

# Dealernews

THE VOICE OF POWERSPORTS RETAILERS



## MARK RODGERS WHAT ARE THEY THINKING?

A little tutorial on how a  
buyer's brain works

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Courting your video-hungry  
customers

## ➔ OFF-ROAD YOUTH QUADS WITH EFI

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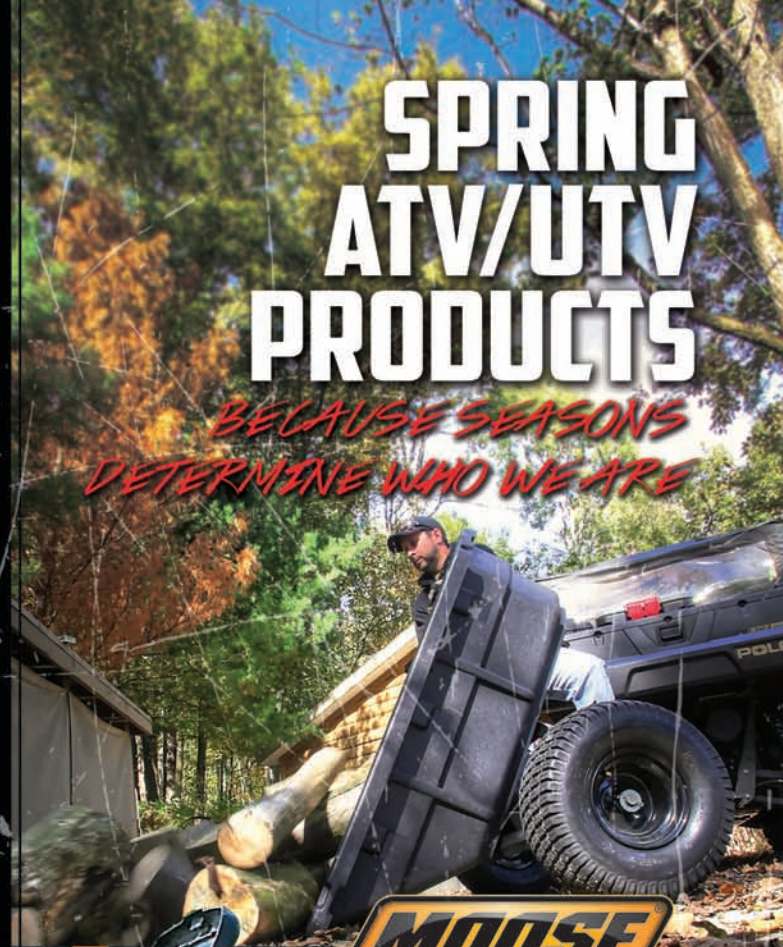
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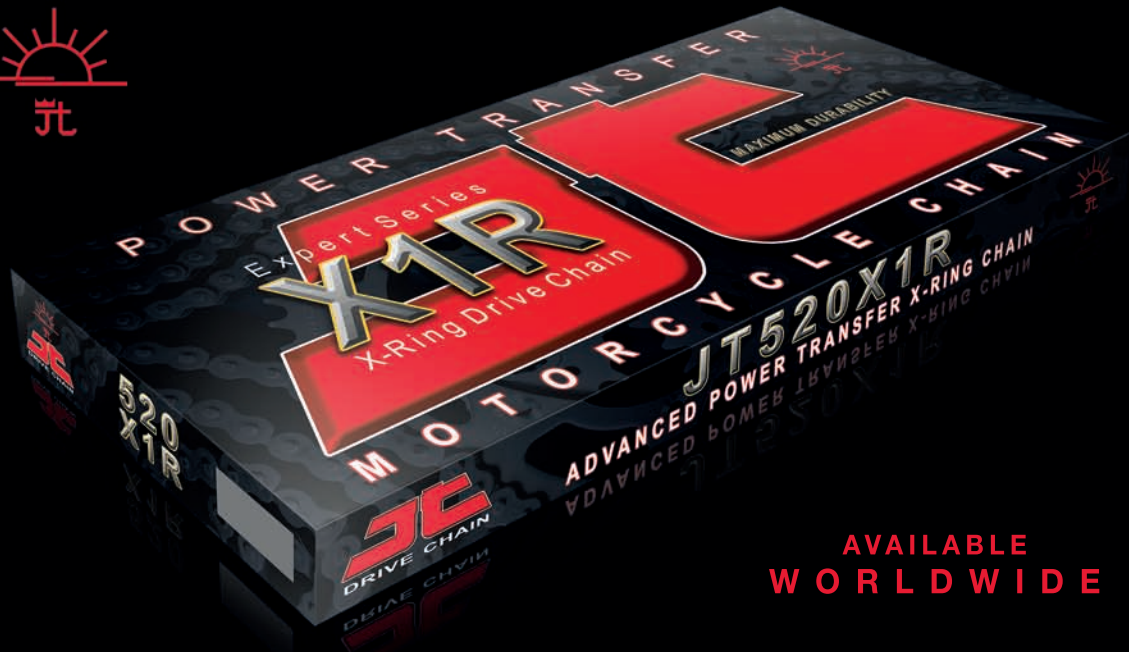
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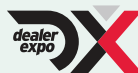
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# What kind of ride are you on?


**TWENTY YEARS AGO**, Kevin Lackey was a young enthusiast working in someone else's shop. Today, he owns 13 dealerships in three states, and half of them made it to Top 100 status this past year. Clearly, he's doing something right. And interestingly, his method hasn't been all that original; he has observed, learned and applied.

Lackey spent the last two decades getting to know the field from other successful owner-operators like Morris Baker at Family Powersports, and applied the best of those experiences into building what has become an entrepreneurial empire in Texas and two other states. Lackey is fairly unassuming, and indeed was reluctant to go solo for our cover shot, preferring that we would include all of his team members at this particular dealership location. (Photographer Manny Pandya convinced him otherwise.)

The most important thing that's helped Lackey and Co. survive is a steadfast forward-looking approach to running the business. "In a world of click rates, impressions and social media exposure, Freedom has warmly embraced change and used it to its advantage," writes our contributor, Dave Kopf, in the cover story.

Is Lackey the Dealer of Tomorrow? Well, he's definitely one of them. Whether you're building a regional or national retail group like Freedom, RideNow or American Heritage, or whether you're running a small or midsize independent location, the key to thriving in the years ahead will be attributable to how well you:

- Keep focus on where you want to go
- Tightly monitor the performance metrics that will get you there
- Aren't afraid to change course if things aren't playing out

When you're trying to succeed in an enthusiast business, it's tough to balance passion for the sport with the pursuit of profit. But if you think about it, you do those three things in the bullet list above every time you go for a ride. So set your course, check your gauges, and head out. 

**Mary Green Slepicka**  
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# What are you thinking?

## EVERYONE SHOULD KNOW HOW OUR BRAINS WORK

**YOU KNOW** that pushing the starter button, turning the key or kicking the kickstart will fire up the engine of every motorcycle in your dealership. But did you realize that the human brain could be just as predictable?

As humans, we typically rely on what comes to mind with the least amount of cognitive strain. This is part of our effort to survive in a postmodern world, one in which the amount of information we're exposed to has grown exponentially, yet the basic architecture of our brains hasn't changed since the likes of *Australopithecus Africanus* roamed the earth.

Consequently, we employ positive mental shortcuts (called heuristics) that assist us in making good decisions and negative mental shortcuts (called biases or cognitive illusions) which often result in not-so-good decisions. Heuristics and biases are built into our psychological makeup and are so pervasive that we rarely even notice them working inside our heads. Plus, because they feel so natural, how could they be wrong?

Understanding how your customers' brains are wired will help you help them make better decisions, thereby accelerating your sales.

### Six Principles of Persuasion

We can't discuss persuasion and mental patterns without first talking about Robert Cialdini and his six principles of persuasion. His work is so important to the understanding of persuasion that I sometimes call him the "Ben Franklin of the Affirmative." Now a regents' professor emeritus at Arizona State University, Cialdini wrote "Influence: The Psychology of Persuasion" in 1984 and it remains relevant today. Based on his review of almost 50 years of scientific research regarding why people say "yes," along with his own ethnographic studies, Cialdini categorized almost every persuasion approach into one of six primary principles. Each principle, listed on this page, can play a role in a customer's decision to buy.

**RECIPROCITY.** Reciprocity involves the give and take of human exchange. Individuals repay each other in kind; it's almost embedded in our DNA. Pulling out a bike, researching accessory fitment, finding the race schedule, giving a riding tip are all examples of you giving to the customer. When you do the customer will reciprocate and give back. Not always with a sale and it certainly isn't tit for tat, but practicing this idea is the key way to build a great sales career: "How can I genuinely help this customer?"

*Think people are worried about what they're missing? They're more worried about losing what they already have.*

**SCARCITY.** People want more of what they perceive to be a dwindling supply. I call it the coefficient of the insufficient. This too, may have derived from a survival trait. To truly leverage the principle of scarcity, the scarcity must be real. There truly needs to be "only three days left!" or a "limited inventory of 2014 models!" Anything else, and lack of ethics comes into play. And if you think people are worried about what they might be missing, they're even more concerned about losing what they already have. That's why speaking "loss language" (forfeit the opportunity, lose the extra carrying capacity, sacrificing the protection) is so critical when talking with buyers.

**CONSISTENCY.** People like, trust and want to interact with those who follow through on what they say. When you tell a customer you'll get back to him on the status of his special order by the close of business today, he'll think highly of you when you do exactly that. If you fail to follow up in the allotted time frame, your credibility drops a notch—and so might your sales numbers. But that's not likely to happen: Once most people make a decision to buy or a promise to act, especially publicly, they strive to behave

in accordance with that publicly stated notion. This has been proven time and time again.

**LIKING.** We like those who like us, as well as those who are like us. Individuals with commonalities—"Hey, we both ride Hondas!"—feel an affinity for one another. I've heard the argument that respecting somebody is more important than liking somebody. Fair enough, but if you actually like that person, you're willing to consider his arguments more carefully, give him more time to communicate and

be more receptive to his messages. Here are four quick ways to smooth the road to liking: Be polite; good manners are the lubricant for relationships. Be energetic; no one comes to your store to hear you complain or watch you sloth around. Be informative; it's about improving their condition. Be fun; because you're there to brighten your customers' day.

**AUTHORITY.** Buyers defer to experts. If you have a level of expertise—and your customers recognize that expertise—you automatically become more persuasive. Leverage this by using the language of expertise. Use words like suggest, recommend, advise. Demonstrate your expertise by achieving expertise.

**SOCIAL PROOF.** People follow the lead of similar others. This means you must leverage testimonials and referrals which demonstrate that other customers have benefitted from knowing, working with and buying from you. That's the power of social proof.

Understanding these six principles of persuasion is key to honestly and ethically helping your customers make great decisions. Many of you may already be using these ideas unintentionally. Imagine how fast you could be if you used them intentionally? **U**



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# Dealer of Tomorrow

WHAT WILL IT TAKE TO SURVIVE AND THRIVE? RIGHT VISION, RIGHT TIMING, RIGHT TEAM...AND ALWAYS BETTER LEAD MANAGEMENT, SAYS KEVIN LACKEY



SUCCESS IS a funny thing: not everybody gets to enjoy it, but everybody sure seems to have a theory on how to achieve it. “You make your own luck.” “Timing is everything.” “You have to keep knocking on the door until it opens.” *Et cetera*. Closer to the truth is that success requires a variety of factors to line up and mesh like a well-assembled gearbox. The clutch of fate is engaged; the sliding dog of initiative and desire moves between the cogs; the gears of careful planning engage; and the machine is flying down the highway of achievement.

Case in point: Kevin Lackey, president and CEO of **Freedom Powersports**. In fewer than 20 years Lackey went from being a 20-year-old working in the make-ready department of someone else’s dealership to running a business with 13 locations in three states — 10 in Texas alone — and selling Polaris, Yamaha, Suzuki, Kawasaki, Can-Am, Victory, BMW, Indian and more. Did that 20-year-old know he was going to start a business that would quickly grow into a regional brand? Well, the desire was there.

“I’ve always had an entrepreneurial spirit, and I’ve always said that I wanted to do something big, and to own my own business,” Lackey explained. “But when I originally started ..., my goals were to own and operate my own motorcycle dealership.”

A dream is nothing without a plan to make it reality, and Lackey quickly gobbled up as much insight as he could to help him construct that plan. Let’s rewind to 1998, to see how Lackey’s goal, and the strategy to achieve it, came together.

After starting with **Longhorn Motorsports**, Lackey was moved to the parts department within a year and given the reins as manager. In 2001 the dealership was sold and renamed **Longhorn Powersports**, and Lackey moved to sales and became general sales manager. It was then that he saw an opportunity to build a business with multiple locations, geographically located in an advantageous way.



“When I first thought I wanted to buy the dealership, I knew of several other opportunities, and I kind of had this vision in my head that I could own these stores across North Texas and how easily it would be to travel between them,” he said.

In 2007 Lackey unsuccessfully tried to purchase Longhorn, which was eventually acquired by Morris Baker, CEO of **Family Powersports**. Lackey stayed on under the new owners and learned a more sophisticated management style, team-building techniques, and workflow and culture management. “I really got to see how operations work with multiple locations, with a central accounting office and that type of function,” he said. “I learned so much from it, and

tion years, has been his extremely forward-looking approach to running a dealer business. In a world of click rates, impressions and social media exposure, Freedom has warmly embraced change and used it to its advantage.

Even back at Family Powersports, Lackey and his team understood how to leverage the web. “We were very in tune with search engine marketing, pay-for-click, online reputation management, posting really good photos and videos, and constantly analyzing data,” he said. “... It was very much out-of-the-box thinking and trying to stay ahead of what other dealers were doing.”

Key to an online approach is making

one being online reputation management, and our website providers.”

Similarly, a key facet of Lackey’s managerial approach is to closely monitor various aspects of the business and then assign the right skills and assets to those facets of the operation. It is a blend of a holistic understanding and pinpointed expertise.

“Our team is constantly trying to understand in-depth all the things that really matter to our business, not just understand a little bit here and



understood the layers of business that were needed and some of the processes that kept it together. Then I knew for a fact that we could operate at any level. We could operate 10 dealerships or a 100 dealerships.

“I got to help take over poor performing dealerships; I got to open a dealership from scratch in the downturn; I got to buy out an existing dealership and close that dealership and move those brands into one of our existing stores,” Lackey continued. “I got to learn a lot.”

After working his way to regional GM and helping the business open a sixth location, he made another bid in 2011 to buy the location where he started in 1998. Baker sold Lackey two locations in 2012, and Freedom Powersports was born.

### **Modern management mindset**

One of the things that has helped Lackey survive and thrive, even through the recessions,

has been his extremely forward-looking approach to running a dealer business. In a world of click rates, impressions and social media exposure, Freedom has warmly embraced change and used it to its advantage. Even back at Family Powersports, Lackey and his team understood how to leverage the web. “We were very in tune with search engine marketing, pay-for-click, online reputation management, posting really good photos and videos, and constantly analyzing data,” he said. “... It was very much out-of-the-box thinking and trying to stay ahead of what other dealers were doing.”

Key to an online approach is making smart decisions about which online service providers to use, especially given that so many companies offer various capabilities and soup-to-nuts services. Freedom Powersports determines each online provider’s strong suit and then focuses on how to best leverage those capabilities. It pays to be choosy, and it’s an ongoing effort, Lackey said. “We’ve been working for well over a year to determine and establish ‘What does this company do for us that they do really, really well, and how can we optimize that,’” he said. “And if [a provider] is not good at other things, and they’re just good at one thing, then we say ‘We really just like this part of your business, and we’re going to use another company that’s strong at a different component.’ We’ve narrowed that down to four companies that do four different things. One being search engine optimization, one being pay for click,

there,” he said. “We really inspect, look at and understand all the pieces of our business. Then we try to put someone who has really adopted that part of our business—that has become the expert of that part of our business. So we say, ‘you’re very good at this, your focus is here and your responsibility is here.’”

Lackey and his management team then have to go back and make sure that their partners and the business are performing the way they should. Like the old saying goes, what gets measured gets managed. “We inspect what we expect, we’re very analytical and we want to understand the results,” Lackey said. “We’re constantly



monitoring what people are telling us, and digging in. ... We're constantly reacting. If something's not working, we want to know why. We're very mindful of our dollars and what is our return on investment. We like to measure everything."

### Using data to maximize performance

Lackey is applying that same level of analysis to his customers and the data generated about them via online activities. What he and his team find often defies many market assumptions.

"Really what you have to do is track your business and your market, and understand it," he advised. "We like to understand people's search habits. For instance, are they really mobile? We found that with certain things, such as mobile banners with certain vendors, we were being told that 'this is the wave of the future.' Well, guess what? It is."

The mobile factor is important. Freedom found that 60 percent of its browsing customers/prospects are on mobile devices. That means he has to make sure his online presence caters to how those types of users are likely to interact with his business. "You have to make it easy for a person on a mobile device to contact you, not to shop with you," he explained.

Once those customers get inside the door, Lackey believes most dealerships need to do a much better job in terms of creating a winning retail experience for their customers. A lot of that comes down to follow-through and lead monitoring. Many dealers just aren't hungry enough to methodically capitalize on every lead, he noted.

"I'm excited about helping people who walk through the door, and providing a great experience," he said. "If a guy walks in and just doesn't get a good experience—the light bulbs are out and no one talks to

him—that's bad. And because so many people are shopping online, they want someone to respond to them immediately and say, 'How are you? What can I do for you?'"

"We don't micromanage, but there are certain things that we are very focused on, and that is when we get a lead, when someone calls, when someone walks through the door, when someone fills out a credit application online, we have things in place that allow us know exactly what someone did with that lead," he continued. "Did they respond to it? Did they log him into the CRM? Were they courteous to him on the phone?"

Freedom has a team in place that monitors inbound phone conversations and that monitors every online application and online lead submitted to ensure that something is done with every lead. And if something is not done with it, then immediately Freedom's customer service manager notifies the GM.

Much of Freedom's approach to success hinges on maximizing those leads, and Lackey said he suspects that most dealers do not approach their sales with the same data-intensive, methodical approach that involves constant performance monitoring. Everyone in the industry works hard, he noted; but they might not be working as hard as they can to grow their sales in ways that might surprise them.

"Our dealers will typically will sell by default," he said. "There is a lot of low-hanging fruit out there.... It's the 20 people who called and left a message and didn't get called back; or someone said they were going to call them back with some numbers and never did; or they didn't get approved by finance because someone entered the wrong Social Security number—there's a lot of that."

As an example, "We'll probably have done

\$10 million or \$11 million in revenue in March. I bet you we could have done \$15 to \$20 million with the leads we already have coming in if we were doing all the right things we should have been."

Follow-up doesn't end at the sale. Just because a customer is smiling when he or she rides off the lot, it doesn't mean that things are hunky dory. "You don't know that when they got home, their owner's manual wasn't with their paperwork, or the paper tag was expired, or they weren't quite sure on when they were going to get their helmet they ordered," he said. "That stuff after the sale is just as important, if not more important than the sale itself, because it tells you how much you care about the customer after the sale, which can lead to future sales or referrals."

When it comes to creating the right retail experience, maximizing on leads and having the right follow-up, Lackey currently rates his business' performance as a six on a scale of 10. That's why for at least the next several months, Freedom will focus not on expansion, but on refining its game and optimizing its performance until Lackey feels it merits a nine on that scale. If anything, that constant focus on fine-tuning business performance embodies how Kevin Lackey mapped his path to success and will continue to follow it. **D**

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# What consumers want

MOTORCYCLE SHOW ATTENDEE SURVEYS INDICATE RISING POPULARITY OF SPORTBIKE, ADVENTURE-TOURING

**MORE THAN 432,000** consumers attended the latest round of the Progressive International Motorcycle Shows held in 11 major metro areas from October 2014 through February 2015, including a new show in Miami to serve the South Florida market. Attendee surveys conducted by IMS/Dealernews on show site and after each event indicate an audience ready to evaluate and buy. Here are some of the highlights.

TOUR-WIDE ATTENDANCE: 432,586	
Chicago	66,017
Cleveland	47,460
Dallas	26,808
Miami	19,727
Minneapolis	41,571
New York	63,515
Northern California	28,462
Phoenix	19,562
Seattle	26,112
Southern California	57,253
Washington DC	36,099

**CORE BUYERS** (male, over 35 years of age) made up about 66 percent of the attendance nationwide. Key gains were made in certain demographic groups, including buyers under 35, new riders (riding five years or less), women (making up 26 percent of the tour-wide audience), and ethnic groups, especially Hispanic/Latino attendees who accounted for 1 in 10 attendees.



International Motorcycle Shows photo, Sherry Tesler



## ATTENDEES: ACTIVE RIDERS

	RIDERS	RIDING 2X A WEEK OR MORE
ALL	95%	75%
CORE	98%	77%
AFFLUENT	97%	75%
UNDER 35	94%	78%
NEW RIDERS	100%	78%
HISPANIC/LATINO	93%	75%
WOMEN	81%*	62%

\* Including passengers, 93%

Attendees in Northern markets (SEA, MPS, CHI, CLE, WDC, NYC) ride more frequently during non-winter months than attendees in Southern markets (NOC, SOC, PHX, DAL, MIA), who enjoy year-round riding: 79% say they ride twice a week or more in Northern climes vs. 68% of those in 12-month riding markets.



International Motorcycle Shows photo, Sherry Tesler

## READY TO BUY: RIDING LIFESTYLE INTEREST

**55% OF SURVEY RESPONDENTS** across the tour indicated they were in the market to purchase a new or pre-owned vehicle in the 12 months following the show. According to separate research conducted in 2014 by IHS/Polk, a Motorcycle Show attendee is 19 times more likely to purchase a new motorcycle and 16 times more likely to buy a pre-owned unit in the 12 months following their presence at the show than the general population.



International Motorcycle Shows photo, Sherry Tesler

### *Top Bike Styles of Interest (Tour-wide results, in descending order)*

**ALL ATTENDEES:**

Touring, Cruiser, Adventure/Dual Sport, Sportbike

**CORE RIDERS:**

Touring, Adventure/Dual Sport, Cruiser, Sportbike

**AFFLUENT (\$75K+ annual income):**

Touring, Cruiser, Adventure/Dual Sport, Sportbike

**UNDER 35 YEARS OF AGE:**

Sportbike, Cruiser, Adventure/Dual Sport

**HISPANIC/LATINO:**

Sportbike, Cruiser, Adventure/Dual Sport, Touring

**WOMEN:**

Cruiser, Sportbike, Touring, Adventure/Dual Sport

**NEW RIDERS (RIDING 5 YRS. OR LESS)**

Cruiser, Sportbike, Touring, Adventure/Dual Sport

VEHICLE BRAND OF INTEREST	ALL	AFFLUENT (\$75K+ annual income)	WOMEN	UNDER 35 (age)	NEW RIDERS (riding 5 yrs. or less)	HISPANIC/LATINO
BMW	29%	32%	18%	21%	20%	22%
DUCATI	17%	17%	13%	22%	15%	20%
HARLEY-DAVIDSON	26%	27%	34%	24%	30%	34%
HONDA	29%	26%	27%	37%	36%	31%
INDIAN	17%	18%	15%	9%	16%	13%
KAWASAKI	23%	22%	24%	35%	32%	29%
KTM	13%	14%	5%	12%	7%	12%
SUZUKI	17%	16%	22%	32%	26%	22%
TRIUMPH	19%	19%	15%	23%	22%	15%
VICTORY	12%	12%	11%	9%	16%	11%
YAMAHA/STAR	27%	26%	22%	38%	34%	29%

Survey respondents indicating interest in buying a new or pre-owned vehicle within 12 months of show were then asked to choose up to three brands of interest. Responses to this question: 2,239. For more information by market, visit [Dealernews.com](http://Dealernews.com), searchterm=IMS15survey

IMS Post Show Survey Data, October 2014-March 2015. Total survey responses: 6,525.



Tory Hornsby is the executive vice president of Dealership University and Powersports Marketing.

[blog.dealernews.com/ToryHornsby](http://blog.dealernews.com/ToryHornsby)

# Making YOUR difference

## HOW TO DETERMINE AND REINFORCE WHAT'S UNIQUE ABOUT YOUR BUSINESS

**HAVE YOU EVER** clearly defined why people should do business with you and not your competition? If you were to ask each member of your staff, could they give a compelling reason to do business with your dealership?

Being able to communicate why prospects should do business with you instead of anyone else is called your Unique Selling Proposition. Now, before you go thinking this is just some 'fluffy clouds in the sky' concept, consider all of your staff being able to communicate your USP to every person that walked through your doors. The confidence it would create in your employees and your potential customers would not only increase sales, it would also improve the culture in your dealership.

Everyone has heard the old saying: *You can't just work 'in' your business; you must also work 'on' your business.* I'd like to take it a step further and make sure you understand that you also have to shift from being the 'doer' of your business to becoming the 'marketer' of your business. Today, more than ever before, your marketing needs to communicate your competitive advantage; in other words, what sets you apart from your competition or what makes you unique?

The motorcycle business is, for the most part, a commodity-based industry, so it can be difficult to determine what's unique about your business. However, that's the reason this is so important. You have to establish a USP that creates extra value and gives prospects in your local market a compelling reason to buy from you. Without a USP you're likely getting business because you're the cheapest, have the best location, or because you're the only game in town. All of these leave you extremely vulnerable to potential new competition and fluctuating market conditions. With a quality USP, you and your staff have a purpose to pursue: to be the best in specific areas. That, in turn, gives you a sustainable competitive advantage and sets you apart from others.

Your USP can take form in three different ways:

- **Differentiation** – Creating an advantage by doing something more, better or different than the competition, such as larger selection, more locations, better financing, free pickup and delivery, professionally trained staff, demo rides, etc.
- **Niche focus** – Zeroing in on a specific category that complements your personal strengths and the passions of those in your market. Perhaps it's customization of cruisers or touring bikes, or a vast ATV selection.
- **Extra Value Proposition** – How you provide more value, more quality, more service, better guarantee, higher quality customer service staff, certified technicians, etc.

There is a fourth form of a USP—being the price leader—but I believe that using price in your USP almost always creates a lose-lose situation. It's much less profit for you and it can contaminate your market, because customers will expect future discounts on everything they buy. I understand you may have to discount sometimes, but it should never be the primary differentiator.

### The aspirational USP

Your USP doesn't just determine who you are or have been; it can be the catalyst to determine whom you want to be. This is a good time to think about what you want to do differently. What can you be that your competition isn't right now? What do your customers want? Think about what void you can fill in your market.

Your USP can't just be fluff; if it doesn't match your customers' experiences with your store, they will not return. Your USP also must be specific and quantifiable; if you have the best service, what makes it best? As an example, if your dealership offers the largest selection of motorcycles in your area, your USP might read something like this:

*MotoSports is Georgia's largest exclusive Honda dealer with over 200 models and colors in stock. Because we specialize in Honda, we carry a vast selection of Honda-specific parts and accessories in stock. Our friendly, knowledgeable staff are Honda experts and we stand behind the best guarantee in the entire Atlanta area.*

Remember, what you do may not be unique in the industry but may be unique in the minds of your customers. The first dealership to educate customers about what it does becomes attached to the 'uniqueness' in their minds. (This is called preemptive marketing.)

You may find it necessary to have more than one USP; perhaps one for each department. Just make sure that you're able to fulfill what you promise, and that you're not trying to be all things to all people.

Finally, put your USP in writing and communicate it to all of your staff and your customers, and use it in your marketing efforts. Consider putting it on posters you hang around the dealership. Make sure your USP isn't the best-kept secret. People learn through repetition, so reinforce your USP with your staff until they get it. Once they can communicate the USP with customers and prospects, you'll see the difference. ①

### CAN YOU INCLUDE ONE OF THESE IN YOUR USP?

- Free demos
- Free pickup and delivery
- Better financing terms
- Longer hours
- Better customer service and follow-up
- VIP or loyalty program
- Guarantee or return policy
- More value-added service
- Unique system for resolving customer complaints
- More education and better long-term relationships with customers



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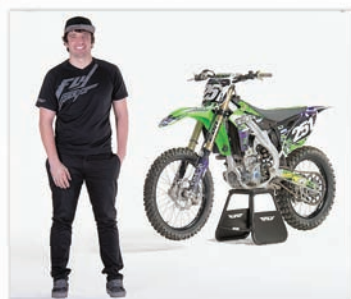


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# YAMAHA TARGETS YOUNG RIDERS WITH NEW CONSUMER FINANCING BUSINESS

YAMAHA MOTOR FINANCE CORP., which debuted last month, will provide new captive dealer financing options designed to be friendly to young riders and underserved consumer groups. The new business will provide financing that complements existing arrangements the OEM has with Capital One and Synchrony Financial. Kim Ruiz is president and CEO of the new company.

“Yamaha Motor Finance will primarily focus on younger,

first-time buyers and those re-establishing their credit,” Ruiz said. “By focusing on the underserved market, Yamaha Motor Finance can help customers establish a good credit track record while attracting them into the Yamaha brand.”

The company began offering new financing services through a small group of dealers in April, and said it will continue the rollout with an initial goal of being in all states by early next year.



**ALASKA – Delta Powersports** in Delta Junction, a Polaris, Honda, Can-Am, Ski-Doo and Stihl dealer, celebrated its 16th anniversary in April.

**LOUISIANA – Indian of Shreveport** had a grand opening in April. It is currently the only Indian dealership in the northwest part of the state. Dean Jones is general sales manager.

**NEVADA –** The new **Harley-Davidson of Elko** is an expansion for T.J. Woodhall, who also owns Snake Harley-Davidson in Idaho and Oil City Harley-Davidson in Wyoming. The Elko store is being managed by former Snake H-D GM Mike Carraway.

**SOUTH DAKOTA –** After a long permitting and construction process, **E.T. Sports** of Belle Fourche opened its new store, with 50-year industry veteran Ellis Tripp, 73, still at the helm. The new location is almost five times larger than the previous shop, Tripp said.

**TEXAS – Freedom Indian Motorcycle** of McKinney celebrated a grand opening in mid-April. It is part of Kevin Lackey’s Freedom dealership group (see cover story, page 10).

**WISCONSIN –** New owners at **Rosholt Motorcycle Co.** in Stevens Point have added used bike sales to the service and restoration shop. They also sell gear and accessories.

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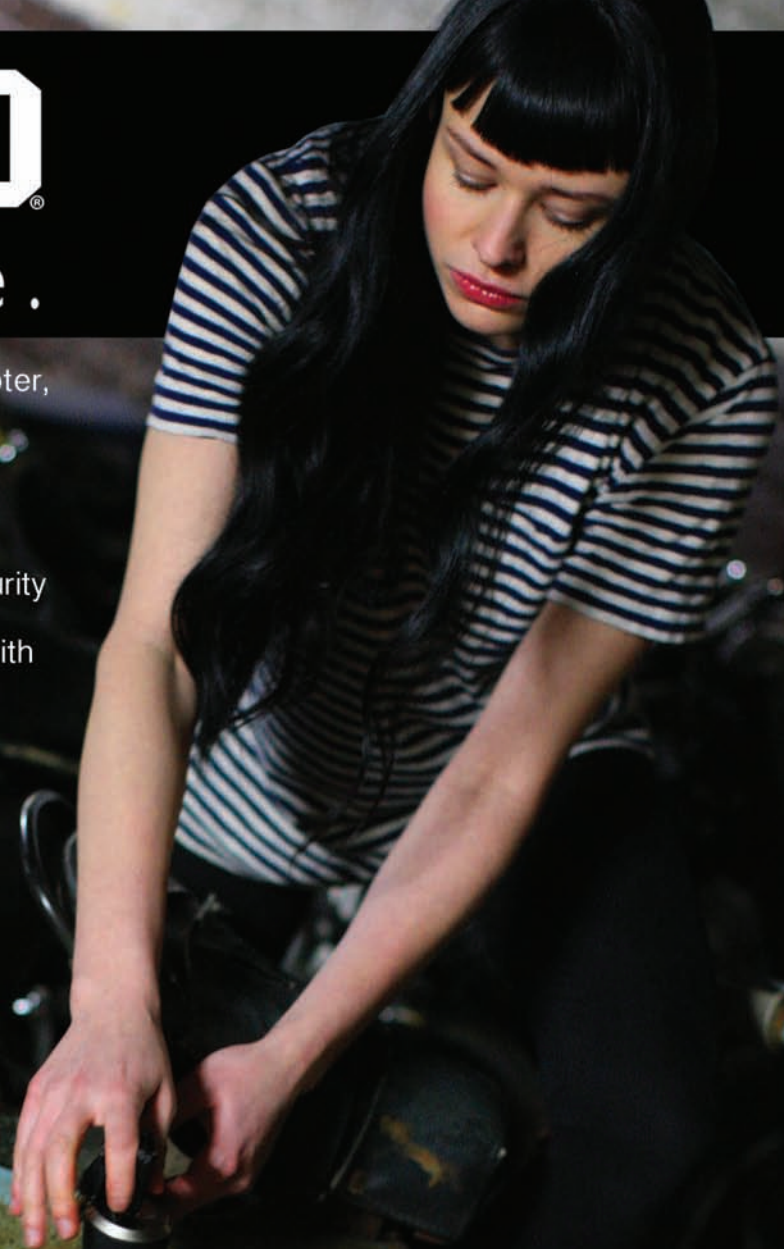
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# SPRINGTIME ... FOR SNOW?

GET A JUMPSTART ON NEXT-SEASON BUYING WITH A PREVIEW OF JUST-RELEASED SNOWMOBILE GEAR

**IT MIGHT BE TIME** for spring riding, but OEMs and gear companies are already announcing their new offerings for next winter. From jackets and goggles to winter-worthy totes, here are some of the products patiently waiting for the change of seasons.



## CORTECH DEBUTS CASCADE 2.1 SET

Cortech's Cascade 2.1 line is designed to provide maximum protection from the elements. All three pieces have a 300 denier Carbolex Lite outer shell and a waterproof, breathable membrane.

The jacket (\$179.99) has an Aqua-Barrier fleece hood that fits under a helmet, a removable neck

gaiter and a zip-out liner with a waist gaiter. Underarm zippers add venting, while a combination of Velcro and magnets keep the front storm flap closed. Available in two colorways, the jacket is sized from S to 4XL for men and XS to XL for women.

The Cascade 2.1 bib (\$139.99), like the jacket, has Oxford overlays in abrasion areas. Elasticized stretch panels add comfort, there is a full side zipper on the legs and the women's version has a drop-down seat. Side vents control airflow. The bib, in black, comes in men's S to 4XL, men's short M to 2XL, and women's SX to 2XL.

The matching gloves (\$49.99) are fully insulated and reinforced in high-wear areas.

## HMK: SAFETY AND STORAGE

HMK USA's updated collection has an emphasis on safety products, additional luggage options and an optics line.

D3O safety pieces include a vest (\$239.95) and knee/shin armor (\$119.95). The 9200-cubic-inch Transport roller bag (\$199.95) has a split-level design, a low dry weight and a retractable alloy handle.

HMK's new optics line consists of the Vapor goggle (\$79.95) and two sunglasses: the Jameson (\$49.95) and the polarized Jack (\$59.95). The Vapor has an anti-fog dual-layer lens and a contoured frame. The vents are reinforced for consistent airflow.

New snow gear includes the men's and women's Action 2 jacket (\$319.95) and pant (\$279.95) set. While the set is based on one of HMK's first pieces, waterproof laminate technology brings this version up to date. In addition to black, the Action 2 jackets come in three graphics options for men and blue for women.



## BIG LINEUP FROM ARCTIVA

Arctiva has launched four new sets of gear for the 2015-2016 season, with options for men, women and youth included in the Mech, Comp, Comp RR and Gem jackets, pants and bibs.

The men's Mech jacket (\$325-350) and pants (\$295-320) are constructed of a waterproof, windproof, breathable high-denier polyester chassis with 500D Invista Cordura nylon overlays in critical wear areas. There is a removable liner with 3M Thinsulate insulation, multiple zippered vents, and connectors to secure the jacket and pants together. There are also matching gloves (\$89).

The Comp jacket (\$230-255), bibs (\$230-255) and gloves (\$75) come in men's and women's options. There is also a Comp youth ensemble, with a jacket (\$130-140), pants (\$130-140) and gloves (\$40) in three colorways. On the jacket and bibs, the fully-insulated polyester chassis is lined and has 3M Thinsulate insulation. Critical wear areas are bolstered by 600D polyester oxford overlays. Venting, plenty of pockets and adjustable fit areas are other highlights. The bib is removable, and interior cuff snow gaiters keep out the snow and wind. Men get six Comp color options, while women get two.

Men also have the option of the Comp RR jacket (\$225) and pants (\$225-250), a lighter option that does not have an insulated chassis. There are three colors available as well as matching gloves (\$65).

The women's Gem line includes a jacket (\$240), pants (\$240) and several glove options (\$75) in two colorways. The Gem line shares many characteristics with the Comp.

## DIVAS SNOWGEAR GETS TECHNICAL, PARTNERS WITH GMAX HELMETS

Divas SnowGear, the snow gear company dedicated to women, has expanded its line of Avid Technical wear. The latest addition is the Avid Technical jacket (\$379.99) and pants (\$329.99) set with a Polartec Neoshell. The shell offers breathability while maintaining windproof and waterproof capabilities. There are four mix-and-match colors available in sizes XS to 5XL. In addition, the Avid Technical Boot (\$259.99, shown) with a Boa Closure System joins the line.

Divas also joined forces with GMAX to produce GM54S modular (\$234.99) and GM76X offroad (\$119.99) helmets with Divas SnowGear designs and badging. Two DSG Triple9 Saint goggles complement the GMAX designs and come with the option of polarized lenses.



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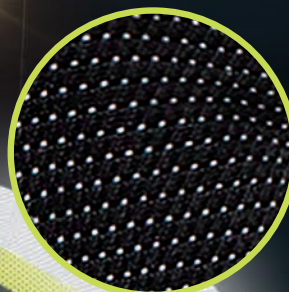
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**FLY RACING UPDATES SNX PRO LINE**

FLY Racing has updated its SNX Pro jacket and pant set, available in up to 2XL. The exterior of each piece is now made from an abrasion-resistant poly material, supplemented by a full waterproof membrane with taped seams. The jacket (\$219.95 adult, \$179.95 youth) has updated intake and exhaust vents, a removable liner and fleece-lined hand pockets. The pants (\$189.95-\$199.95) come in Lite and Insulated options. In addition to updated sizing for a better fit, the pants are now offered in tall sizes, too. Full-length leg zippers with venting loops help adjust airflow, while boot gaiters with Velcro straps keep out the snow.



FLY's Aurora Youth Bib (\$109.95) is the adult version offered in youth S to L. The waterproof construction has 120 grams of insulation, while other features are boot gaiters, full-length leg zippers and adjustable shoulder straps. ①



**SLED NEWS:** BRP's '16 Ski-Doo lineup includes a number of technical improvements, including an adjustable ski, the Pilot TS, that lets riders instantly adjust the ski bite for changing snow conditions and riding styles. Rotax 1200 4-TEC engines now include intelligent throttle control to improve throttle response, allow operators to choose among three driving modes "on the fly" and learning key functions to control top speed and acceleration. (More information on the Dealer Operations > Sales page on Dealernews.com)

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# Vehicle importers to pay \$560K in EPA settlement covering 2007-11 noncompliance

**THE U.S. ENVIRONMENTAL** Protection Agency in April announced that it reached a settlement with four Texas-based vehicle importers and an affiliated Chinese manufacturer for the illegal import and sale of more than 4,000 uncertified off-road vehicles sold under the brand name Hammerhead between 2007 and 2011. The companies will pay a combined \$560,000 in civil penalties.

The settlement, approved by EPA's Environmental Appeals Board, alleges that the companies violated numerous Clean Air Act provisions governing how vehicles must be manufactured, tested and certified before they can be sold in the United States.

The violations all took place before Polaris bought the parent company of Hammerhead, HH Investment Ltd., earlier this year.

The four Texas companies party to this settlement—Geason Enterprises LLC (dba

Geason Powersports and Hammerhead), GE Ventures LP (dba Hammerhead Off-Road), Hammerhead Off-Road Inc., and TJ Power Sports LLC—all hold certificates of conformity from EPA and imported and sold vehicles under the brand name Hammerhead. The Chinese company party to this settlement, Shanghai Howhit Machinery Manufacture Co. Ltd., manufactures recreational vehicles. A second Chinese company, Shanghai Tong Jian Sports Equipment Co. Ltd., manufactured some of the uncertified vehicles and was sued by EPA in July 2013, but is no longer in business and is not party to this settlement.

The vehicles addressed in the settlement were imported without the required certification. Some of the vehicles were missing emission control systems, were equipped with nonconforming catalyts and carbu-

retors, and/or had been manufactured by a company different than the one listed in the certificate application. The companies also failed to maintain certain types of required information and incurred penalties for failure to timely respond to EPA's information requests, all of which are violations of the Clean Air Act.

EPA discovered the violations during inspections of imported vehicles at the Los Angeles/Long Beach Seaport, the Port of Dallas, the Port of Chicago and Hammerhead's warehouse in Dallas. — *Holly Wagner*

## Polaris 110cc EFI youth quads to replace 90s

POLARIS in April introduced the Sportsman 110 EFI and Outlaw 110 EFI youth models, the first youth ATVs to offer electronic fuel injection. They will be available in dealerships in May.

The Sportsman and Outlaw 110 EFI youth models will replace the current Sportsman and Outlaw 90 models and include an upgraded 110cc engine for improved off-road performance, EFI for easier cold starting, reduced maintenance and improved run and idle quality.

Both models will be classified as Y-10+

for riders 10 years old and older with adult supervision. The vehicles' speed is limited to less than 15 mph/24.1 kph as delivered, and the speed control system allows adults to increase the speed to a maximum of up to 29 mph/47 kph. The Sportsman will be available in Sage Green and the Outlaw in Voodoo Blue.

The Sportsman and Outlaw 110 EFI will continue to offer a variety of safety features such as an adjustable throttle limiter to enable adults to set a maximum speed control limit, daytime running lights to increase daytime visibility, full floorboards and heat shields, the OEM announced.

Other vehicle features include an electric start, automatic transmission, 4-stroke engine and long travel suspension. The Sportsman and Outlaw 110 EFI also come with a high-visibility whip flag and safety video.



All Polaris youth vehicles also come with a DOT-approved helmet (two for the RZR 170 EFI).

Polaris said it will continue to offer the Outlaw 50, classified as Y-6+, for riders 6 years old and older; the entry-level Phoenix 200, classified as T, for riders 14 and older; and the RZR 170 EFI side-by-side for riders 10 years old and older.





### TOP OFF-ROAD PRODUCTS ON DEALERNEWS.COM

**MOOSE SPRUCES UP RANGER.** New midsize back panel adds a finished look and provides a barrier to keep debris from entering the cab. The panel is made from 0.177-inch-thick clear polycarbonate and comes with mounting hardware.

**GRANT PRODUCTS' UTV, GOLF CART STEERING WHEEL.** Ultra Suede-covered 13.75-inch wheel is more durable and offers increased comfort. Adapters, sold separately, enable the wheel to fit Arctic Cat, Polaris, Yamaha, Club Car and EZ-GO vehicles, company says.

## INDUSTRY UPDATES

**BRC NAMES NEW DIRECTOR.** After a lengthy search, the BlueRibbon Coalition has named consultant Martin Hackworth as its executive director. He comes from the Idaho State University Physics Department and has done consulting work for Klim on helmet design, among other activities.

**VIRTUAL SXS BUILD.** Yamaha creates build-your-own Wolverine site, featuring more than 30 add-ons, so that customers can see what their fully-outfitted performance side-by-side will look like before they buy.

**CAN-AM STAR PLAYER.** BRP cites in-

creasing popularity of Can-Am side-by-side models as a main reason for the company's 10 percent revenue bump in its recently completed fiscal year.

**GIANT LOOP TO DISTRIBUTE RALLY RAID.** Will be exclusive North American distributor for Rally Raid Products' off-highway CB-X adventure kit for the Honda CB500X. The basic kit includes a set of replacement spoked wheels, longer travel suspension and a low front fender. Options include a protective skid plate, heavy-duty footpegs, and tail and side racks compatible with Giant Loop luggage systems.

**“It's pure adrenaline-charge action.”**

— Dino Bernacchi, director of U.S. marketing at Harley-Davidson, after the company announced Harley flat track racing will be part of ESPN's X Games this June in Austin, Texas.



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# Akrapovic releases remote sound control

**A NEW AKRAPOVIC** Sound Kit, which the company is launching for Harley models this spring, lets the rider control the sound of the exhaust system by pressing a button on the company's new Sound Remote Controller or by using a smartphone app.

The motorcycle kit is an upgrade of an older version the company developed for automobiles. The technology enables a rider to switch between regular mode and a richer sound that is more recognizable with the Akrapovic exhaust.

"With the use of a receiver to drive the actuators that open and close the valves at the end of the exhaust system (in front of the muffler on the bike system), the rider can use the Sound Remote Controller or new smartphone app to regulate the valves," the company explained. "This is done via the receiver

in...the bike near the valve system.

"Car systems have an open and closed mode (regular and sporty), whereas most of the motorcycle systems will be EC/ECE approved to enable closed and auto mode (regular and rich sound). The sound difference can be heard immediately," the company added.

First motorcycle models eligible for the new system in the U.S. are Harleys, according to Nicole Allen, sales manager for Akrapovic's motorcycle division.

They include:

Touring FLHR Road King (2006-2015)

Touring FLHRC Road King Classic (2006-2015)

Touring FLHRS Road King Custom (2006-2007)

Touring FLHT Electra Glide Standard (2006-2009)

Touring FLHTC Electra Glide Classic (2006-2013)

Touring FLHTCU Electra Glide U.C. (2006-2015)

Touring FLHTCUL Electra Glide U.C.L. (2015)

Touring FLHTK Electra Glide U.Li. (2010-2015)

Touring FLHTKL Electra Glide U.Li.L. (2015)

Touring FLHX Street Glide (2006-2015)

Touring FLTR Road Glide (2006-2009)

Touring FLTRU Road Glide Ultra (2011-2013)

Touring FLTRX Road Glide (2015)

Touring FLTRXS Road Glide Special (2015)

Touring FLTRX Road Glide Custom (2010-2013)

Dyna FXDF Fat Bob (2008-2015)

Dyna FXDWG Wide Glide (2010-2015)

The system will be supplied with a dedicated mounting bracket to enable singlehanded one-touch use and prevent accidental operation, the company said. The controller also detaches from its holder and can be placed in a pocket or attached to the vehicle's key.

The alternative smartphone app for iOS and Android was developed as an upgrade option. The Sound Remote Controller cannot be used when the smartphone app is enabled, the company said.

## A true aftermarket cruise control for motorcycles?

WHILE cruise control is still relatively rare on powersports products, more bikes are coming with the technology from various OEMs. Unfortunately, the usual option to add cruise control to a motorcycle has typically been some form of primitive throttle lock, which isn't going to impress someone looking to upgrade their newest high-tech bike. Luckily, there is a properly developed, speed-sensitive cruise control—but you'll have to go halfway around the world to find it.

MotorCycle Cruise Controls of Mount Waverly, Victoria, Australia, has been building cruise control systems for more than 15 years. Unlike a simple throttle lock, MC Cruise systems are the real deal. Each kit includes a computer module that interfaces with the vehicles electronic system to read road speed, while a servo unit applies throttle as required to maintain a set speed. The user simply presses "Set" on the MC Cruise control switchgear and the system takes care of the rest. Like an OEM cruise control system, the MC Cruise unit instantly releases the throttle if the clutch or either brake is activated, and while in "Set" mode, the rider can easily increase, decrease or resume a preset cruising speed with the push of a button.

Originally, each kit was built around a vacuum-operated solenoid unit, but as technology has improved, so has the kit, with latest fitments featuring a more compact, easier-to-install electric servo system. The various cables and components found in each system are built to high standard, using 304 stainless steel for brackets and OE-style lined cables for long life. The firm also makes extensive use of Voice Over Internet Protocol (VOIP) to provide direct customer support no matter where that customer or dealer may be located.

The other thing that makes MC Cruise interesting for dealers is the huge range of covered product, with fitments available for every major OEM, from Japan to America to Europe. MC Cruise also offers a range of systems designed for more work-oriented tasks, such as low-speed cruise control systems for ATVs and farm tractors. Finally, a range of universal fitments is available for builders and custom projects.

Each complete MC Cruise system is an investment in the machine, typically starting around US\$760. However, according to MC Cruise, there are no import duties or taxes for orders under US\$2,000, and dealers receive a 20 percent margin for resale.

**“You're at a trade show for, say, dental equipment and you're trying to draw attendees, and those cats are walking the aisles of generic, boring dental equipment, and then there it is: a crazy Rick Fairless Custom Chopper that commands you to come closer, come look at me, come get a good, long, close look at me!”**

—Rick Fairless on the increase of ground-up chopper build contracts for promotional purposes



Read Rick's 'Tie Dyed Tales blog: <http://blog.dealernews.com/RickFairless>



More action camera reviews online: Sena, GoPro, Garmin and more. Dealernews.com searchterm=cameras



# New action cameras court video-hungry customers

**ACTION SPORTS CAMERAS** are a big deal right now, with riders of all types recording their two- and four-wheeled adventures. Depending on the rider and the camera, there are plenty of advanced uses:

- “Dash-cam” functionality, to legally protect a rider on the road from other drivers;
- To record aggressive riding (typically on a racetrack) to work on technique between races or track days;
- To shoot high end video for commercial production; and/or
- To use integrated audio and video options for blogs and other creations.

Here are some of the latest action sports cameras, with features and some of the most likely target users for each.

## WASPCAM

Canadian firm WaspCam is a relative newcomer to the market, but it came out swinging with three distinct models to cover various user needs.

Immediately recognizable with bright orange detailing, the Gideon kit is WaspCam’s highest tier of camera. It includes a larger 16MP sensor and offers 1080P video at 60 FPS, WiFi connectivity for a companion smartphone app, and was one of the first action sports cameras to build a wristwatch viewfinder. Using the Live Viewing Display (LVD) allows the user to set up and control the shot easily from a distance, can help locate a lost camera if the unit and the user get separated. It has a fun Dick Tracy-vibe, too.



WaspCam is heavily sponsoring riders of all sorts, and offers multiple tiers of functionality for different users, from the all-singing, all-dancing Gideon set, to the mid-range 9900 unit, to the basic JAKD (Juniors and Kids Design) unit. Each includes fully waterproof covers designed to handle the real world, and WaspCam offers a selection of mounts that include rigid all-metal bolt-on solutions for more professional and permanent installations.

The WaspCam Gideon camera and LVD set retails for \$319.95, while the 9900 sells for \$229.95 and the JAKD comes in at \$139.95.

## DRIFT INNOVATION

Several features across the Drift range are seemingly purpose-built for powersports applications. Stepping up to the high-spec Ghost-S nets you 1080P video at 60 FPS along with 720P/120 FPS slow-mo shooting, but each camera offers a beefy 3-plus-hour battery life, WiFi connectivity



to smartphone apps, and a rotating lens. Compared to most action cameras, which offer a single orientation for recording video (perhaps with a selection to flip video to mount the unit upside down), the Drift units can rotate the lens 300 degrees, easing mounting options for a level shot, every time—very useful on a motorcycle.

In addition to the Ghost and Ghost-S units, which both include an integrated two-inch color LCD screen and standard waterproofing, Drift makes the Stealth 2m which is one of the smallest and lightest cameras on the market. Another clever feature found on the Ghost range is looping video with a tagging feature, which allows the user to record continuous playback, but only save wanted content as needed.

The full-featured Ghost-S retails for \$399.99, the mid-range HD Ghost is \$279.99, and the compact Stealth 2 sells for \$249.99.

## CONTOUR

Contour was one of the first HD cameras on the powersports market, and despite a period of quiet, the company is back with the new Roam3 camera, which claims to be the easiest-to-use camera on the market.



To support that claim, the Roam3 features a 270-degree rotating lens, rail and threaded screw mounts, standard waterproofing to 30 feet and a unique laser leveling system that fires a pair of red beams to check alignment at a glance. It is ruggedized to handle a good measure of abuse, and the internal battery claims a three hour life.

The Roam3 shoots the usual resolution and frame rate settings, up to 1080P at 30 FPS, and is built for powersports shocks, but interestingly it features an aggressive price, with a retail of only \$199.99. For users looking for something a bit more advanced, Contour still offers the Contour+2 at \$299.99, which adds in GPS tracking. With the GPS enabled, Contour’s software is able to overlay a map of the video’s path in real time.

## REPLAY

Last but not least, is the Replay Prime X, which is clearly aiming at high-end power users with its tagline, “the professional HD action camera.”



Shooting at up to 1080P and 60 FPS, the Prime X uses a high-end 16MP sensor with improved power consumption, further helped along with a high capacity 1700 mAh battery, to claim a shooting life of 3.5 hours. And thanks to its tubular shape, it’s one of the most compact and low profile cameras on the market.

But the real claim to fame for Replay is the Prime lens, called the CinePrime X. This patent-pending design promises professional levels of glare and color correction despite the compact half-inch format.

And to check your shot, the small camera still has enough room for a WiFi antenna to communicate with Replay’s smartphone controller app.

The Prime X retails for \$299.99. For users that don’t need the high-end video quality but still want 1080P recording, Replay also offers the 1080 Mini Camera for a reasonable \$139.99.

# FINISH STRONG



Photos: Harlan Foley | Drivers: Sappington



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# TO HELP YOU SELL: Adaptive face shields

BY BETH DOLGNER

**AGV AND SHOEI** this spring released adaptive face shields that change from clear to dark to accommodate riding in everything from sunshine to darkness. However, the two companies adopted different technologies to achieve the same end. Here is a look at the selling points for each.



## AGV AGVISOR

**HOW IT WORKS:** AGV's AGVisor is a LCD helmet shield that transitions from clear to dark with the click of a button. The visor utilizes a liquid-crystal display to change from clear to dark.

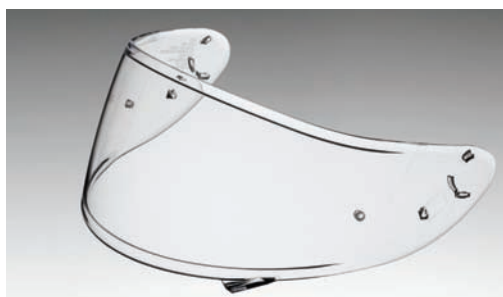
**TRANSITION TIME:** Less than one second

**HOW LONG IT LASTS:** A small, built-in rechargeable battery powers the AGVisor. It can be fully charged in two hours and, when fully charged it can be used in dark mode for 12 hours. If the battery's charge is depleted, the shield returns to clear.

**SHADES AVAILABLE:** Clear and dark gray

**APPLICATIONS:** The AGVisor will be available as an accessory for AGV's Pista GP, Corsa and GT-Veloce models.

**PRICE:** Had not been announced as of our mid-April press time. Check Dealernews.com for updates.



## SHOEI TRANSITIONS CWR-1

**HOW IT WORKS:** Shoei partnered with Transitions Optical Inc. for the Transitions CWR-1, a photochromatic shield. Thanks to photochromatic technology developed by Transitions, the shield automatically self-adjusts from clear at night and in low-light conditions to dark gray in bright sunlight.

**TRANSITION TIME:** Up to two minutes

**SHADES AVAILABLE:** Clear, dark gray and everything in between, depending on the brilliance of the sunlight

**HOW LONG IT LASTS:** Because it is not battery operated, the CWR-1 will get a rider through even an extended road trip, but the photochromatic capability will slowly deteriorate with age and repeated use.

**APPLICATIONS:** The shield will fit the RF-1200 full-face helmet

**PRICE:** \$169.99



## > SPEED READ



**FLY unveils Vector Mesh racewear.** Hot-weather version of the Kinetic line offers optimal airflow while riding thanks to integrated mesh panels, and two types of mesh fabric provide the right combination of airflow and durability. (Dealernews.com > searchterm=FLY)

**New graphics for Fulmer 62B.** Special edition Narcosis of the Deep graphic (\$144.95), as one example, depicts an underwater battle between a mermaid and a fish. (Dealernews.com > searchterm=Fulmer)

**MSR releases MAX AIR.** New pants/jersey racewear combo is the lightest and most ventilated gear the brand says it's ever offered. (Dealernews.com > searchterm=MSR)

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[blog.dealernews.com/davekoshollek](http://blog.dealernews.com/davekoshollek)

# Confronting confrontations

## SEVEN STEPS TO CALM DOWN A CUSTOMER

**AS YOUR SERVICE** department ramps up for the season, it's natural that some promises will fall through the cracks. The first goal, of course, is to meet the expectations set with customers. The better we are in this regard, the fewer upsets will take place, which reduces the number of customer confrontations.

But no matter how well we deliver, confrontations will happen; they sting and their memory lingers. Some folks are better at managing confrontations than others, like an old service manager of mine who was so good at it that he used to aggravate customers just so he could be challenged to handle them effectively.

On occasion you will encounter someone who makes physical threats. If that happens, I would say, "You're not going to hit me, are you? If I feel the threat is real I'll have to call the police and I don't want to do that. I know you're upset, but you won't hurt me, will you?" You need confirmation that the customer will keep a lid on their emotions. You can also suggest a timeout, such as, "Let's take a break and I'll meet you back here in 10 minutes. Remember, we're going to make this right. See you in 10." Don't be late.

That leads to the location in which to have the conversation. Many try to isolate the individual. That's a strategy that

value what they're telling you. When you feel you have all the info you need, consider some solutions, but keep them to yourself for now.

### **Develop a solution.**

The best solution is the customer's solution. Ask, "If you were me and you had to consider a solution that works for both you and the dealership, what would you do? It's amazing how many times your customers will answer with, "I don't need anything. I just wanted you to know what happened." If the customer suggests a workable solution, say, "That's an excellent idea and one that we are happy to do for you." If the customer suggests a remedy the dealership cannot support, say, "That's an interesting idea, thank you. Can we consider this?" And then present your suggestion.

## *You cannot manage a confrontation if you're wrapped up in it emotionally.*

(Not a good practice, but I have to admit, the other techs and I enjoyed the show.)

You will achieve better, more lasting results if you follow these seven basic steps when confrontations occur.

### **Don't make it personal.**

You cannot manage a confrontation if you're wrapped up in it emotionally. Even though the customer is calling you names, the truth is they're more upset about the situation than your actual participation in its cause. Remain calm with physical techniques like pinching your forearm to create a distraction, daydreaming about a cold beer on a warm beach, and being aware of your triggers (such as words like "a..hole").

### **Let them vent.**

You cannot correct the problem until the customer has fully vented their emotions. This can take some time. Key phrases to use are, "I want to understand this situation, so please tell me more," and to keep things calm, "We're going to make this right," and "I'm sorry you're upset, that is not our intent, we want you to enjoy doing business with us."

can backfire if the customer feels trapped (as in a closed office) or outnumbered (when you crowd staff around them). Feelings of entrapment lead to more agitation. There are people who indeed may want to hurt you. For all of these reasons, I think the best location is a quiet area of the store, within eyesight of other staff, so the customer knows they are being watched and you have some backup if things do turn physical.

### **Empathize.**

The situation causing the customer's upset may seem minor to you but it may have been one of several other aggravations in their life. Keep that in mind, don't take it personally and remember that the customer doesn't want to be upset and your goal at this point is to make sure they know you care. Say, "I'm very sorry this upset you. That is not our intent. We will make this better."

### **Listen to learn.**

As the emotions evaporate, details will emerge. Use phrases such as "Tell me more" to gather as much info as you can. Take notes to demonstrate that you

### **Make it stick.**

With an acceptable solution on the table, get confirmation by asking, "If we do (xyz) will you agree that is a fair solution? Will you continue to do business with us? Will you tell others that we are fair when issues arise?" Any answer less than "yes" to these questions means going back to Step 5 and asking, "Do you not think this is fair? Can you suggest a solution that works better for you and the dealership?"

### **Manage the aftermath.**

To get everyone back to normal, contact the customer the next day and confirm the solution was fair. (If not, go back to Step 5.) Tell dealership staff that the issue is resolved and they should treat the customer as if the situation never happened. No avoidance of the customer, no making fun of them, either.

These seven steps will work well for you. So well that by using them you will develop some of your most loyal customers, because it shows that when the going gets tough, you and your dealership can navigate the rough waters skillfully and enjoy the perfect days ahead. **1**





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# Distributor institutes grey market policy

SPEEDMOB, the California-based importer and distributor of Arrow and Giannelli exhausts, Airoh Helmets, USWE Hydration products and STM/Mole Meccannica products, made headlines in April when it announced it would no longer service, warranty or offer parts support for any imported product without a valid sales receipt from an authorized U.S. or Canadian SpeedMob dealer.

“To continue servicing and supporting grey market sold products would negatively impact our dealers,” said Tim Calhoun, SpeedMob president. “Grey market sales

are a disservice to consumers and also erode the brand value and return on investment for the dealers who stock, sell and service these brands.

“In the case of exclusive products, we will heavily enforce MAP policies and utilize all reasonable legal means to shut down the grey market selling of these products into this market,” he added.

## “Proof of eight hours of continuing education would be required for renewal.”

—N.C. bill that would license service shops and techs. Licenses would be valid for one year. More info: [Dealernews.com](#), searchterm=license

### > SPEED READ: RECALLS

#### Ohlins Racing TTX36 shocks.

Piston-shaft nut in some cases was not torqued at full metal-to-metal contact, the company said, because the top-out spring is preventing the piston to reach its final position due to high friction. This would result in loss of damping, and in some cases the shock absorber could come apart, Ohlins said. Consumers are advised to stop using their bikes until the product has been replaced.

#### BMW 2005-10 various models.

OEM issued recall for nearly 49,000 bikes from the 2005 through 2010 model years, as the rear-wheel mounting flange may crack if the rear wheel mounting bolts are over-tightened.

#### Ducati Multistrada 1200s.

Recall affects 5,962 bikes from the 2010-14 model years to replace the upper throttle cover with one that prevents the inner throttle sleeve from moving.

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**DEALERNEWS** ISSN 0893-2522 (print) ISSN 1939-1870 (online) is published 12 times per year by UBM Advanstar 131 W. First St., Duluth, MN 55802-2065. Subscription rates: \$50/yr United States/ possessions; \$66.50/yr Canada and Mexico; \$103.25 all other countries. Digital subscription rates: \$40. Single copies (prepaid only): \$8 U.S.; \$13 Canada and Mexico; \$18 all other countries. Back issues, if available: \$18 U.S. and Possessions, \$25 Canada and Mexico; \$30 all other countries; include additional \$6.50/order plus \$2/additional copy for U.S. postage and handling. If shipping outside the U.S., include additional \$10/order plus \$3/additional copy.

Periodicals postage paid at Duluth, MN 55806 and additional mailing offices. **POSTMASTER:** Send address changes to **DEALERNEWS**, P.O. Box 6050, Duluth, MN 55806-6050. Canadian GST number: R-124213133RT001, PUBLICATIONS MAIL AGREEMENT NO. 40612608. Return Undeliverable Canadian Addresses to: IMEX Global Solutions P.O. Box 25542 London, ON N6C 6B2 CANADA Printed in the U.S.A.

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