

DO I REALLY NEED  
**AUTOMATED  
MARKETING  
TOOLS**

FOR MY  
**POWERSPORTS**  
DEALERSHIP?

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**PX** DIGITAL

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**+ 2019 E-BOOK**



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## SELLING WITH CRM IN POWERSPORTS

The CRM process for powersports is close to identical with the process for automotive sales. But the few differences that exist are crucial to understand. That's why powersports dealerships can't just keep doing what car dealerships do.

Here's a breakdown of the big differences:

1. Powersports vehicles are like toys, making them similar to retail sales.
2. Powersport vehicles offer more accessory sales than practical vehicles.
3. Your customers have more excitement than car buyers.

It's much more likely in a powersports dealership to have multiple customers per salesperson than in an automotive dealership. The reality is it's hard to hire salespeople for powersports. Often, the people who are in these positions almost unanimously love the products and use powersport vehicles themselves.

Your sales team wants to get more vehicles into the hands of your customers. And having a CRM process that fits your industry is the easiest way to make that happen.

### Where the loyalty lies

As in the automotive industry, customers tend to be loyal to a salesperson they are familiar with. Also, because there are fewer stores in this industry, customers tend to be loyal to a particular store. So how do you get customers to be loyal to your dealership and your sales team? Show that you have the expertise.

With internet marketing, businesses often end up with more leads, but their salespeople find it increasingly difficult to make a personal connection. It's not news that making connections with customers is where salespeople shine.

What can the salesperson do to mitigate the loss of personal connection in the sales process? Be quick. Be responsive. Answer their questions. Basically, show that you have the expertise.

Unfortunately, your sales team can't wait for a customer to walk through the doors of your dealership before that happens.



## SALES AND MARKETING AUTOMATION

**The sales process starts online, before the prospective customer ever meets a member of your sales team.** And because web traffic generates so many leads, your salesperson can't follow up on every single lead, even though that is what salespeople used to be taught.

**2x**  
more shoppers  
research vehicles  
online vs at  
dealership\*

**95%**  
of buyers start  
their vehicle  
search online

It's not just leads we're talking about either. What about after the vehicle sale? It's not realistic to expect your sales team to contact every existing customer for potential follow-up sales. With powersports, as you know, there's a lot of opportunity for those extra sales. Cars are bought for need, powersport vehicles and accessories are not.

Put simply, buyers are willing to do more to get the "new toy" than to get a new car for their daily commute. And that level of customer excitement means the buying cycle is quick. Your team needs to be able to keep up. In fact, it's not uncommon for a customer to be back buying another vehicle in only two years.

The only way to respond fast enough, and not lose a huge number of leads, is through marketing automation.

\*According to "Automotive Shopping Study" January 2017



## Dealer branding

What kind of results can automated marketing generate? We've seen up to 60-70% open rates for emails in the powersports industry. And we've seen up to 30-40% click-thru rates. The fact is salespeople can be more aggressive because the customers WANT to spend money on these vehicles.

But the secret to getting those kinds of open and click-thru rates is branding. You've got to "sell" your dealership to the customer. Just like in automotive sales, you can't rely on original equipment manufacturer branding alone. Your customers can't just want the product. They have to want to get it from you specifically.

That's exactly where automated follow-up allows you to provide relevant information that your leads want to open and read. By tracking the interactions a customer has with your website, your automated marketing platform can help the sale along by sending the right information at the right time. That's much different from -- and much more effective than -- forcing a sale with no information about where your customer is in the process.

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60-70%  
email  
open rate

30-40%  
email  
clickthrough  
rate



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Here are the four things you need to concentrate on for customer experience on your website:

1. Getting them where they need to be with one click (an inventory page, for example).
2. Using a headline to pull them in.
3. Making an offer that tells the customer what they get out of it.
4. Ending with a call-to-action that lets your customer know specifically what you want them to do now that they are on your site.

One of the most important things you can ask a customer to do once they reach your site is provide two crucial pieces of information -- their mobile phone number and email address. Also, be clear why you need that information from them.

*It's like this. When a person is looking at a picture of the machine on your website, that's the time to get them to set an appointment. Their mind is on that particular thing. A CRM app allows that to happen instantaneously.*

The truth is customers don't shop around for powersports vehicles by visiting multiple locations. They go to a store to buy, not to browse.



## HOW AUTOMATION CREATES A BETTER CUSTOMER EXPERIENCE

Marketing automation puts customers into categories that are appropriate to where they are in the buying cycle. That means your team follows up with the individuals who are likely to buy soon, not those that are not ready to buy. It saves your salespeople time and makes it easier for them to close a sale.

Know this: anything that makes your salespeople look good makes your dealership look good.

But the internet makes the face-to-face meeting (what salespeople are good at) get pushed further back in the sales process. Instead, your digital branding and marketing automation needs to do the work of getting customers to choose you.

**People often shop around online before going to physical stores. So when they arrive at your store, they have likely already decided that you are the dealership they want to work with.**

The job of the salesperson, then, becomes one of securing that purchase.

*The downside to this is that if the face-to-face interaction gets messed up, the customer has probably already looked up the alternative places they can buy what they are looking for. So the salesperson's job is crucial. Just because a customer is ready to buy, and has decided to buy from you, does not necessarily mean they will buy from you.*

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What your salespeople need to do then, is get the customer's information right away, and get the information the customer needs to make that purchase. With the PSXDigital marketing automation platform, your team can take that information down easily with their phone and find whether the customer is already in your system. They can also immediately check the inventory to make sure the dealership has the item the customer wants.

The biggest takeaway here is that people are making their buying decisions OUTSIDE your store. So your digital presence and CRM process have to be persuasive.

*Marketing is more complicated now, especially because there are more options than the standard radio and television commercials. The idea behind marketing campaigns is the same as it used to be, but being able to connect with prospects on a one-to-one basis before they step foot in your store is definitely a game changer.*

Customers expect the ease of experience to transfer through the whole sales process, too. The ability to use one platform to complete the sales process is a major advantage. For instance, if your CRM app has easily accessible links for credit applications, it makes the experience that much quicker and easier for the customer. Your salesperson will have the tools to get that information to the customer.

The reality is that inefficient CRM results in duplicate contacts in your system. You need a smart CRM application that can sort through whether two people are in the same household, someone changed their email address, or someone changed their last name. You don't want these people getting multiple contacts about the same offer. You know how annoying it is to get two or three copies of the same direct mail piece and the resulting paper pile-up.

**A properly maintained database makes all the difference in customer experience.**



According to Nuclear Research,  
**95%**  
of companies benefit  
from marketing  
automation

Typically with an  
increase in marketing  
productivity up to  
6.9% and 4% increase  
sales productivity.

*\*According to Nuclear Research*



## WON'T AUTOMATED MARKETING ANNOY MY PROSPECTIVE CUSTOMERS?

Automated marketing will only annoy your leads if you are doing it the wrong way. What is the wrong way? Sending eblasts.

Don't send eblasts. Seriously. Stop. You will get blocked by spam filters.

Instead, send your leads relevant, useful content. You have to give potential customers the information they are looking for. If they open and click, then you know the content was helpful or useful to them.

*And how do you know if leads are opening and clicking the link in your dealership's email? Simple. An automated marketing app like PSXDigital tracks that information for you.*



## Timing is everything

Regardless of the marketing avenue you take, you have to wait for customers to indicate that they are raising their hand. That means the customer is ready to listen to your offer.

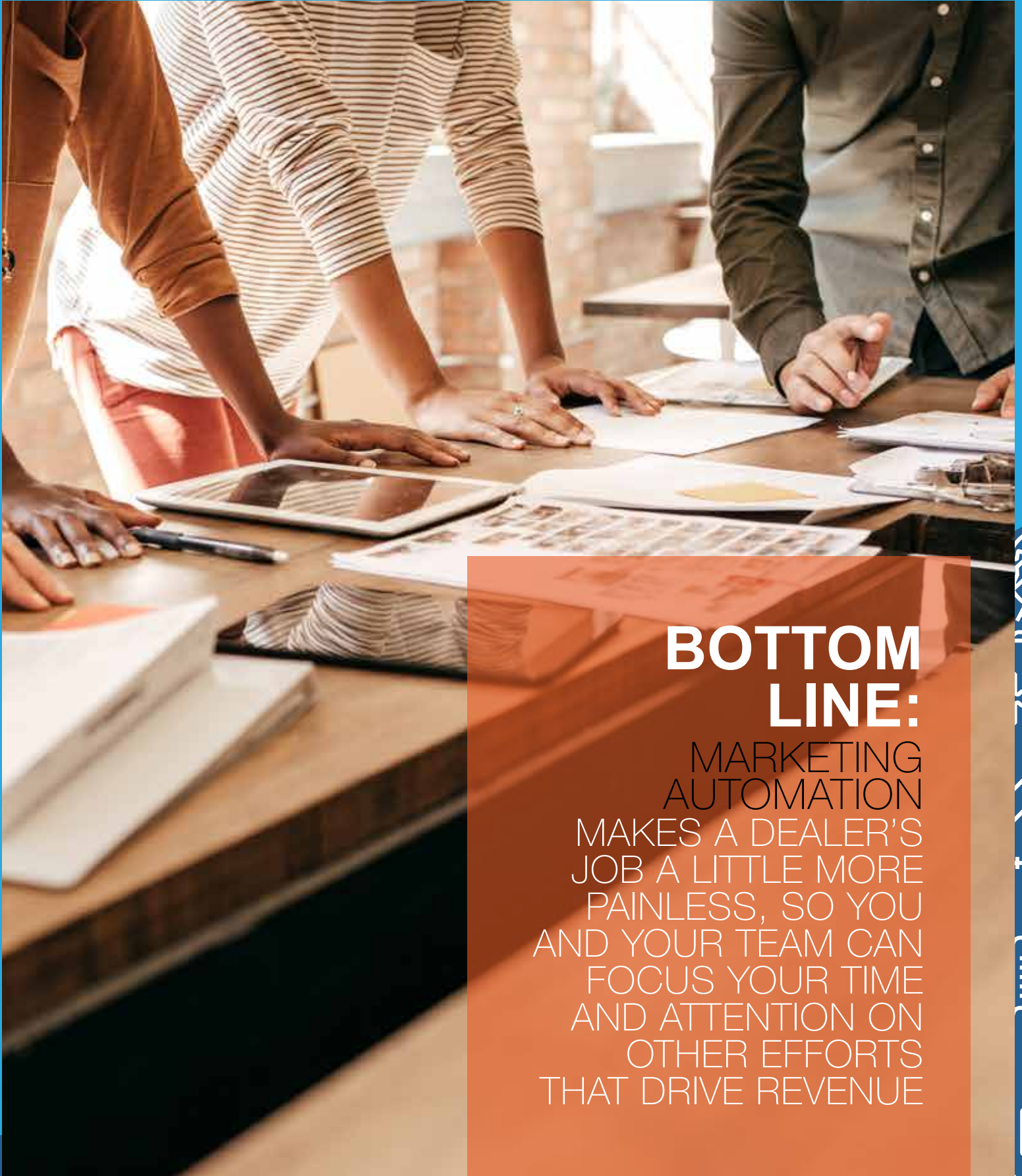
If you can interact with a potential customer while they are on your website, looking at your inventory, then they are likely to be open to your offer. Sending a response the moment they stop looking makes it more likely that they are still on their device and will get your message. A response sent later is likely to go unnoticed and unread because they have moved on to the next thing on their to-do list.

Only automation can nail timing like that.

*Online behavioral analytics really allows marketing professionals to see when to interact with the customer at the right time. For instance, the PSXDigital platform will recognize that a lead looked at an item in your inventory and will send an email asking if they'd like to talk to a salesperson. It's about hitting them with the question when they're open to it and thinking about it.*

Your CRM app should be telling your salespeople when to reach out with an email or phone call. It should not be the other way around. A CRM absolutely should do more than just recording when a salesperson decided to reach out.

In the past, powersports salespeople almost never knew when a lead would walk through the door. With marketing automation, you have the data about when they've been browsing your online store. That information allows your salespeople to start the sales process before the customer ever walks in your dealership.



## **BOTTOM LINE:**

MARKETING  
AUTOMATION  
MAKES A DEALER'S  
JOB A LITTLE MORE  
PAINLESS, SO YOU  
AND YOUR TEAM CAN  
FOCUS YOUR TIME  
AND ATTENTION ON  
OTHER EFFORTS  
THAT DRIVE REVENUE



## Texting is a part of the new CRM process

It's true that people get so much email they don't even open a lot of it. That's why timing is so important. But you do have other methods to connect with your leads.

*Texting can fill the gaps left by the shortcomings of email communication. You can't make first contact through text, of course, but a salesperson can follow-up with a customer through text after the customer has made the initial contact. Let's be clear that texting is not a marketing strategy, but it is definitely a useful sales closing strategy.*

A person is much more likely to know they are missing their cell phone than to realize they are missing their wallet. People always have their phones on them.

Unfortunately, there is a pitfall to salespeople contacting customers on their own personal mobile phone. It leaves the rest of the sales team and management blind. That's where a powersports specific CRM application really benefits dealers. Salespeople can text a customer just like they normally would, except they do so through the application, providing documentation for the rest of the team.

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When your sales team sends their email and text communications through the PSXDigital app, they also have quick access to all your dealership's links. The platform makes it easier for salespeople to get customers the right information, when they want it.

How will your team know which avenue of communication to follow -- email, text, or phone call? Follow the lead of the customer. If they want to text or use a chat function, don't try to call from the chat unless the customer asks.

Pay attention to the customer mindset. If they elect to communicate through chat, it probably means they do not want to talk on the phone right now. We have the technology to unobtrusively get the customer what they want and make life easier for the salesperson.

Smartphones are always within arm's reach of your customers, providing access to website, social media, and email marketing. And the fact is that powersports see a lot more mobile-generated sales than even the automotive industry. Your company can't afford to miss out on the sales generated by an effective CRM process.

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For more on this topic, check out these titles on our blog:  
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