

ARE YOU EQUIPPING YOUR SALES WITH THE **NECESSARY** TOOLS IN 2020?

PX DIGITAL



+ 2020 **E-BOOK**



844.779.3444



PSXDIGITAL.com



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@POWERSPORTSX



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CHAPTER 1: THE FUTURE OF SALES

Sales as an industry is consistently evolving and requiring a more significant investment in technology to assist with everyday business operations. You must have the right tools and resources in place to put your sales team in the best position to succeed, and that means choosing future-proof tools and forward-thinking solutions as often as you possibly can.

As people continue to demand more from businesses, it can be hard to keep up with what people want. Even in an industry like powersports, where dealerships will always be necessary to some degree, the way things are done is continually changing and evolving.

While portfolios and lead gen sheets are still useful, they aren't the same powerful tools that they once were. Today's business needs to implement tools like email tracking, CRM software, and other software and virtual solutions that can give every department the best chances of success. **Most of all, this will make an impact in the sales department.**

Shifting Your Focus

Consumer demands used to be vastly different than they are today. At one time, people were simple and easy to sell to. There were fewer businesses, and even when consumers did "figure out" the sales tactics, they still bought into them nearly every time. Today's customer, however, doesn't want a gimmick or a pitch. They want someone who cares about what they need, and especially in the powersports industry, what they want.

You have probably all-but mastered the subtle art of maximizing sales on the floor, but what about when people aren't right in front of you? Does your team have the tools to get them there, or to sell to them in another way?

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If you aren't providing your sales team with the right tools to get the job done, it isn't just going to make things more difficult on their end. It's also going to cut into your bottom line because their productivity is reduced, **and they aren't generating as much revenue as they could be.**

What Customers Want

Today's entire sales focus is on delivering what the customer wants, not just what they need. With the inundation of internet dealers and online trading forums, there is a growing alternative market for powersports. If your dealership isn't catering to the customer experience to keep up with these alternatives, your sales will suffer as a result.

Customers want a lot of things, but primarily, they seek out dealerships that provide them with a hassle-free shopping experience and a sense of authority and reputability. You can't find those things in the average sales toolkit. Those are things you have to develop and foster for the company, which means you also have to reevaluate what you think of when it comes to "sales tools".

Your customers want to be able to walk into your dealership and walk out feeling like they were given the Royal Treatment and got the best deal in the building. **They want to feel appreciated**, and they want to know they are working with powersports professionals that know their stuff. That's why a strong reputation and sense of authority are far more valuable than a great sales pitch.

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The Statistics of Sales Trends

For those who are skeptical about this new approach, **the proof is in the numbers**. Understanding sales trends is a critical element in creating your new sales toolkit. When you don't give your team the tools they need, it decreases productivity and reduces potential revenue as a result.

A recent report on sales tools and trends showed that nearly 80% of the organizations surveyed reported spending \$1,000 or more on sales reps individually to assist with technology and other sales tools throughout the year. More than half of those organizations reported spending up to \$2,000 or more per sales rep for new technology and tools.

Why are companies willing to spend this money? The proof is in the results. When you take advantage of technology to automate tasks and give your sales time more time to focus on sales, the results happen naturally. Your sales team shouldn't be chained to a desk. They should be equipped with the sales tools to create the ideal customer experience in any environment.

Keep Your Sales Team on the Sales Floor

Half of the point of technology tools and mobility in sales platforms is that customers are no longer willing to come to you and take whatever you have to give them. While a desk might be necessary for a few forms here and there, take a look at the most successful dealerships in your area—**they no longer have offices miles away from the showroom or sales floor**. Now, the desks are integrated into the space so that people are constantly reminded of why they came.

If you can upgrade your technology and increase the way your sales team utilizes those types of tools, you'll find that your numbers will start to rise. When you take people away from the shiny toys on the sales floor, they have time to forget about the excitement and rethink their buying decisions, too, and that's never something that a dealer wants to see. Second-guessing is bad news in an industry like powersports where almost all purchases are made for pleasure.

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Arm your sales team with CRM software, a solid brand authority, and the resources to create the perfect customer experience without having to leave the sales floor, and you'll reap the rewards in kind.





CHAPTER 2: CRM SOFTWARE AS A SALES TOOL

CRM, or Customer Relationship Management, software is an integral part of any successful powersports dealership. This isn't like a big-box retail store where any customer off the street will get the numbers that the company needs. **Powersports is a pleasure industry, and it's one where customers matter, probably more than ever before.**

You're probably thinking that you've already covered CRM software when reading information about the customer experience and the best customer service tools, and you probably did. However, this unique platform caters to today's customers so well that it deserves a second mention. It is actually becoming one of the most effective tools for any powersports sales team. Relationships are important and when you have those under control, your sales will take care of themselves.

How to Put CRM Software to Work for Sales

Just having a good CRM platform is enough to get your sales team motivated and get them on the track to success. However, there is still more to it than just implementation and daily use. Here are a few ways that you can focus on your platform and use it to empower your sales team to increase their results.

- Make sure that you integrate your CRM with the rest of your sales tools and technology, and choose one that integrates seamlessly to get the best results out of your investment.
- Choose a customizable platform that you can set up so that it offers dynamic solutions for your powersports dealerships. Being able to create custom tools and tech solutions is one way to empower your sales team to make the transition to the future of sales.
- Integrate your lead gen software with your CRM, allowing you to track all demographic and personal user data from one place. Since repeat business is more valuable to your bottom line than a new customer, having all the statistics on hand so that you can nurture those relationships for future sales.
- Automate tasks and technology as much as you can with your CRM and other software tools. That way, your sales team will be able to spend more time with the customers and helping them get what they need. Sales technology is less about directly helping customers and more about supporting the sales team so they can focus on those customers who want a human connection.

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It takes an **AVERAGE OF 18 CALLS**
to actually connect with a buyer

Only **24% OF EMAILS** are opened

VIDEOS ABOUT PRODUCT FEATURES
are most popular! Followed by how-tos
and professional reviews

ON AVERAGE ALMOST 6 IN 10 BUYS
want to discuss pricing on their first call

65% OF SALESPEOPLE who use social
selling fill their pipeline, compared to
47% OF SALES REPS who do not



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The Benefits of CRM Software as a Sales Tool

CRM software can benefit the sales team in several different ways. Here are just a few of the perks to keep in mind.

- CRM tools give you a 360-degree view of every single customer, including their details, previous transactions, service visits, and other details. This puts everything in one place so that your sales team is ready to deliver the best customer experience every single time.
- Combined data gives you access to trends, patterns, and valuable insights that could impact buying decisions. Without CRM software, this data might never be realized for its potential. Now, your team can use it to make the best customer connections for new and future sales.
- When you know what customers want and need, you'll be able to change and improve your sales strategies to address precisely what they want. You will recognize cross-selling or upselling opportunities and be able to make more strategic decisions about lead generation and follow-up.

When choosing your CRM, you'll want to opt for one that takes more of a collaborative analytical approach, which is designed for sales-based businesses like your powersports dealership. These tools will feature robust tools and user-friendly integrated dashboards that make it easy to follow the customer journey and find every potential sales opportunity along the way.



CHAPTER 3: HOW BRAND AUTHORITY IS THE FUTURE OF SALES

Although it's not a physical "tool", brand authority is a big part of the customer decision making process. Think about it for a minute. Anyone can get on the Internet and search for almost anything and find dozens of retailers and dealers that sell similar products or offer related services. People need a way to weed through all of these options, so naturally people are inclined to find the most reputable of them all. **The easiest way to prove your value is to create that sense of authority with your audience.**

Brand authority means that people see you as an expert, of sorts, on your specific industry. In this case, that would be the powersports industry. If you are trying to improve the sales of your dealership, you need to give it a stronger reputation. In today's sales environment, that means creating a solid brand and a sense of authority that shows people that you are the right person for the job.

Building Authority

Creating that sense of authority starts with providing answers. Think about the things customers most often ask. Consider what features and elements of buying a powersports vehicle are most complicated or misunderstood. Take that information and start creating content to help people better understand the industry. If you have a blog on your website where people can find information on various products, how to shop for powersports equipment, and other relevant resources, customers will see that you have more to offer than just something to sell.

Remember that even though you're in a specialty industry, you aren't getting exclusive rights to more customers. You still have to earn them, and in many cases, you might have to work twice as hard to prove that you're the best for their powersports needs because you are in a specialty industry.

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Using CRM Tools to Support Branding and Building Authority

This is yet another way that you can put that CRM software to work. As discussed earlier, it will be easy for you to incorporate a sense of authority when you know what your customers want. **Plus, your platform can take care of your day-to-day tasks and allow you to be available to people as needed.**

So many people talk about responsiveness in sales and especially in dealership sales, but imagine being able to do something that allows you to set things up so that you can take a proactive approach to customers, sales, and every aspect of your power-sports business. When your tech tools are taking care of all of the tedious background work, you'll be able to invest your time in curating or creating content for your audience and finding new strategies to help build and maintain your sense of authority.



CHAPTER 4: THE BEST POWERSPORTS SALES TOOLS FOR 2020

So, now that you're more familiar with the changing landscape of powersports sales, it's time to invest in the best tools for the job. Remember that "sales tools" aren't always about selling, and their main goal should be to improve the efficiency and results of your sales team. These tools can provide a variety of benefits and change the way your entire dealership operates for the better.

In 2020, the biggest goals of your sales team's toolbox will be things like:

- Offering a more straightforward, less expensive process for hiring, training, and managing your sales teams
- Provide more accessible and actionable data to provide customers with the experience that they want
- To enhance productivity and improve workflow by automating redundant and time-consuming tasks
- Offering easy integrations with other software tools for combined resources and tools that approach the customer experience as a whole
- To provide access to critical metrics and data, such as lead generation statistics, close rates, and return customer analytics

The Tools Your Powersports Dealership Needs for 2020

We've already talked about CRM software and how it can benefit your sales team and become a sales tool as much as it is a customer service resource. However, it's truly a critical element, and we feel that it's worth mentioning again. Invest in a solid CRM, first and foremost, like the dynamic PSX solution for powersports dealers.

Social media is a must-have, and you should be using it in as many different ways as possible to reach your customers. It's not just about posting your latest acquisitions or specials on your Facebook or Twitter feed. You should also use this space to post relevant informational posts, links to articles, and links to your dealership blog. If you don't have a blog, start one as soon as possible. It's cheap (or free) and it's a simple, effective way to build that brand authority discussed earlier.

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Automation and integration software and tools will also become an essential part of your sales team's toolkit. Their focus should be entirely on customers and sales, so if you're able to implement software that can automate tasks and integrate applications for information sharing, you will see plenty of benefits as a result. Tedious paperwork and other time-consuming tasks are best left to anyone besides the sales team, and when you utilize software solutions, you'll have to hire fewer employees to fill in the gaps.

Be the Resource for Your Sales Team

Your sales team is depending on you to equip them with the best tools for 2020 and beyond. You can't do that effectively until you understand the nature of the powersports industry and how its sales are consistently evolving, and the customer market is changing. In addition to supplying your sales team with the right tools for the future of your dealership, you have to educate them on why it matters.

Consider investing in a little training for each of your sales reps when you implement new technology or sales tools. No matter how successful the tool, if the team doesn't know how to use it, there is going to be a discrepancy in the success rate. You can't just hand them a new CRM platform or develop new marketing strategies without teaching them how to make the most of the efforts. Whether you realize it or not, **you are one of your sales team's best tools both now and for the future of the dealership.** Use that to your advantage.

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SALES@POWERSPORTSX.COM



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