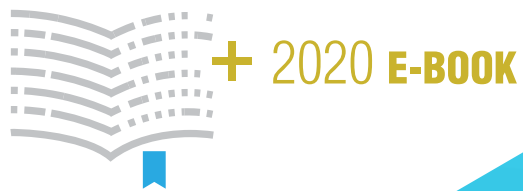


TECHNOLOGY
ENHANCEMENT:
**SHIFTING
FROM**
OLD SCHOOL
TO *NEW SCHOOL*

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CHAPTER ONE: SAY GOODBYE TO OLD SCHOOL SALES TACTICS

Although they might not admit it, those who have been in the sales game for a long time have a lot of fear surrounding the new school of technology. For starters, now that customers handle as much as 70% of the buying journey on their own, many old school sales pros feel like their skills and experience will mostly be useless. To them, the new streamlined customer experience is too generic, allowing anyone to jump in and finish the sale, all but nullifying the years they spent fostering relationships and working on deals the old-fashioned way.

The reality, of course, is that no one is being made obsolete with new sales technology enhancements. These resources are designed to make the entire backend process easier so that sales professionals CAN focus on the customer and spend more time working with the sales process. Unfortunately, there are still some that aren't fans of the digital nature of modern sales, but that's an adjustment all sales teams are going to have to make.

Sales is No Longer about “Selling”

The biggest hurdle for the old school mentality is getting rid of the idea of selling as an active effort. In today's powersports industry and most sales climates, selling has become a passive act that happens while reps are providing other services. If you craft a strong brand reputation and a sense of authority with your audience, for example, you won't even have to mention that you also sell powersports equipment. They'll figure it out, and they will appreciate you for it.

In the past, the sales mentality, for both consumers and salespeople, was that their job was to sell a product or service. The customer expected the sales pitch and sometimes was even armed with rebuttals in advance for when they weren't interested. Think of how often you approach a customer in your dealership and they immediately inform you that they're “just browsing.” **This is a reaction to the old school sales methods, and it's one that many people still harbor today.**

Changing the Sales Mindset

Almost all of the fears surrounding the transition to new school technology are about being replaced. As mentioned above, these software and technology advancements have been designed to help the sales team, and you need to impress that upon

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them. People assume they're going to be stifled by technology and new processes, or that their superiors will be tracking their every move and expecting too much.

This is the furthest thing from the truth. All of the sales tools and technology available today have been created specifically with the sales professional in mind. As such, they are designed to offer assistance by doing things like streamlining relationship management and email tracking so that the people can spend more time on the customer relationships, which is precisely what old schoolers are used to.

New tools are designed to be just that—tools. To get your team on board, that's how you need to present it to them. Showcase the highlights and best features of the new PSX platform, for example, and point out all the ways the technology handles all of the tedious work. Show them how you can automate processes and use mobile technology so that they can spend more time on the sales floor—and most importantly, always make sure that they know this is the end goal. We'll get into more detail about helping your team transition later, but this is a good place to start.

The Customer Experience

Technology has been developed for powersports sales, as well as other sales operations, based on the primary focus of the current commerce market: the customer experience. Today's customer wants more than someone to sell them what they need. They want a trusted authority with whom they can establish a relationship so that they have someone on hand for all of their needs.

Because of this, today's technology has been designed to allow your sales team to spend less time at the desk and more time on the floor doing just that—building relationships and creating that sense of authority that customers crave. Old school methods don't work because people aren't buying in the same ways that they used to. They're doing a lot of the work themselves and many customers aren't even approaching a salesperson until they're ready to complete the purchase. Keep reading to learn more about the new school of technology and what it means for your powersports dealership, and more importantly, for your sales team.



CHAPTER TWO: THE NEW SCHOOL OF SALES TOOLS AND TECHNOLOGY

Software manufacturers are developing several solutions designed to change the way that sales teams do business. With those applications and tools, more brands are highlighting the features that contradict so many old school fears and concerns. The most significant change is the disappearance of the actual sales process, as more customers handle the beginning stages of the process themselves.

The focus on the customer experience means that sales teams have to partner with marketing teams to help generate content and set up a structure that will guide consumers through the stages of the sales process that they undertake themselves. They will also need to build connections and awareness through social media, and learn how to incorporate those resources in their own sales efforts.

Finally, they will need to understand the analytics behind it all and how the modern buyer wants to experience the sales journey so that they can respond in kind.

Get to Know Your New Toolkit

Before you can get the sales team on board with new school technology, you have to figure out what solutions are available and which ones are best suited to your needs. There are a variety of new tech tools on the market today, and each has plenty of value for the future of sales and creating a better customer experience.

One of the most valuable, and perhaps most commonly discussed, new technology tools for sales is CRM software. Customer Relationship Management solutions are designed to integrate customer data and provide a 360-degree picture of the customer profile, experience, and history. These platforms are designed to be user-friendly and easy to integrate, connecting your entire dealership and giving your sales team more freedom to roam.

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For those who aren't familiar, the entire goal behind a CRM platform is to create a space where you can collect, manage, and analyze customer data in one place. Some platforms offer integration with marketing tools and solutions, while others function as standalone customer management tools. The better option is usually to choose one that you can integrate, but every dealership will have to find what works for them.

Other standard tools used in the new school of dealer sales include social media accounts and social media management tools, automation tools, and authority-building resources like a company blog.

How to Choose Your Most Valuable Tech Tools

Some companies have a strategy from the start and feel like they know exactly what they need. Others will find themselves looking for help in choosing the right technology to incorporate into their dealership operations and sales toolkits.

Regardless, it's essential to consider a few different elements in your decision.

- ***BENEFITS:** What does the technology offer to your sales team, as well as to the rest of the dealership? Is it worth the investment? The good thing is that thanks to the Internet, most of the marketing and sales tools available are more than affordable and worth every penny.*
- ***FEATURES:** Don't just look at the features offered by the tech tools that you're considering. Compare the features to the things that you need in a software solution to help streamline your powersports dealership operations. It doesn't matter how many features a solution has if it doesn't fit the needs of your dealership.*
- ***EASE OF IMPLEMENTATION:** The most significant selling point of many of the new school sales tools is that they're seamless and quick to integrate and have you up and running in no time.*

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- *EASE OF TRAINING: How easy is it going to be to get your sales team on board with these new tools? Especially if you have an older staff, you'll need to consider the adoption hesitation by those who are used to old school sales. Make sure that you choose platforms that have user-friendly interfaces and make your sales team feel like they're winning when you integrate them.*

You'll probably also have to factor in things like your budget and scalability needs since every powersports dealership has a different need in terms of technology capabilities. The more basic elements are probably already at the forefront of your mind, but it's important to keep the factors above in mind when you are comparing your options and considering upgrades to your sales toolbox.

Integrate, Automate, Adapt

The biggest key to success with technology in your powersports dealership is to get everyone on board by showing them how easy it can be. The solutions that you choose should be focused on three major areas to be the most useful for your sales team: integration, automation, and adaptation.

These are all tasks currently being done by humans, and doing them can take a lot of their time. The technology and software tools available today are designed to take over tedious tasks and things that can be streamlined or automated for improved operating efficiency. Calling them technology enhancements makes it easier to convince your old school sales teams that the computers aren't coming to take over.

Make sure that you take the time to learn all about the different tools available for your powersports dealership. You'll be surprised at just how many areas of improvement are possible with a few upgrades to your technology. If you want to drive sales, **start by enhancing the customer experience and giving your sales team the tools to focus on their customers instead of their paperwork.**

44% OF BUSINESSES plan to increase technology spend in 2020
(UP FROM 38% IN 2019)

Business adoption of AI-Powered Technologies is
EXPECTED TO TRIPLE BY 2021

1/3 OF PEOPLE use their smartphone as their primary device to access the internet (& that number is growing)!

MORE THAN 80% of customer chat sessions can be resolved by a chat bot

Up to **79% OF SMARTPHONE** users have made a purchase online using their mobile device





CHAPTER THREE: MAKING THE TRANSITION WITH YOUR SALES TEAM

Everyone is hesitant when it comes to change, but it is a necessary part of the business. Instead of just making the changes and informing everyone later, you should work with your sales team to keep them on board and ensure that everyone gets through the transition without issue. It may be harder to convince those who have been in the sales game for decades, **but it's all about taking the right approach.**

How to Get Sales Reps on Board

When it's time to upgrade technology, your first goal should be to find the solution that has the most benefits and applications for your sales team, as well as the rest of your dealership. If, for example, you can find an integrated CRM that makes everyone's job easier, it is far more likely that people will get on board from the beginning. If you go find a new tool and tell people to use it, there is likely to be some resistance.

Once you've decided on a specific solution or new technology enhancement, take the time to get a closer look at it. Nitpick for every benefit and advantage that you can find, and go to your sales team armed with plenty of information to convince them that change could be a good thing and that this new technology is being implemented for their benefit. Once in a while, you have to remind people that you have their best interests in mind.

User-Friendly Sales Tools Make for a Seamless Transition

Perhaps the best way that you can get your team on board is to provide user-friendly sales tools and resources that give plenty of benefits without making them feel obsolete or out of the loop with the current sales market. **If you choose the right tools, they should speak for themselves and convince your sales team that you are looking out for their best interests.**

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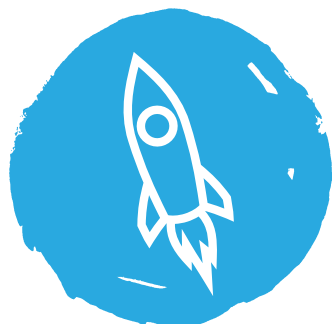
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Consider the tasks that you hear complaints about most often. What do your sales reps hate dealing with? Perhaps they don't like the current email system because it takes too much time to send emails to customers individually. Maybe they're not a fan of inputting and tracking customer data in multiple programs for profile information, transaction history, and other demographics. Find the tech tools that answer your sales team's biggest grievances and you'll have no time getting them on board.

The Importance of Investing in Your Team

Sales don't just make themselves. Your sales team is responsible for carrying them through and you need to show them that you appreciate their role in the dealership. If you don't invest in your own sales reps, how do you expect to get anyone else to invest in your brand? Studies have shown that the leading companies in the world invest as much as \$1,000 to \$2,000 per salesperson, per calendar year, which goes toward training, technology, and new sales tools.

If you aren't going to invest in your people and equip them with the best tools for the job, what is going to encourage them to give **their best?**



CHAPTER FOUR: FUTURE-PROOFING YOUR POWERSPORTS DEALERSHIP

Since you are already making a significant investment in technology enhancement, it makes sense to choose the solutions that are the most future-proof. That way, you're getting the most value for the money and you're saving your sales team the hassle of having to learn new tools or upgrade their software every single year.

How do you find future-proof solutions? Many factors can make a tool “future-proof,” but the biggest element is the ability to scale, adapt, and grow with your dealership over time. Changing the sales culture and the conversation around technology-based sales tools will also be imperative because **you can have the best tools and still not get results if your reps aren't on board.**

Implement solutions like the PSX CRM platform that is full of clearly visible benefits and that make it clear that no one is being replaced. Once people are on board, get them involved in keeping things adaptable and helping the technology grow with your dealership over the years.

Scalable, Flexible Tools and Solutions

When you are outfitting your dealership with new school technology, you have to find the right solutions. Part of your decision will be the features and tools that offer the most benefits for your business. For example, having an integrated CRM that can track email marketing along with customer data, transaction history, and other factors can offer flexibility in keeping track of your customer database, making it easy for your sales team to take care of things on the back end.

The other part, and the deciding factor that could lead to future-proof solutions, is finding tools that are:

- **SCALABLE:** *You need a platform that fits your needs now, but that will also give you the chance to change, grow, and adapt as future sales needs and customer experience demands change.*
- **FLEXIBLE:** *The nature of sales is fickle, and sometimes, things change at the drop of a hat. You want to make sure that you integrate a solution that can be adapted to fit the changing needs of your sales team and your dealership as a whole, not just for growth, but for all aspects of the sales process.*

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Change the Conversation: Eliminate Employee Fears

Starting immediately, once you have decided to invest in new sales tools and technology, you need to begin having a conversation with your sales team. Ask around and see who's the most concerned about changes. Start with them, and make sure that you lead with the benefits for the sales team, as discussed earlier.

Once you've decided on a specific solution or new technology enhancement, take the time to get a closer look at it. Nitpick for every benefit and advantage that you can find, and go to your sales team armed with plenty of information to convince them that change could be a good thing and that this new technology is being implemented for their benefit. Once in a while, you have to remind people that you have their best interests in mind.

Choose Tech Tools That Adapt with Your Growth

Finally, as mentioned, your technology enhancements need to be able to adapt. Future-proofing is all about investing in the future of your business now and taking advantage of the adaptability of those tools for your future growth needs. Choose platforms that can be scaled for things like business size and customer base, and that come from reputable software brands.

If you choose the best tools and products, they will be designed to offer an investment for the long haul.

You shouldn't need to replace or update your technology all the time. Simple upgrades and adaptations that are built-in will serve you much better. Remember, above all else, that this technology should be enhancing your sales team and your dealership as a whole. If it isn't, you might need to regroup and reconsider your options.

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