There's a fixed amount of the nut the dealer has to carry, and he can't just handle the variable pieces, so his margin's got to be pretty reasonable. If you sell a bike and make only \$250, you can't sustain a business.

Nobody expects to return to those halcyon days before the tumble because part of the problem that caused the tumble was fueling the toy purchases back then. We're in a situation now where we're not going to be coming back. With 20 percent down to buy a house on a mortgage, there's no spare cash to go buy this stuff.

Because of overcapacity and discounting related to that, wholesale pressure from most brands [is] forcing dealers to accept margins much lower than they would like.

I don't think it's going to be very long before we see a steady improvement, in spite of all the constraints and the issues.

What is holding it back?

Beattie: The availability of credit. There are many indicators out there, economic indicators, that suggest that the worst is behind us, but it's not. In terms of getting credit for toy purchases, it's harder than it's ever been. In my opinion, slowly but gradually that noose will be loosened and that will translate very quickly into better business.

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TUCKER ROCKY SHOW REFLECTS AFTERMARKET'S OPTIMISM

WE KNEW the 2014 Tucker Rocky dealer show would be an interesting one, as it was the first coming-out party for the distributor since it had merged with MAG and, separately (or not), initiated wholesale organizational changes, re-divvied its market segments, elevated veterans like Charlie Hadayia and bought on market experts like Phil Davy. Whether the dealers went to Texas or not in late July, there was going to be a buzz on the show floor.

But let's talk about the products. What did we learn from one of the biggest distributor shows of the season?

- **The ATV/UTV aftermarket has revved up**, with lots of companies unveiling lots of add-ons (and add-ons that can accommodate more add-ons), especially for the Polaris and Arctic Cat lineups. Light kits, hard parts, performance boosts, tracks, suspensions, seats, containers, tires, exhausts, cabs, roofs, number plates — if you can sell the vehicle, you have plenty of accessories to entice your customer further, so pay attention to what's available.
- **Service productivity** seems to be on everyone's minds, with many of the parts and systems we saw offering reduced installation time not only for service techs but for your DIY customers.
- **On the Harley side**, we're now seeing parts and accessories for the 2014s with installation approaches that preserve the design integrity of the newer models.
- **Apparel is evolving**. Brands that carried the sale these past few years are being reworked, updated, streamlined. The look seems to be cleaner and suitable for riding no matter what vehicle your customer mounts. A leather jacket looks just at home on a café racer as it does on a cruiser. Protective gear for the adventure tourer to the racer emphasizes performance and comfort.

We also learned that accompanying this hub of ingenuity in the aftermarket is a **cautious optimism among the dealers**. Most were acknowledging yet another late start to the selling season due to the weather but that sales were now fairly steady.

Clearly, the Brand Expo, as the TR dealer show is now called, reflected the **benefit that Tucker Rocky now receives as a result of the merger** — marquee MAG brands such as Roland Sands and Vance & Hines were there, along with veteran TR-distributed MAG properties such as Mustang and Küryakyn. Whether the marriage

causes some of the non-family V-twin brands distributed by Tucker Rocky to migrate elsewhere had yet to be seen.

Tucker also managed to lure to this year's show some marquee (non-MAG) brands like Metzeler/Pirelli, James Gaskets and 100%. Longtime Biker's Choice exec Hadayia has been given responsibility for all of the non-owned product segments, so expect further activity in this area, said Hank Desjardins, marketing vice president.

Desjardins said that there is still work to be done in the **helmet and apparel lines**. "It is a real green field for us," he said, and indicated that the distributor will seek to "acquire and investigate" new brands. Davy separately told us they would be working on differentiating MSR and Answer so they more readily appeal to different customer segments. (Read Beth Dolgner's interview with Davy at www.dealernews.com/phildavy.)

The distributor is **investing in infrastructure**, creating a robust relational database for dealer ordering, announcing lots of job openings and adding warehouse capacity that includes the installation of high-density pick conveyor systems which, TR President Dan Courtney said, will speed up overnight delivery.

One would think that the warehouse investment would be prompted by the fact that two of the largest online retailers in our industry — **MotorcycleSuperstore.com** and **J&P Cycles** — are now sister properties to Tucker Rocky as a result of the MAG merger. Courtney and Desjardins were quick to convey loyalty to the entrenched brick-and-mortars.

Both MS.com and J&P were high-volume customers of TR prior to the merger, and Courtney said they will continue to operate independently. "It's the only way it's going to work," Courtney explained. "We can't 'advantage' them."

So is Tucker Rocky bullish on the future? Maybe. The mood among the distributor reps was upbeat, but that can be partly attributable to the fact that the vendors are giving them lots of new stuff to sell.

Courtney expressed confidence in what the company is doing but caution when it came to factors out of its control. Economic conditions in the United States have to improve before the industry starts seeing any real growth again, he said. Consumer credit must loosen beyond the dealer's ability to qualify only two in 10 customers for a vehicle purchase, he noted.

It will likely take political change, economic growth and regained confidence in the retail sector for sales to become as exciting the powersports products themselves. — Mary Slepicka

Visit www.dealernews.com for more than two dozen new product announcements from the TR Brand Expo.
(Search term: Tucker Rocky)

ALABAMA — The owners of **Heart of Dixie Harley-Davidson** (Pelham) said they will open a new dealership in Tuscaloosa next year.

CALIFORNIA — **Hollywood Electrics** (Los Angeles) has become the state's newest Brammo electric bike dealer.

FLORIDA — **RideNow Powersports** plans to open **Indian Motorcycle Daytona Beach** in the 20-year-old brick building that formerly housed Bruce Rossmeyer H-D.

GEORGIA — **Stone Mountain Harley-Davidson** (Conyers) has become **Falcons Fury Harley-Davidson** now that the dealership has new owners. New sister stores are **Space Coast H-D** and **Seminole H-D** in Florida.

IOWA — **Fenders Cycle and Motorsport** (Des Moines) is opening a second store in nearby Ames, where it will stock mopeds in addition to other vehicle lines to cater to the Iowa State University population.

NEW MEXICO — **Indian Motorcycle Albuquerque** has hired Mike Carson as GM. Carson, who started out at the former **Chic's Harley-Davidson**, also worked for a Triumph/Ducati dealer and was the Santa Fe division manager for BMW.

NORTH CAROLINA — **Ray Price Harley-Davidson Triumph** this year adds a custom bike show to its massive Capital City Bikefest, which last year drew 85,000 attendees over Labor Day weekend.

TEXAS — **Independence Harley-Davidson** (College Station) has been bought by the New York owners of **Southern Tier H-D** and **Corning H-D**.



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WHAT'S TRENDING ON DEALERNEWS.COM

DEALER OPERATIONS > MANAGEMENT

Luggage brand goes dealer-direct. Oxford Products USA now to rely on a network of sales reps, severs arrangement with D2M.

Falco lands in U.S. Italian brand selects Pacific Powersports as its U.S. distributor, launches ladies' Kamila riding sneaker.



DEALER OPERATIONS > SALES

Off-road propels industry-wide sales. Dual-sports up 12 percent and dirtbikes up nearly 21 percent vs. second quarter 2013, MIC notes. That was enough to overcome a 1.5 percent decline in streetbike sales for a Jan-June gain of 2.6 percent market-wide.

Harley revives the Road Glide. 2015 model has a new fairing contour, Dual Reflector Daymaker LED headlights and all-in-one taillights. The fairing is the result of wind tunnel testing, and its frame-mounted design has a triple split-stream vent to reduce head buffeting.

Victory Magnum bagger boasts performance, styling. A 21-inch front rim mounting a 120/70R21 Dunlop dominates the styling, and to further accentuate the unique front end, the

rear of the Magnum is lowered one inch, giving the bagger the "slammed" aftermarket look of a high-dollar custom bagger.

And now for something completely different. Unlike the Can-Am Spyder, Polaris's less expensive Slingshot puts rider and passenger in tandem, with automotive-style bucket seats and three-point harnesses, a steering wheel, and conventional car foot controls.

DEALER OPERATIONS > SERVICE

Continental issues recall. Affects 9,000 motorcycle tires in the U.S. and Canada and 170,000 tires worldwide, due to a reported condition in the tread and/or belt that could result in separation and air loss.

Harley-Davidson recalls FXDL Dyna Low Riders. Ignition switch problem involves model year 2014.5 Low Riders built from Jan. 6 through June 19.

Indian abandons BTO. Rider and journalist feedback prompt OEM to abandon brake throttle override on 2015 models. Owners of current bikes who want to have BTO disabled can have the ECU flashed with new software by their dealership.

Kawasaki recalls Teryx4. Floorboards on 11,000 units won't protect passengers from sticks or other debris, OEM notes. Dealers are to install floorboard guards.

Feds investigate Spyder. NHTSA opens new inquiry for vehicle fires that don't seem to be related to previous recalls.

WHAT'S INSIDE MATTERS

You know it. We know it. Components will make or break the ride, which is why **Namura** specializes in what matters: pistons, rings, and gaskets. Our **top end repair kits** include everything you need to get the job done right the first time. Fatigue resistant **rings** to minimize blow-by. **Gaskets** manufactured from American materials to meet the needs of today's demanding engines. **Needle bearings** composed of a silver-coated SCM415 Chromoly cage for smooth operation [where applicable]. A **piston kit** that features rolled-on MOS2 coated skirts for increased longevity and decreased friction, a machined smooth head for a more even burn, and an anodized dome for greater surface strength and increased heat transfer. All of this really comes down to one thing: engine components that meet or exceed OEM specifications at a **fraction of the cost**. So if what's inside matters to you, visit namura.com to learn more..



www.namura.com



For more information visit www.Dealernews.com/readerservice

OUTSTANDING PERFORMANCE



RYUICHI KIYONARI BUILDBASE BMW

1st Knockhill British Superbike 1 using HIFLOFILTRO

2nd Knockhill British Superbike 2 using HIFLOFILTRO



Photograph by Stephen Davison

MICHAEL DUNLOP HAWK RACING BMW

1st Superbike TT using HIFLOFILTRO

2nd NW200 Superbike 1 using HIFLOFILTRO

1st Senior TT using HIFLOFILTRO

1st NW200 Superbike 2 using HIFLOFILTRO



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MMI named Official Technical School of DX National Retail Conference, Dec. 4



THE MOTORCYCLE MECHANICS INSTITUTE will deliver two half-day 'master' classes on electronic fuel injection diagnostics during the National Retail Conference presented by Dealernews, in conjunction with the 2014 Dealer Expo.

MMI's advanced training curricula for professional service technicians, managers and other personnel will focus on advancements in electronic fuel injection and diagnosing those systems. MMI instructors will show participants how to use today's new technologies to identify problems, and demonstrate new scanning tools available to technicians.

"Having this relationship with the National Retail Conference offers MMI the opportunity to bring the latest diagnostic training to professional technicians across the country," said Dennis Hendrix, vice president of Industry Alliances at UTI/MMI.

Participants who go through the course will receive a special Certificate of Completion from the National Retail Conference.

In addition, MMI experts will be on-hand at the 2014 Dealer Expo Friday through Sunday to conduct private roundtable discussions on consultative service and sales, said Dealernews Content Director Mary Slepicka.

"These Lunch 'n' Learn roundtables on 'soft skills training' provide a much-needed refresher on how service personnel can truly engage their customers and ensure that the Service Department becomes a valuable profit center for the dealership," she said.

"Dealers, owners and technicians continue to tell us how valuable service department soft skills are in their service centers," Hendrix said. "This is the occasion to sit down at the roundtable and discuss the many opportunities available."



INDIAN INTROS LUXURY TOURING BIKE AND THE NEW SCOUT. Roadmaster, which will compete with the H-D FLHTK Ultra Limited, offers lower leg protection, a quick-release top trunk, expansive passenger comfort, improved upper-body wind deflection, and adjustable ergonomics. Roadmaster and new Scout received a celebrity reveal in Sturgis. The Scout, at 558 lbs., has a rigid cast aluminum frame and low (25.3-inch tall) leather solo seat, encompassing Indian's new liquid-cooled, 69 cubic-inch V-twin engine, which reportedly produces 100hp. Closed-loop fuel injection and drive-by-wire throttle actuation give the six-speed Scout a maximum torque of 72 ft./lbs.

(Press images courtesy Indian Motorcycle)

EXPERIENCE IS THE BEST TEACHER!!!!



SAUK RAPIDS, MN – INSTALLED 1998



BAXTER, MN – INSTALLED 2013



APACHE JUNCTION, AZ – INSTALLED 2002

"Our experience with STONECARPET dictated our flooring choice at Baxter"
Viking Land - Harley Davidson - Sauk Rapids - Dan Walton

"Experience made us love our STONECARPET"
Superstition Harley Davidson - Beverly LeResche



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Dealernews

THE VOICE OF POWERSPORTS RETAILERS

2014 OEM Report Card

FRANCHISED DEALERS: TAKE THE SURVEY NOW

ARE YOU GETTING the support you need from the new vehicle brands you sell and service? Could these relationships improve? Is vehicle design, technology, availability where it ought to be? Is inventory sufficient?

THIS IS YOUR CHANCE TO GIVE YOUR OEM A "REPORT CARD."

The 2014 Dealernews OEM REPORT CARD project studies the relationship between dealers and their OEMs and vehicle importers/distributors. The OEM REPORT CARD survey is conducted every two years.

Use the OEM REPORT CARD Survey Form on the next page to rate your vehicle brand according to the parameters listed.

- FIRST, please indicate which company is being rated. Use ONE form per company (make as many copies of the form as you need).
- THEN, give them a score (1=poor, 10=excellent) for the categories listed.

Again, if you represent more than one vehicle brand, please fill out and submit a separate Report Card form for each brand.

Your answers will remain confidential; however, we ask you to provide us with your contact information so that 1) we can contact you if needed and 2) to ensure accuracy and avoid duplication.

National summary results will be published on www.dealernews.com and in the November issue of Dealernews. The 2014 results will be compared to results from the 2012 and 2010 surveys, when applicable. All survey respondents will receive a link to the report as soon as it is available. If you have any questions or concerns, please contact us at editors@dealernews.com

Make copies of the form on the opposite side of this page, complete your survey and then FAX the single survey form to 949-315-3694 on or before Sept. 20, 2013.
OR...Take the survey ONLINE at www.dealernews.com/dealernews/2014oemreportcard

Please rate your vehicle manufacturer/distributor on a scale of 1 to 10 (1=poor, 10=excellent). If you sell more than one new vehicle brand, please copy this form and submit individual Report Cards for each brand.

FAX COMPLETED PAGE(S) TO DEALERNEWS AT 949-315-3694 on or before **SEPTEMBER 20, 2014**.

OR...take the survey online at www.dealernews.com/dealernews/2014oemreportcard

SELECT THE VEHICLE BRAND YOU ARE RATING (CIRCLE ONE):

Arctic Cat BMW BRP/Can-Am Ducati H-D Honda Indian Kawasaki
KTM KYMCO Piaggio Group Polaris Suzuki Triumph Victory Yamaha

Other (write-in): _____

| PRODUCTS | Poor | | | | | | | | | | Excellent |
|--------------------------|------|---|---|---|---|---|---|---|---|----|-----------|
| Product availability | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | |
| Craftsmanship/fit/finish | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | |
| Margins | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | |
| Price competitiveness | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | |
| Visual appeal | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | |

DEALER SUPPORT

| | | | | | | | | | | |
|----------------------|---|---|---|---|---|---|---|---|---|----|
| Advertising co-op | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| Consumer financing | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| Flooring | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| Merchandise support | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| OEM rep support | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| P & A programs | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| Promotional programs | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| Service support | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| Training | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |

OVERALL RELATIONSHIP

| | | | | | | | | | | |
|----------------|---|---|---|---|---|---|---|---|---|----|
| Communications | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| Consistency | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| Credibility | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |

COMMENTS: _____

THANK YOU FOR PARTICIPATING!

For quality control purposes, we require the following information. Your identity will remain confidential.

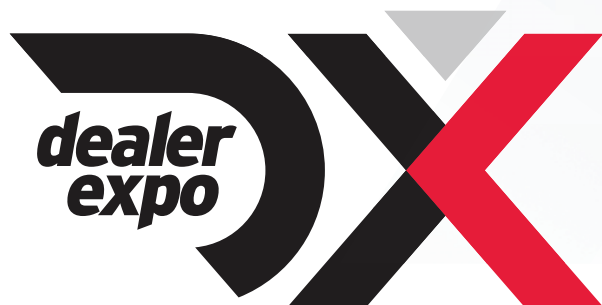
Name _____ Title _____

Dealership Name _____ City/State _____

Phone _____ Email: _____



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YOU ARE *THE VIP* AT DEALER EXPO

We know you know the basics...

...You wouldn't be in business, otherwise. And we know you know best practices, but today's 'best' practices may not get you where you need to be in 2015. Welcome to the Whole New World.

Dealernews helps retailers combine their passion for powersports with their pursuit of profit. And the annual **Dealernews International Powersports Dealer Expo** is where you choose the products you will sell and receive the training you need to sell them. This December, you have an extraordinary opportunity to come together as retailers, on a national level, *and be reminded of your importance to this industry.* **As a retailer, YOU are the VIP at Dealer Expo.**

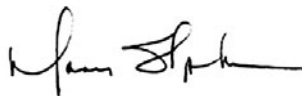
The new **National Retail Conference**, presented by Dealernews, is a one-day symposium of advanced-level business education, and it's all free with your Dealer Expo retail registration (which also is free). This isn't basic training; our concentrated curriculum is designed to get you to "Mach 5" quickly. And once you're there, you'll get additional tools to keep you up-to-speed throughout 2015. So sharpen those pencils (OK I'm dating myself) and get ready to open your minds.

- **REV UP** with **Mark Rodgers**, one of the top sales visionaries in the country, as he shows you how to "sell more, faster" in an exclusive three-hour workshop.
- **LEARN** how to master cash flow and profitability in the post-recession economy from our "professors" at the **Retail Owners Institute**.
- **DISCOVER** how local retailers "get bigger" through marketing programs that reach new customers and support current clients, all from the team at **Dealership University**.
- **UNDERSTAND** the latest diagnostic technologies in an exclusive half-day course developed by **MMI**.
- **DRILL INTO** inventory management techniques in a special presentation from **Mel Selway**.

Along with sessions on estate planning, exporting guidelines and more, we guarantee you and your team will have a few "A-ha!" moments on Thursday, Dec. 4.

The enlightenment continues Friday through Sunday on the Expo floor with more than **100 new product demos**, hourly vehicle walk-arounds, and more than two dozen **Lunch & Learn** discussions. Our new **"Model Store for Millennials"** (designed by millennials, in fact) will present design and merchandising ideas to specifically attract new, younger customers. And our new **Model Store Room** will show you how to manage parts inventory and eliminate dead space.

We know that you'll get a return on your investment at Dealer Expo, whether you're there for two days or all four. I'll see you in December.



Mary Slepicka

Content Director
Dealernews | Dealer Expo





MANAGEMENT TRACK



PRESENTED BY THE ROI®

SALES TRACK



PRESENTED BY
MARK RODGERS
OF PEAK DEALERSHIP
PERFORMANCE

MARKETING TRACK



PRESENTED BY
DEALERSHIP UNIVERSITY

PARTS & SERVICE TRACK



PRESENTED BY MMI
*Official Technical School of the
National Retail Conference*

BREAKOUT FORUMS

Building Your Dream Team | The DIM View: Dead Inventory Management | Small Business Exports in 2015

» PLUS

- Hundreds of Exhibitors
- 100+ New Product Demos on the Expo Floor
- Model Store and Store Room
- New Product Showcase
- Daily Lunch & Learns
- Nightly Parties
- All Free for Qualified Retailers

DEALER EXPO AGENDA @ A GLANCE

| WEDNESDAY, DECEMBER 3 | | | | | |
|---|---|------------------|--|---------------------------|------------------|
| DAY | Join the Motorcycle Industry Council for a special half-day dealer program at McCormick West. The MIC welcomes all dealers to join the MIC dealer members in this special session. | | | | |
| EVENING | Pie in the Sky Pizza Party at Willis Tower (Seating limited; reservations required) | | | | |
| THURSDAY, DECEMBER 4 – THE NATIONAL RETAIL CONFERENCE | | | | | |
| REGISTRATION OPENS AT 7:00 A.M. | | | | | |
| | Management Workshop | Sales Workshop | Marketing Workshop | Service Workshop | Breakout Forums |
| MORNING | 9:00 – 10:30 a.m. | | 9:00 – 10:00 a.m. 11:00 a.m. – noon | 8:00 – 11:30 a.m. | 10:30 – noon |
| AFTERNOON | 1:30 – 3:00 p.m. (repeat) | 1:30 – 4:30 p.m. | 1:30 – 2:30 p.m. | 1:30 – 5:00 p.m. (repeat) | 3:30 – 5:00 p.m. |
| EVENING | Top 100 Gala 7:00 p.m. <i>*Gala admission is complimentary for winning dealerships. Paid seating available for all other retailers and industry professionals at \$75/person; tickets on sale in October.</i> | | | | |
| FRIDAY, DECEMBER 5 - SUNDAY, DECEMBER 7 – DEALER EXPO | | | | | |
| DAY | Exhibit Hall— On the Show Floor: <ul style="list-style-type: none">• 100+ New Product Demos• DX Model Store• Daily Lunch & Learns• Model Store Room• Kawasaki's Center of the Show• New Product Showcase | | | | |
| EVENING | FRIDAY: Shhhh! It's a Secret Party! All we can say is that things will be heating up in Millennium Park tonight. SATURDAY: Industry Party celebrating the Legends of the Powersports Industry | | | | |

For a more detailed show schedule visit www.dealerexpo.com



MANAGEMENT WORKSHOP

» 9:00 – 10:30 a.m. | 1:30 – 3:00 p.m. (repeat)

FINANCIAL MANAGEMENT: Daily tools to drive ROI (and not drive you crazy)

How you ran your business in 2006 is not how you must operate it in the post-recession economy. Dealer principals, shop owners, financial managers and department managers must have a working knowledge of financial tools to drive positive cash flow, secure inventory management and boost return on investment.

But who has the time, or the inclination? Never fear: The Retail Owners Institute is going to show you how to do it. Attend this exclusive Dealer Expo educational program and you'll learn:

- » What profit is – and where it goes
- » Why turnover on inventory is really that important
- » Why there's never enough cash flow (and how to turn that around)
- » How to decode your financial statements and make them more attractive to lenders
- » How specific tools and calculations can help you manage the business more easily, and in just a few minutes a day

This workshop is ideal for small and midsize retailers and shops, department managers and anyone who needs to understand retail financial management. It's like a year of college economics in one 90-minute session!



Pat Johnson and Dick Outcalt, co-founders of The ROI®, work with independent retailers throughout North America and in a variety of markets. They provide retail finance, business development and related consulting services to independent retailers, manufacturers and wholesalers expanding into retail, property owners and developers, equity partners, and lending institutions. Nationally recognized speakers and writers, Outcalt and Johnson have been quoted in *Business Week*, *Time Magazine*, *The Economist* and *The Wall Street Journal*.



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OWNERS INSTITUTE ONLINE
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SALES WORKSHOP

» 1:30 – 4:30 p.m.

Accs/lerate Your Sales: Kickstart your business to close more sales – faster!

Anyone can tell you to spend a million bucks on advertising, build a bigger building, or pick up and move your business to another part of town. This session isn't for "just anyone."

Mark Rodgers of Peak Dealership Performance is going to show you how to significantly improve your business with your most powerful weapon: people. All it takes is a willingness to roll up your sleeves – and do some intellectual lifting! Here's what you'll discover in this exclusive, three-hour afternoon workshop:

- How to create and articulate your superiority in the market
- Three jaw-dropping ways to engage customers – fast
- Present product in ways the competition doesn't want you to know
- Seven showroom questions you've never heard before
- How to identify and capitalize on "moments of power" in sales exchanges
- The one thing you're not doing with test rides (but should)
- Three keys to the perpetual "yes" – testimonials, referrals and personal evangelists
- Create innovative, game-changing ideas and get your sales team on board fast
- Mark's patented method to transfer any skill – in 15 minutes or less

It's a rapidly changing world – but one thing that hasn't change is the hard-wiring of your customers' mental architecture. Learn the triggers to getting agreement – the ethical, non-manipulative, persuasive approaches that will have customers saying "Yes!" for years to come.

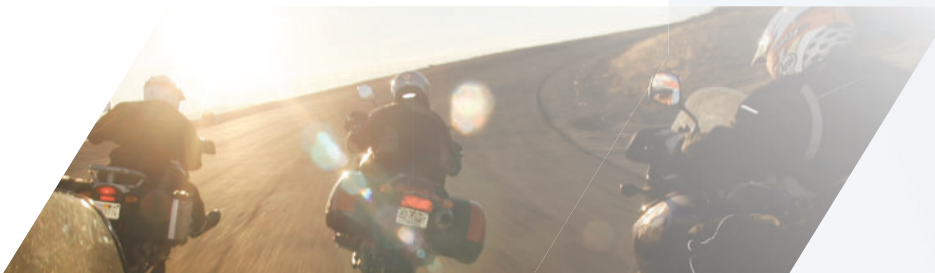
Want to see how fast you can really go? Then don't miss this special National Retail Conference workshop!



MARK RODGERS

Mark Rodgers is a principal partner of The Peak Performance Business Group and has spent more than 25 years helping dealers achieve "peak" sales performance. He is the award-winning author of the best-seller, *"Accelerate the Sale: Kick-Start Your Personal Selling Style to Close More Sales, Faster"* (McGraw-Hill). "Selling today can be brutal," Rodgers says. "You need to build a powerful engine if you want to see the checkered flag, and that's exactly what we're going to do at the Dealer Expo National Retail Conference."

ATTENDEES WILL
RECEIVE A FREE COPY OF
"ACCELERATE THE SALE,"
PLUS ACCESS TO TWO PRIVATE
WEBINARS WITH MARK IN
EARLY 2015.





MARKETING WORKSHOP



Join the marketing leaders at Dealership University for a special three-part Local Store Marketing Workshop guaranteed to help you increase business. Attend one, two or all three sessions!

» 9:00 – 10:00 a.m.

Integrated Marketing: Grow Market Share and Increase Repeat Business

Many retail marketing programs are too fragmented and uncoordinated. When you're delivering different messages across different types of media, you fail to present a "united front" to your market.

Think of water – when it's sprayed, it quickly evaporates, but when it's streamed, it can cut through steel. Top dealers know that a solid blend of offline, online, traditional and digital media will bring the most bang for their marketing bucks but how do they do it? Dealership University founder Rod Stuckey is going to tell you. This must-attend session will show you how to develop the right message for the right media, to the right market and at the right time.



ROD STUCKEY

Rod Stuckey is the founder and CEO of Inc. 5000 company Powersports Marketing by Dealership University and is a highly sought-out marketing advisor to dealers and OEMs. He is the creator of *The Ultra Marketing Machine: Four Ways to Grow Your Business*, author of *Profit Explosion Marketing*, and a regular columnist in *Dealernews*. Stuckey is a recognized expert on Reputation Management, and is known as the pioneer of multichannel direct marketing in the powersports industry, responsible for creating more than 40 "Done For You" marketing campaigns. Stuckey is a lifelong motorcycle enthusiast and a repeat South Eastern Hare Scrambles champion.

» 11:00 a.m. – Noon

Double Your Business – With Referrals

Want to know the quickest and easiest way to double your business? Have each of your customers refer one new customer to you. OK, you may not be able to double that business overnight, but you can get started now.

In this session, Tory Hornsby, Executive Vice President of Powersports Marketing by Dealership University, will show you true examples of how to increase referrals, and use them to boost closing ratios and increase repeat business. If you're tired of those "head in the clouds" seminars with nonsensical tactics you can never implement, this real-world session is for you.



TORY HORNSBY

Tory Hornsby is executive vice president of Inc. 5000 company Powersports Marketing by Dealership University, and is a renowned speaker, and business and operations consultant to such companies as Polaris, Yamaha, Helmet House, Kawasaki, and more. Hornsby, who holds a Google AdWords Individual Certification, has produced more than 100 training videos on dealership marketing programs, and is considered an industry authority on sales, marketing and staff training. His columns regularly appear in *Dealernews*.

» REGISTER TODAY: VISIT WWW.DEALEREXPO.COM OR CALL 800.556.3369



MARKETING WORKSHOP (continued)

» 1:30 – 2:30 p.m.

Digital Marketing – What’s Working (and What’s Not) for 2015

So many options, so little budget, and even less time. What should you focus on, and what should you avoid in 2015? In this fast-paced, 60-minute presentation, Brad Cannon and Eric Pedretti of Powersports Marketing by Dealership University will get you up to speed on digital marketing:

- » What you need to know about Google AdWords
- » What good email marketing looks like
- » What you should (and shouldn’t) be doing on social media
- » Protecting your online reputation...and much more!

Powersports Marketing is a Google Certified partner for hundreds of powersports dealerships. Get a behind-the-scenes look at what’s working (and what’s not) in this industry, learn to identify common mistakes, and find out what it takes to turn “clicks” into buyers.



BRAD CANNON



ERIC PEDRETTI

Brad Cannon is Vice President of Operations at Dealership University who holds the Google AdWords Individual Certification – building more than 10,000 powersports-specific keywords for dealerships. He is the creator of the Sharp Shooter Targeted Intelligence Repeat and Referral marketing system, and is considered by many as an expert in email marketing, website landing pages and marketing surveys.

Eric Pedretti, Director of Sales at Dealership University, is a Direct Marketing and Online Reputation Advisor for hundreds of Harley-Davidson and metric dealerships, and involved in more than 1,000 dealership campaigns. He also holds a Google AdWords Individual Certification. Pedretti is a leading advisor for equity-based upgrade campaigns.

CONFERENCE AND
EXPO ARE
FREE FOR QUALIFIED
RETAILERS—
A \$2,600 VALUE





SERVICE WORKSHOP

» 8:00 – 11:30 a.m.

» 1:30 – 5:00 p.m. (repeat)

Technical Master Class: EFI and electronic diagnostic systems

Arguably one of the biggest gaps between today's mechanic school graduates and working service professionals concerns EFI and electronic diagnostics – but no more. Instructors will be on hand for a morning and then repeat afternoon workshop with intensive training on identifying common problems, the functions of today's new diagnostic systems, what the results tell you, and the new scanning tools available. Participants who complete one 3.5-hour course will receive a special Certificate of Completion from the National Retail Conference.

**COMPLETE THIS
COURSE AND RECEIVE
A SPECIAL CERTIFICATE
FROM THE NATIONAL
RETAIL CONFERENCE**



*Official Technical School of the
National Retail Conference*

Motorcycle Mechanics Institute is a brand of Scottsdale, Ariz.-based Universal Technical Institute, Inc., and is a leading provider of post-secondary education for students seeking careers as professional powersports technicians. UTI lists more than 170,000 graduates throughout its 48-year history, and offers undergraduate degree, diploma and certificate programs at 11 campuses across the United States as well as manufacturer-specific training programs at dedicated training centers. For more information, visit www.uti.edu



» **REGISTER TODAY: VISIT WWW.DEALEREXPO.COM OR CALL 800.556.3369**

BREAKOUT FORUMS

Building Your Dream Team » 10:30 a.m. – Noon

As a retailer, you have a number of advisors – your accountant, attorney, insurance agent, credit advisor, and others. But rarely do these people talk to one another on your behalf. In fact, they've probably never met!

What would happen if you had all of them in one room, acting as one team on your behalf? Join TCF Inventory Finance and The Customer First Alliance as they bring a "dream team" to answer your toughest questions on buying and selling a business, commercial insurance, taxes, floor planning and more. Our panel includes:

- A legal and succession planning expert from Stahl Cowen
- A financial planning professional from Morgan Stanley
- A tax strategist from Plante Morgan
- A business efficiency consultant with Bob Clements International
- A group benefits specialist from Alper Services
- And a dealer floor-planning expert from TCFIF

Your questions will drive the discussion – so get ready!

The DIM View: Dead Inventory Management » 10:30 a.m. – Noon

Space: The Final Frontier. At least it seems that way when you look at your storage room. Do you have an inventory management system? Have you mastered open to buy? Or are you struggling with disorganized shelving, boxes on the floor, wasted space and obsolete parts? Don't miss this special hour-long seminar with time for Q&A with organization savant Mel Selway of P.A.R.T.S.* Inc., who will show you 1) why wasted space is wasted money and 2) the tools you need to organize, access and move that inventory now!

PLUS! After the seminar on Thursday, visit with Mel Friday through Sunday at the all new Model Store Room in the DX Dealership, where he will show you how to easily optimize your parts storage space. You may have a chance to actually win the equipment used in Mel's Model Store Room!



MEL SELWAY

Mel Selway has worked in the vehicle industry for more than 40 years, beginning as a setup technician at a Honda-Yamaha-BSA dealership and progressing to parts associate, manager and director positions in both the powersports and automotive industries. In 1990, Selway formed Parts Analysis, Renovation & Training Services Inc. (P.A.R.T.S. Inc.) which offers asset and business management services to dealers and manufacturers in the U.S. and internationally. Selway focuses on the effective management of business assets, including parts, accessories, riding gear, storage and display equipment, space, database and personnel. He also designs dealerships, develops layouts for parts and service departments, and specifies storage equipment for parts areas. His "Smooth-the-MOVE" service helps dealerships coordinate store relocations.*

Small Business Exports in 2015 » 3:30 – 5:00 p.m.

Business is good here but it can also be good elsewhere. A representative from the U.S. Department of Commerce will be at the National Retail Conference to discuss the market, describe the resources available, and advise on the rules that govern retailers and small powersports businesses pursuing new export opportunities.

FUN EVERY DAY AT DEALER EXPO

Kawasaki PRESENTS **REVIVE • REFRESH • RECHARGE • REACH-OUT**

» Daily

Looking for a comfortable spot to catch your breath? Organize your orders for new products? Find an outlet to power up all your devices?

Relief is no further than the center of the show where Kawasaki has created an oasis for you.

First, keep hydrated and your energy levels high with free re-fills of your water bottle at the H2O Bar. Make sure your electronics stay energized, too, with a quick boost at the charging depot. Then pick out a comfy chair where you can send a quick tweet or grab one of the many tables where you can plunk down your laptop for more in-depth notes and memos.

Best of all – if you're aiming to more effectively utilize digital marketing, new technologies and new media for your dealership, then pull up a chair and catch one of the many information sessions Kawasaki's marketing team will be leading.

It's Kawasaki's commitment to revive, refresh, recharge and reach-out to everyone during Dealer Expo. Make sure you add this stop to your schedule a couple of times each day.



50 YEARS OF MOTORCYCLING EXHIBIT

» Daily

Commemorating a half-century of industry achievements since Motorcycle Dealer News began covering it in June 1965, this special exhibit near the entrance hall will take attendees back in time to highlight the top news and showcase a vehicle model from each year.

WEDNESDAY'S 'PIE IN THE SKY' WELCOME PIZZA PARTY

» 6:00 – 8:00 p.m.

What better way to host those in town early than a classic Chicago deep dish pizza served up in one of the tallest buildings in the world – the Willis Tower. *Participation limited; reservations required.*

FRIDAY'S SUPER-SECRET EVENT

» 6:00 – 8:00 p.m.

Millennium Park is heating up the first Friday in December. Don't miss what we have in store. Details will be revealed earlier in the day via text and social media. **Free to all attendees.**

SATURDAY'S 50TH ANNIVERSARY & INDUSTRY PARTY

» 6:00 – 10:00 p.m.

The industry hosts and honors the "LEGENDS" – the veterans responsible for building the aftermarket industry, dealer networks, and the dealerships – as Dealernews and Dealer Expo celebrate the achievements the powersports industry has made since Motorcycle Dealer News began covering it back in 1965. An unprecedented opportunity to meet the Mavericks of the modern motorcycle industry. **Free to all attendees and exhibitors.**



THURSDAY'S 23RD ANNUAL DEALERNEWS TOP 100 AWARDS GALA

» 7:00 – 10:00 p.m.

Business-attire dinner and awards gala to celebrate the Class of 2014, hand out special Merit Awards, honor the Don J. Brown Lifetime Achievement Award recipient for 2014, and reveal the 2014 Dealer of the Year. *Gala admission is complimentary for winning dealerships. Paid seating available for all other retailers and industry professionals at \$75/person; tickets on sale in October.*





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NEW PRODUCT DEMONSTRATIONS SCHEDULED DAILY

Over 100 fifteen minute new product demonstrations will take place at the New Product Demo Stages located throughout the expo floor. Exhibitors will present the features, benefits, dealer programs and marketing/merchandising tips for a new product or service line – to help you make better buying decisions.

DX14 MODEL STORE | DAILY

Best practices – it's no longer enough.

To attract new, younger customers, you need new, fresh approaches. Our "Model Store for Millennials" will feature off-the-charts design and merchandising ideas from a 2014 university retail design school competition created for and sponsored by Dealer Expo. Receive tips for how you can adapt these designs (all, one or a combination) for your business.

LUNCH & LEARNS SCHEDULED DAILY

Our Lunch & Learns will give you the chance to discuss challenges and opportunities with other retailers in a more private setting. Lunch & Learn discussion groups will enjoy a catered lunch while they talk about such issues as competition, hiring and training, taxes, healthcare, even franchise relations. Reservations required; a full schedule of discussion tables and topics will be available this fall.

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Our new Model Store Room feature, hosted by Mel Selway, will deliver hourly presentations on optimizing your parts storage space. (And you may have a chance to actually win the fixtures in Mel's Model Store Room!)



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COMPANY INFORMATION

dba/Store Name (for Badge) _____ Company Name _____

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City _____ State/Province _____ Postal/Zip Code _____

Country _____ URL _____

Main Phone _____ Main Fax _____

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- ☐ Independent Powersports Dealer/Retailer
- ☐ Parts/Gear/Accessories ONLY Retailer
- ☐ Specialty Service/Installation/Performance
- ☐ Mass Merchant/Sporting Goods/Outdoor Retail
- ☐ Custom Builder
- ☐ Mail Order/Catalog/Online/Reseller
- ☐ Distributor ONLY (no retail)

BUYING ROLE

- ☐ Finalize/Authorize/Approve
- ☐ Recommend/Specify
- ☐ No Purchasing Authority

IN WHICH DEPARTMENTS DO YOU WORK?

(check all that apply)

- ☐ Dealer Principal / Owner
- ☐ General Manager
- ☐ Store Administration
- ☐ Parts/Accessories
- ☐ Apparel / Helmets
- ☐ Vehicle Sales
- ☐ F&I
- ☐ Merchandising
- ☐ Service (and Installation)
- ☐ Marketing

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- ☐ Top Management
- ☐ Middle Management
- ☐ Regional Management
- ☐ Staff

DO YOU SELL POWERSPORTS PRODUCTS ON YOUR WEBSITE?

- ☐ Yes, we currently do
- ☐ No, but we are interested in doing so
- ☐ No

WHAT IS THE URL FOR YOUR COMMERCIAL SITE?



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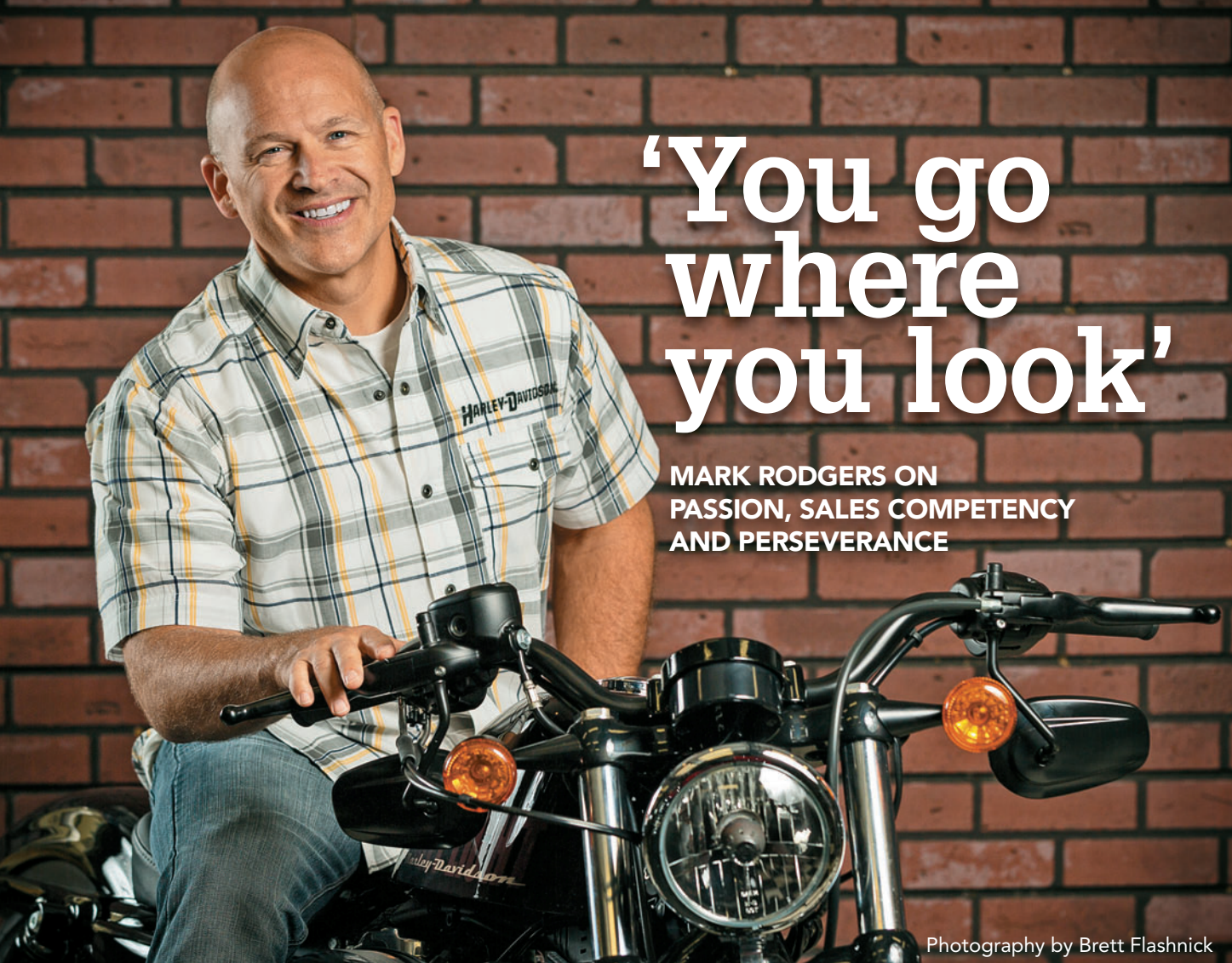
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'You go where you look'

**MARK RODGERS ON
PASSION, SALES COMPETENCY
AND PERSEVERANCE**

Photography by Brett Flashnick

MARK RODGERS STARTED at Hannum's Harley-Davidson near Philadelphia, Pa., before moving to The Motor Co. in 1990. In 1998, he and his wife, Amy, started their consulting practice. They focus on sales and persuasion, the latter of which is the subject of Rodgers' forthcoming second book, "The Persuasion Equation."

Contributor Marilyn Stemp talked with Rodgers on the condition of sales at the retail level and what must be done to "sell more, faster." Read the extended interview online, including Rodgers' comments on set pricing vs. pay per performance, and the one response that gets him riled up, at www.dealernews.com.

In your book "Accelerate the Sale," you talk about inimitable marketplace superiority. What does that mean?

It means that you have to create, develop and articulate why customers should do business with you as opposed to anyone else. Jerry Garcia said it best, and I'm paraphrasing here: "It's not enough to be good at what you do. You have to be seen as the only one who does what you do." That's inimitable marketplace superiority.

How do you do that?

At the Dealer Expo National Retail Conference this December in Chicago, we'll talk about creating your inimitable marketplace, we'll talk about jaw-dropping ways to engage customers fast, and we'll talk about how to capitalize on "moments of power" in sales exchanges. We'll also give keys so dealers can create what I call "perpetual yes."

How is selling motorcycles different from selling other commodities?

Well, I don't like to think of motorcycles as commodities like copper, coffee or pork bellies. But if you're asking me to compare it to other tangible items, there are differences.

First, there are utilitarian uses, such as for a rancher who is buying a side-by-side to check fences. But if the item is a luxury or recreational item like a personal watercraft or a Softail motorcycle, that's a different set of triggers.

When I buy a side-by-side, I'm buying a reliable way to work. That's pragmatic. When I buy a PWC, I'm buying fun times with the kids at the lake. That's emotional.

With intangible items, like insurance, it's a whole new ball game. To sell things like F&I, a person needs a skillset known as instantiation. This means the ability to describe something abstract as concrete. Not everyone has this ability.

When a prospective buyer enters a Harley dealership, it's often not a matter of "if" but "which one." However, proprietors of other motorcycle brands don't have the cultural icon advantage.

When customers enter a Harley-Davidson dealership, there is a lot of brand mystique, but there are still the questions of "if" and "which one." My experience says you're correct; rare is the occasion that they waffle between a Harley-Davidson and another brand, but

they certainly consider carefully the “if” question. The “which one” question is alive and well, but it’s often not which model; it’s “From which dealership should I buy?” This makes the dynamic very interesting.

My advice to someone who says, “I don’t have the brand advantage ...” is this: Stop it. Stop thinking that the grass is greener. Stop thinking that the other guy has it easier. Stop thinking as if you’re disadvantaged. Stop placing these mental limitations on yourself, your people and your business.

I was once talking with a person from a metric store about doing behind-the-scenes dealership tours. You know, invite high-quality prospects for a guided backstage tour of the operation. He said to me, “But that’s a Harley-Davidson dealership. No one is going to want to tour our store.”

The sheer tonnage of what’s wrong with that statement could stop a team of oxen.

For those new to sales, how do you get over the initial intimidation of working with customers?

Forget about selling. Don’t think of yourself as a salesperson; think of yourself as a teacher. Your objective is to teach people what’s great about your products and services. For some, it’s counterintuitive, but if you’re looking at your customer like a bag of groceries, you’re setting yourself up for failure.

When you get tense about trying to make the sale, your body emits what are known as micro-expressions: involuntary, negative body language that your customers either consciously or subconsciously pick up on. So forget about selling, think about teaching. You’ll relax more and sell more, faster.

What qualities and character traits might the boss look for in a prospective salesperson?

If I had to pick one, it would be optimism. Sales success is largely about resiliency, and great salespeople have it in spades. It comes from your basic outlook: is it pessimistic or optimistic? If you give me a choice between someone who is intelligent, has motorcycle experience but is pessimistic, and someone who is intelligent, hasn’t ridden or sold motorcycles but is optimistic, I’ll hire the second candidate every time.

What’s more, optimism isn’t hard-wired; it’s a skill that can be acquired.

How important is passion to sales success?

It’s meaningless without competency. It’s like a high horsepower engine without a transmission. One of my mentors taught me long ago that you need passion, competency and a market need to be successful. I’ve seen many people who were passionate about playing guitar, and they were terrible. So passion without competency doesn’t work.

What have you personally learned from riding that you’ve transferred to your work life?

First, you go where you look. You have to keep your focus on your objective. Far too many people let other clutter knock them off track. If you want to do big things, you need big resolve and you have to keep focused on your objective.

Second, accelerate through the curves. If you pick your line right, time it right and roll on at the right moment, you can surmount life’s challenges.

D



“Sales success is largely about resiliency, and great salespeople have it in spades.”



TOP PHOTO: Tommy Hannum discusses sales with Rodgers, a Hannum's Harley-Davidson alumni. **BOTTOM:** Rodgers and John “J.R.” Reardon, sales manager for Hannum's in Media, Pa.

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GET TO FOURTH

TOM HANNUM, A THIRD-GENERATION OWNER, HAS A SIMPLE MISSION

By Vince Guerrieri • Photography by Brett Flashnick

THE PRESSURE'S ON for Tom Hannum III — but not for the reason you might think.

Hannum's grandfather and father started the family dealership 60 years ago by selling a Ford dealership and buying a Harley-



Davidson sales and service agreement. The store moved in 1959 from Crum Lynne, Pa., to Media. In 2000, the Hannum family opened a second location in Chadds Ford, Pa. The Media store has since added Triumph.

Today, things are going well. What could the grandson possibly be nervous about? "I've always been told that in a family business, it's the third generation that blows it," he explained.

Maybe it's that half-jokingly worrisome nature that keeps this dealer group moving forward. In the crowded suburban Philadelphia market, Hannum's continues to distinguish itself with a robust online presence and customer service that tries to maintain constant contact with longtime clients as well as prospects.

"Any way we can, we get into contact with someone, get them into our system and get their information," Hannum said.

Hannum's grandfather started the original Harley dealership while Tom Jr. was in the Marine Corps in Hawaii. When Tom Jr. returned home, he worked with his father and pursued a race career. "He said he never felt like he was going to work," Tom III said of his father. "I remember growing up at Daytona Speedway. We're more than business people. We're enthusiasts."

A racing heritage makes it that much easier to connect with customers. "We still get customers who remember racing," Tom III said. "It made a really cool mystique part of the business. A lot of our customers talk it up."

HOW EVENTS DRIVE DATA

As a dealer with multiple locations, Hannum said it's essential to have a central call center. Every customer interaction triggers a follow-up call. "If anyone has had a bad experience,



we try to reach out to them," Hannum said. "I think that's really important."

Hannum estimates that around 80 percent of customers do some research on their website before making contact by phone or stopping in. So it's important to keep the website updated — particularly relating to inventory. "If you have the right inventory, people will travel," he said. "The people who are coming to buy bikes will come from Virginia. If we're dipping below 40 bikes, we're looking for more. We're going to our 20 group or looking elsewhere."

All staff members have a presence on the website as well, with email addresses and phone numbers. Hannum lists his personal mobile number, too. "We want them to know we're accessible," he said. "We want everyone to know we're hands-on. When someone does call, it gives us the opportunity to roll out the red carpet for them."

Tom Jr. had Parkinson's disease and died in 2006; he is honored every year with the Tom Hannum Jr. Memorial Ride. It's one of many events at the dealerships, including a monthly bike night at each location and an Oktoberfest that features a high-end motorcycle giveaway with around 50,000 entries — each of

which includes name, address, phone number and email. Of those, about 30,000 are unique. The email addresses go into the dealership database and are added to the stores' email blast list. Hannum said they send out three or four emails monthly.

"We give away a pretty appealing bike, but



ABOVE: Rodgers, right, with Tom Hannum III and Tom's mother, Rita. LEFT: Hannum's customer lounge showcases helmets and footwear.

we feel it's worth it to give the bike away to get that many people's information," he said.

EXPANSION PLANS

Adding the Triumph line has been a boon for business. Hannum said there's a surprising amount of overlap between Harley and Triumph customers, both of whom appreciate the companies' heritage. "My dad said if you're not selling 50 to 100 of something a year, it's not worth it," Hannum said. "We sold 80 Triumphs last year, and we're on pace to sell 90 to 100 this year."

Hannum's Harley is where DN's Mark Rodgers (see page 24) began his career, and his former "family" continues to learn from him. "His writings and the things he's done along the way have helped motivate us to stay on top of things," Hannum said. "It's been a great relationship."

The next big challenge: expansion. The Media facility is about 20,000 sq. ft. and could easily be three times that. He'd like to have the move made within the next 10 to 15 years.

And that pressure we mentioned at the top of the article? Tom III eventually wants to hand off the business to his three children, Madison, and twins Chloe and Thomas (T-4) as proof that the third generation of a family-owned business doesn't always "blow it." **D**



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Mark Rodgers is a best-selling author, speaker and premier expert on dealership sales. He can be reached at mark@peakdealership-performance.com



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Mark Rodgers will host a three-hour, "Accselleration" sales training workshop at the DX National Retail Conference presented by Dealernews on Dec. 4 in Chicago. Register for free at www.dealerexpo.com

The road to YES

THREE SKILLS YOU MUST MASTER TO SUCCEED IN SALES

LET'S HOPE YOU'RE not the average salesperson. Because, according to The Sales Board Inc.'s study of more than 16,000 customers and 300 salespeople in 25 industries, here are three things average salespeople do:

- 86 percent of all salespeople ask the wrong questions and miss sales opportunities.
- 82 percent fail to differentiate themselves or their products from the competition.
- 62 percent fail to earn the right to ask for a commitment from the buyer.

But the most frightening statistic for every dealer principal, general manager, sales manager and salesperson is this: *82 percent of salespeople rely on discounting the price in order to make the sale.* That's right: Most salespeople have to give it away.

To top it all off, the Internet has generated an explosion of consumer-to-consumer education via chat rooms, forums and blogs. These platforms create dynamics in which customers can get smarter — and get smarter faster — than salespeople.

That's the bad news. The good news? In many industries, high-performing salespeople earn approximately four times what average salespeople make, but they don't work four times as hard. They work smarter.

This column will help you create, discover and internalize distinct sales skills and approaches to quickly give you an edge. Acceleration may be part of Newton's Second Law of Motion, but the art of accselleration — the act or process of closing more business, faster — is the first law of sales success.

TIME AND PROFIT RELATIONSHIP

When selling anything, there's one concept you need to grasp immediately: Wine and cheese may get better with age, but deals don't. Here are a few reasons why time decreases success and profit: The buyer reconsiders his decision to purchase. Price negotiation plays sellers off one another. The natural ebb and flow of emotion diminishes buyer enthusiasm. Many products lose value over time. Inventory-carrying costs and interest on wholesale lines decrease profits.

My point? Don't let potential sales fester. Success in sales requires mastering three dominant skill areas: offering expertise, savvy use of language and process proficiency. Let's examine each.

Offering expertise. If I see a salesperson check the brochure every time someone asks him about fuel capacity, mileage or seat height, do you know what goes through my mind? *You mean to tell me this is how you earn your living and feed your family, and you don't even know the most basic information about the products you sell? Shame on you.*

Now, if I see a salesperson who can share details about something that's not in the brochure or on the

website — something about the paint or the fuel injection, or a little-known fact from a product review — I consider that person a rock star and living proof of the value top-performing salespeople add to the contemporary customer experience.

Other keys to offering expertise include being knowledgeable about finances and promotions. Whether it is legitimate or not, every time you say, "I have to go ask my manager" the odds increase that your customer will interpret it as a price-manipulating technique.

Similarly, every time a customer asks you about a current promotion he or she saw online and you respond lazily with, "I don't know anything about that," you've lost all credibility.

Language abilities. The words you use and the phrases you choose significantly impact what your customer thinks, says and does. For example, it is scientifically proven that people are driven to act more consistently when loss language is used. Don't tell customers what they stand to gain by purchasing from you; tell them what they'll lose if they don't. This is easily done using such compelling words as *forfeit* and *surrender*: "That's a great motorcycle, but if you chose this model you'd be surrendering the option of greater rear-shock adjustability."

Metaphors, similes and analogies captivate buyers, too. Instead of saying, "The Harley-Davidson V-Rod is very powerful," make your language more exciting: "When you bang third gear in a Harley-Davidson V-Rod at around 6,500 rpm, it's like launching an F/A-18 Hornet off the deck of the USS Nimitz."

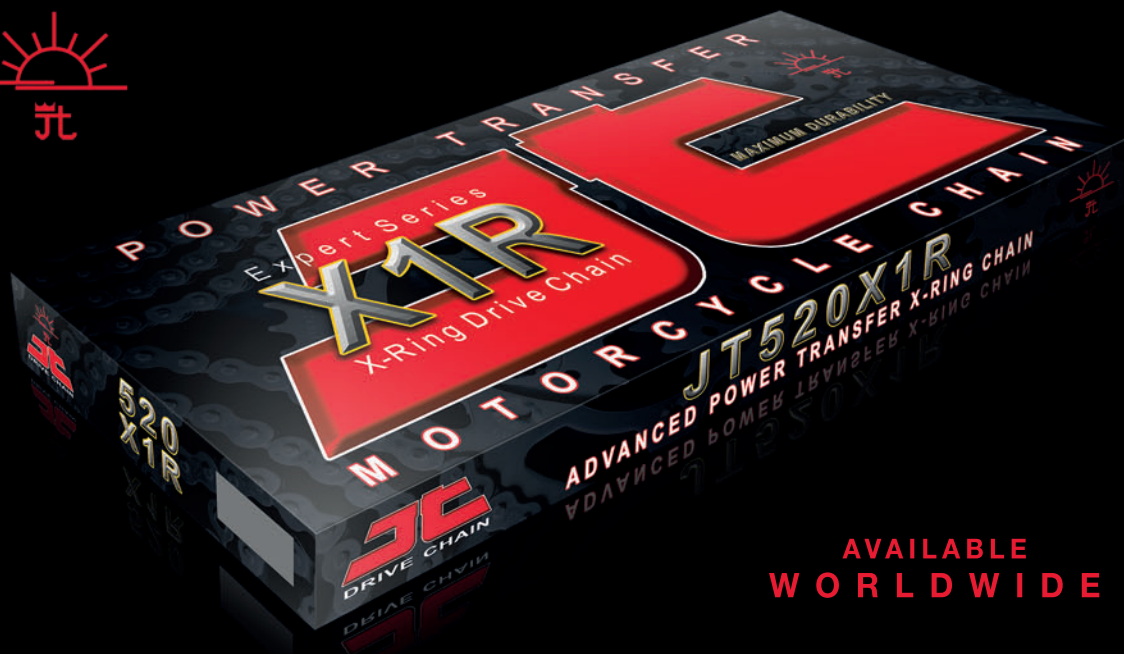
Process proficiency. Far too many sales professionals think success happens during one big, pivotal moment in the sales exchange. It doesn't. Sales success is all about a series of yeses. Like stepping stones across a stream, they lead to fantastic customer relationships. But you must always know the next "yes" you're endeavoring to obtain.

I was working with a dealership's sales team when a new salesperson was in the process of responding to an incoming Internet lead. When I asked him his objective with an email response, he looked at me like I was as dumb as a bag of hammers. "To sell this guy a motorcycle," he sneered.

He didn't get it. Most people aren't going to sell a motorcycle via email, so the key is to take that incoming email and turn it into an email exchange, then turn that into a phone call and, later, a visit to the store, a test ride and finally a customer. There's your sequence of yeses.

The sales game has changed. Being average won't cut it anymore. Your skills, your mindsets and your actions need to be continually honed and polished. This is the place where, every month, we'll do just that. **D**

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Customizing the ride

ATV, UTV ADD-ONS OFFER UPSELL OPPORTUNITIES IN THE FINAL MONTHS OF THE YEAR

THIS WAS THE SUMMER that the aftermarket rallied to launch products for the 2014 ATVs and UTVs and predict new items for the upcoming 2015 models. Dealers have more add-ons to add on to your customers' vehicles than ever before. Here's a selection of the products released over the last few weeks.

The folks at Seizmik have unveiled **Versa Flip windshields for full- and midsize Rangers and RZR's**. These are three-way windshields, allowing the driver to adjust the windshield depending on weather conditions and preference. Flip — rather than remove — the bottom half up to get lower air circulation, or flip the top half down, or leave top and bottom intact for full protection.

Riders can change the configuration quickly using a two-stage quick-fit strap. A metal finisher panel at the top seals the gap between windshield and roof. The new windshields retail for \$399. www.seizmik.com

Kolpin, now owned by Polaris, has a new UTV cab line, plus side and rear mirrors, tool kits, fire extinguisher brackets and more. On the ATV side, the new **Legacy Lounger** retails for an affordable \$206 and features a hollow cavity for maximum in-seat storage (up to two adult helmets, for example). The heavy-duty lounger mounts easily to tubular racks using four U-bolts and sealing washers. The lounger has a lockable latch in back and a padded backrest and seat cushion in the front. For about \$69 retail, the company's new **ATV backrest** has a 2-inch-thick cushioned back covered with high-density, water-resistant 600D nylon and offers three position angles. There's also a back pocket for storage.

And for 40 bucks, customers can get a padded seat cushion that stretches to fit most ATV models, featuring Ultra Grip material so riders won't slip or slide in wet conditions. www.kolpincabs.com

The new **Power Rail 12-volt accessory bar from Southern Audio Services Inc.** is a versatile system for enticing customers to buy lights, sound systems, sprayers and more. The accessory bar can mount to an ATV's front or back tube rack or basket rack; it telescopes from 32 inches to 56 inches to fit all ATVs and SxSs, from the Polaris Lock & Ride to Can-Am LINQ.

Each bar accommodates two push-fit, locking accessories and a center-mounted fixed accessory, including Bazooka six-inch Bluetooth speakers (\$399 to \$499) that, for example, can project music (or duck calls) from the owner's smartphone which, incidentally, is being charged in the large or small Power Box (\$99 to \$149). A quick-disconnect Power Pad offers a 360-degree universal accessory mount for GPS units and cameras. We hear a cooler and a water pump is in development; can a juicer be far behind? A master power switch turns the rail on and off.

The Power Rail Kit retails for \$170, and the 12V Power Link accessory Y-Harness is another \$20. www.atvpowerrail.com



A High Torque Electric 4WC Motor Kit from SilverWolf Vehicles Inc., of Waterloo, Ont., will **convert a standard golf cart into a 4WD utility and hunting vehicle**. The kit reportedly makes the golf cart powerful enough to do a burnout with the front tires

while being silent enough for the neighborhood, the company said.

The sealed AC hub motors bolt to the front suspension, adding

an electronically differentiated independent drive system to the front wheels. The 4WD engages via a dash-mounted switch that controls the amount of torque provided by the motors.

The system can be turned off when driving on lawns or golf courses, the company noted. The kit can be adapted for gas UTVs to create hybrid applications. "This system is ideal for dealers who are looking to build a price-competitive, high-performance SxS option for their customers," said Claudia Demandt, vice president of sales and marketing for SilverWolf. www.silverwolfmotors.com



Hornet Outdoors' line of patent-pending rear cargo racks and box side rails basically **double the storage capacity of a Polaris Ranger, RZR or Sportsman** by enabling a user to personalize the vehicle according to its specific use, or variety of uses. Most of the



products don't require any special installation tools.

These racks and side rails offer sturdy steel tubing, one-piece welded construction, powder-coated finish, and a fairly affordable MSRP range from \$149 to \$599, depending on the product.

Custom attachments are available for a spare tire, fuel can, chain saw and other items. The tire

mounts for the spare tire carriers (\$49) work with all stock and aftermarket tires and rims, with a compression fit that eliminates those annoying squeaks.

Custom spare fuel systems can place extra gas securely in a number of locations on the vehicle to maximize storage space. And the chain saw holder (\$89), made of a stout composite that never corrodes, according to the company, installs quickly to the Hornet side rails. For hunters, a gun scabbard boot (\$99) connects many catalog gun scabbards to Hornet's rack and rail systems.

Finally, Hornet's MSR 100 roof offers tool-less installation that takes only about five minutes for all midsize Rangers, including the EV and 570, the company says. The patented design and \$249 list price make this an automatic upgrade for Ranger customers. The roof is made of a single piece of 3/16-inch UV-treated ABS composite. The company at press time listed dealers only in nine states. www.hornetoutdoors.com

IMS Products' new **five-gallon auxiliary tank for Polaris RZR900s** brings the vehicle's total fuel capacity to 12 gallons. Fuel can automatically transfer back and forth between the tanks, and the tank (MSRP: \$399.95) is completely hidden once it's installed. www.imsproducts.com

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The new spare tire **attachment for Rangers from Moose** (\$149.95) is a great way for your customers to carry their spare tires without using up all the room in the bed. The mount includes the bracket and anchors for tool-free installation, and it fits all wheel and tire sizes. The bracket fits all full size and mid-size Rangers from the 2006 to 2014 model years, according to Dan Fitch, MUD parts manager. www.mooseutilities.com

Multi-market lighting manufacturer Cyron (Chatsworth, Calif.) has a new **locator light system** to keep riders from losing their campsites at night. The \$129.95 (retail) product mounts on top of most telescopic flag poles, trailers, RVs and picnic tables. The 2 ft. long LED pole offers up to 50,000 hours of life and 14 light shows.

The product includes one LED pole, 25 feet of extension cable, a wireless remote and hardware. Upsell to kits with three or more lights, or 10 feet of outdoor ribbon lights. www.cyron.com

PIAA's newest light bars feature a reflector facing technology (RFT) that **concentrates and focuses the beam pattern more precisely** than forward-facing LED lamps, the company says. The design uses rear-facing LED bulbs, which, according to Gordon Robertson, director of sales and marketing, enables more light output per watt than competitive models while letting the driver maintain a lower power draw over traditional halogens and forward-facing LED lamps. The result: a more focused beam pattern for fog or night driving.

The 10-inch bar has four bulbs at 32 watts with an amp draw of 2.7 for a beam distance of 338 meters. Six- and 18-inch bars are available. A modular mount allows all PIAA RF-series lamps to be connected together. MSRPs range from \$259 to \$559. www.piaa.com

Vision X's new Light Cannon (CTL CPZ110) has a 25-watt LED surrounded by the company's iris reflector technology to deliver **1,000 feet of usable light with accompanying power savings**. Snap-on polycarbonate cover filters convert the spot beam to a driving beam. The Seattle, Wash.-based company's Electronic Thermal Management System uses a copper-plated aluminum circuit board to pull the heat off the LED. A universal single-bolt mount provides quick installation on a number of applications, the company said. About 4.5 inches in diameter, it weighs just over 2 lbs. and has a lifespan of 50,000 hours.

The Vision X Xmitter Prime Iris Light Bar (XPI) series offers a handy **dual mounting option** — patented feet- and end-mount brackets are standard. The XPI series has



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seven different lengths ranging from 11.5 to 51 inches. The 5W LEDs in these light bars use Iris reflector technology to project usable light farther than before; the 27 LED bar produces 1,600 ft. of usable light. Tilting reflectors allow the outer three LEDs on each end of the bars (in sizes above six LEDs) to tilt out, creating a mixed or combo beam pattern which increases the spread of the light.

Vision X supports Shopatron. www.visionxusa.com

Give your Polaris and Can-Am customers more epic nighttime rides with the **Moto 1 LED light bar** from Blingstar. This 13.5-inch, 72W LED bar can be mounted to your customer's SxS right out of the box. The lightweight dual row light bar includes wiring harness and mounting system; it all retails for \$174.95.

Then attach the light bar to the new Moto 1 front bumper (\$159.95 retail, or \$326.95 for the bumper/

light bar combo). As an alternative for your racers (or wannabes), offer the **Moto 1 Bumper with number plate** for \$195 retail. The bumper and light bars are available in black or white, and everything is manufactured at the company's headquarters in Corona, Calif., according to Bryan Grace, VP of sales. www.blingstar.com

Maier Mfg. announced in late July that its **RZR XP1000 rear number plates** are now available for ordering. The number plates, which retail for about \$48, are sold as a pair with accompanying mounting hardware and are designed to accent the lines of the RZR, according to the company. Number plates for the Can-Am Maverick price at \$56.24. www.maier-mfg.com

See these and more products at www.dealernews.com. On the home page, click on the Aftermarket tab.

...and in the news

Tompkins Tomcar, a dealer and distributor of Tomcar ATVs and UTVs, is relocating its Texas headquarters from Andrews to Dripping Springs. Tompkins' new facility will include warehouse and office space, along with a retail showroom and an outdoor demo ride area. Tomcar plans to expand into 14 states over the next five years.

Millennium Technologies, Plymouth, Wis., has won the deal to **provide engine blocks** for the 2015 Polaris Scrambler XP1000 and Sportsman Touring XP1000 ATVs. The cylinder blocks will be manufactured and plated by Millennium machine shop technicians who will be running production of the blocks through multiple work shifts, the company said.

Are you in compliance? Maxxis and CST announced in mid-August that they will be **enforcing new MAP policies** starting Sept. 1. The rules govern all media as well as forbid sales through online auction and third-party listing sites.

In late July DragonFire Racing announced it was **expanding its dealer sales program** by inking a distribution deal through Western Power Sports. GM David Asher said 98 percent of DragonFire products would be distributed via WPS. DragonFire is owned by Motorsports Aftermarket Group, which earlier this year merged with Tucker Rocky.



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FUEL FOR THOUGHT

Dave Koshollek teaches sales and service classes for dealers. Contact him at dakoenterprises@cs.com, or via editors@dealernews.com.

I FEEL RICH. I met my wife, Theresa, while working at a Harley dealer show 16 years ago (she worked for The Motor Co. at the time) and she's been the highlight of my life ever since. You might feel rich because you're living with the ones you love. But for many, feeling rich includes some level of financial stability: enough money to put the kids through college, live in a nice home with a cool man-cave, own several vehicles (I prefer one for each day of the week), take the vacations you want, when you want, and be able to retire, secure that you have enough liquid assets to see you through 'til dust do you part.

This industry can be the place to make those dreams come true, even if you're working in parts or service right now. I've met lots of men and women who started small, applied themselves, weren't afraid to take on new challenges and grew to become company owners — all in as little as 10 to 15 years.

If you had told me that when I was in my 20s and working as a mechanic, I would have thought you were smoking something that's now legal in a few states. But today I can tell you with complete confidence that the road to riches is pretty basic: **Master each job responsibility given to you, grow your interpersonal and management skills, and learn all areas of the business you're in.**

I started in the business working as a mechanic, and I was content at that job. I didn't strive to make personal connections

with my customers, to expand my knowledge of the business or to get the attention of owners and managers that might result in being promoted. But I did one thing right: **I had a daily drive to do a better job than the day before and never repeat my mistakes.** That can turn a commonplace tech into a great one. But just being a great technician will not pave the road to riches.

I did a brief stint as a service manager and then took a job at MMI as a technical trainer when it was a micro-sized school graduating fewer than 200 students a year. MMI was the turning point, but I didn't know it then. MMI taught me how to work with a wide variety of personalities, how to communicate effectively and even how to write articles as I do today. During my 16 years at MMI, I met a lot of people who became lifelong friends. Many became managers and owners, and those relationships were essential to me starting my own company and enjoying the best

years of my motorcycle industry career. That was all accomplished without a plan, so just imagine what you could do with a little preparation.

SOCIAL AND SALES SKILLS

The biggest difference between those who grow rich and those who simply grow old boils down to two attributes: social skills and management capabilities. For many techs and parts pros, the idea of developing social skills is uncomfortable. But if you don't, you won't grow your clientele or develop your network of contacts and, as a result, very few opportunities will come your way.

I've met hundreds of excellent technicians and parts pros who don't like serving their customers and, worse yet, annoy their co-workers with their abrasive personalities. If that's you, there is no one to blame but yourself for the low ceiling of your earnings potential.

Just as important is the ability to manage others. That's not easy. I loved being an MMI technical trainer. I sometimes hated being the director of training. I could get an engine to run smoothly, but I learned there's no number of policies and procedures that will keep people doing the same for long. People are the most unpredictable things on the planet, and that's never going to change.

So if you want to 'get rich,' first master your current duties. And if you're a tech, at some point transfer to a service advisor position to hone your social and sales skills. When the opportunity arrives, take on the service or parts manager position.

At some point, you'll need to sell motorcycles. You simply cannot run a dealership effectively if you can't sell vehicles. The goal in all this is to prepare for the general manager position. As a GM, you'll have many of the same challenges as the owner but without your financial assets on the line.

During this time, attend management, business and sales training. The more, the better, so you're exposed to multiple business and management strategies and an abundance of personalities. Go to the DX National Retail Conference at the 2014 Dealer Expo on Dec. 4 in Chicago.

All of this will put you in prime position to do an internal buyout of your dealership, or at the least help you make an excellent business plan that you can submit to your bank or a private investor.

You can get rich in this business. I was lucky; I happened to be in the right place at the right time with no plan to take advantage of that opportunity, and it worked because my daily drive pushed me through. You can do so much better with a plan, some persistence and a little patience. Then you'll discover that 10 years goes by in a blink. **D**



Yours truly teaching a Japanese Harley dealer class how to rebuild a cylinder head



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A former dealer principal, **Rod Stuckey** is the founder and president of Dealership University and Powersports Marketing.com. Have a question about marketing best practices? Contact him via editors@dealernews.com



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Don't hang up!

PHONE SKILLS BOOST APPOINTMENTS — AND YOUR CLOSING RATIO

I WAS RECENTLY attending a dealer 20 group meeting where the homework assignment had been to call the service and sales department for the dealer on the roster below them. Dealers came to the front of the room, hooked their cell phones to a speaker and played their mystery shops for the group in real time.

I've never seen so many dealers squirming in their seats. Some calls were so bad, all you could do was laugh. Some were not horrible, but they weren't good, either, and some were pretty solid. But in every case, not one of the dealership's staff in sales or service tried to set an appointment with a customer. One dealer was so ticked off after hearing his team's phone skills that he immediately called his store and told the service manager what had happened and why his job was now in jeopardy (this is not a recommended 20 group best practice, by the way).

Here's why the telephone is so important.

From advertising to store location and merchandising, everything is designed to generate customer leads. So how can a customer respond?

There are really only three primary ways: walk in, call on the telephone, or contact the dealership online.

DO THE MATH

Let's take a look at 100 customer responses and see how many are linked to the telephone. Let's say that 50 customers are walk-ins, 40 call in, and 10 are online customers. A really good closing ratio is 20 percent, so of the 50 walk-ins, that's 10 unit sales, which leaves 40 unsold customers that are in need of follow-up. If you add those 40 unsold customers to the 40 phone-ups on the telephone side, that's 80 out of 100 customers that are related to the telephone.

Now, what about the 10 sold customers? By following up with sold customers, you not only improve your customer satisfaction index but also have a greater opportunity to receive referrals and earn repeat business. So 40 phone-ups, 40 unsold walk-in customers, and 10 sold walk-ins totals 90 out of 100 customers that are linked to the telephone.

That leaves us with the 10 online customers. It's important to realize that while these customers may prefer to communicate by email, it's difficult to develop rapport or perform a proper interview that way. Therefore, after sending an email reply, you should also contact all Internet leads by phone. It's the one-two punch and it's a proven formula. So you can add the 10 online customers to the telephone side as well, which means that in this example, all 100 customers are associated with the phone.

This is a great math exercise to cover in your next sales meeting. Let's recap: out of 100 total responses, 50 customers walked in, 40 called on the telephone, and 10 submitted an online request. You had a 20 percent closing ratio with the walk-ins and made 10 sales. We added the 40 unsold customers to the telephone side because you need to follow up and get them to come back to the store. We added the 10 sold customers to the telephone side because they need a "thank you" call so you can earn their repeat and referral business. We also added the 10 online customers to the telephone side because of how difficult it is to develop rapport and perform a proper interview through e-mail.

As proven in the 20 group mystery shopping exercise I witnessed, most dealerships have an entire department they didn't even know existed. It's called the *sales prevention department* and, unfortunately,

In a 20 group 'mystery shop' phone exercise, not one of the owners' staffs attempted to set an appointment with the caller.

it's usually run by the front-line staff, which has the highest customer contact ratio.

The purpose of every inbound and outbound phone call should be to invite the customer into the dealership via an appointment. It's proven time and time again that conversion ratios more than double when a customer shows up to a kept appointment.

NAME + NUMBER = UNIT SALES

I know your sales people will tell you the customer wouldn't give them their name and number, or they weren't serious, but the stats say differently. Studies show that the average incoming sales call will close around 5 percent.

Let's say a salesperson takes 15 incoming calls in a month and he doesn't strive to set any appointments, so we multiply that times 5 percent, and that equals less than one unit sold.

Take those same 15 calls with a trained phone professional, and he'll capture 90 percent name and numbers and set 60 percent appointments. Even if only 60 percent of the 60 percent show up, with a 50 percent closing ratio, that makes two sales. Multiply that times 12 months times five salespeople and you've just picked up another 100 unit sales.

And we haven't even talked about how appointments can improve your service business.

The telephone is an untapped marketing weapon that can have a significant impact on your bottom line, but you can't improve it if you look the other way. **D**

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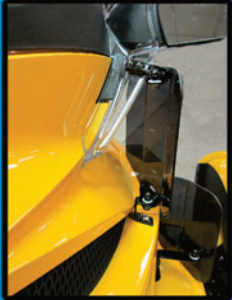
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Rick Fairless is the owner of Stokers Dallas, Stokers Icehouse and Stokers Ink.

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Clones are for sheep

Hey, you: Ever hear of merchandising?

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A love letter to the custom bike industry

DEAR GRANDMA AND GRANDPA,

I hope y'all are good up there in Heaven. We are burning up down here in Texas. Well, maybe not "burning up," but it's dang hot! It's funny, because people all over the world always talk about the weather, good or bad. Here in Dallas, we can ride year-round.

I actually rode on New Year's Eve 1999, and I was riding my 1982 FXE Shovel when the millennium arrived. I wanted to be able to tell my grandkids that when the clock struck midnight on Jan. 1, 2000, I was riding my motorcycle! Remember, some people were saying the computers were all gonna shut down and there would be a run on all the banks. Some even predicted the world would end. Yeah, well, thank God none of that happened, but I did have a bad headache that next morning.

Hey, Grandpa, I don't know if I ever told y'all, but I actually started a new hobby a few years ago that has nothing to do with motorcycles. Believe it or not, it's golf. Yep, I'm a golfer and I really, really enjoy the game. I try to play about once a week, early in the morning. I can normally play in less than three hours.

I have to tee off at sunrise, ahead of everybody else, so that I don't have to wait on some goobers in front of me. So when I do play, my schedule goes like this: I'll come to work at 2 a.m., get all my paperwork done and head to the golf course at 5 a.m. This time of year I can tee off at 6 a.m. and I'm back at work before we open at 9 a.m.

I think I enjoy golf because it allows me to escape, if only for a few hours, and focus on something besides my business, even though it's only a short time. A three-hour round of golf to me is like a weekend off!

When I play golf, I don't wear typical golf clothes ... unless the golf course makes me. Most of the courses around Dallas-Fort Worth know me, and they let me wear my normal blue jeans and a Stokers tie-dyed T-shirt and boots. Sometimes, if they don't know me, they make me wear them goofy golf clothes, but as soon as I get out of sight of the clubhouse, I change back to my street clothes. I don't like to be censored and I don't think I have to look like all them other golfers wearing their disco outfits.

LOOKS ARE DECEIVING

Lately, I have experienced some profiling due to the way I look, and that doesn't just happen on the golf course. Many times, my lovely wife, Susan, and I have been seated in the back of a



restaurant, and we both know why. OK, so I'll admit that nobody confuses me for a young Clint Eastwood.

When I was at a golf course in Santa Fe last year, we had to wear my disco golf clothes. The guy working in the clubhouse recognized me and blurted out, "Rick looks like a dropout from clown college!" I was wearing some Loudmouth American flag pants and a long-sleeved, tie-dyed polo shirt.

One of my pals thinks he's being cute by telling people that I look like a cross between Jesus and Charles Manson. But that's still no reason to be profiled by some knucklehead who works in a restaurant. It does happen frequently and it's starting to get old. Maybe next time it happens, I'll buy the joint and fire the offender! Yeah, well, maybe not.

Hey, Grandpa, I would love to have known you as a pal. I've seen the pictures of you working on your farm in Sayre, Okla., and I would like to have been around to help you. I'm not near as tough as you were, but I think I could still drive the tractor. What's that? You didn't have a tractor for many years? You plowed the fields behind a team of mules? Every day, seven days a week? Well, I think you're the best dang Grandpa a boy could ever have, and I guess that's where it'll stay! I love you and Grandma, and I think of y'all every day.

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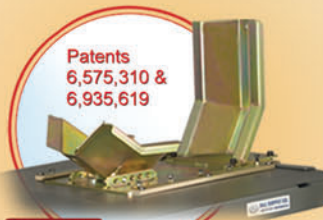
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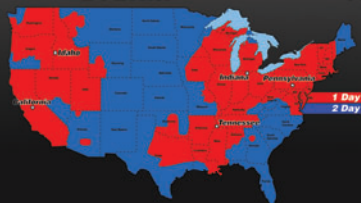


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