
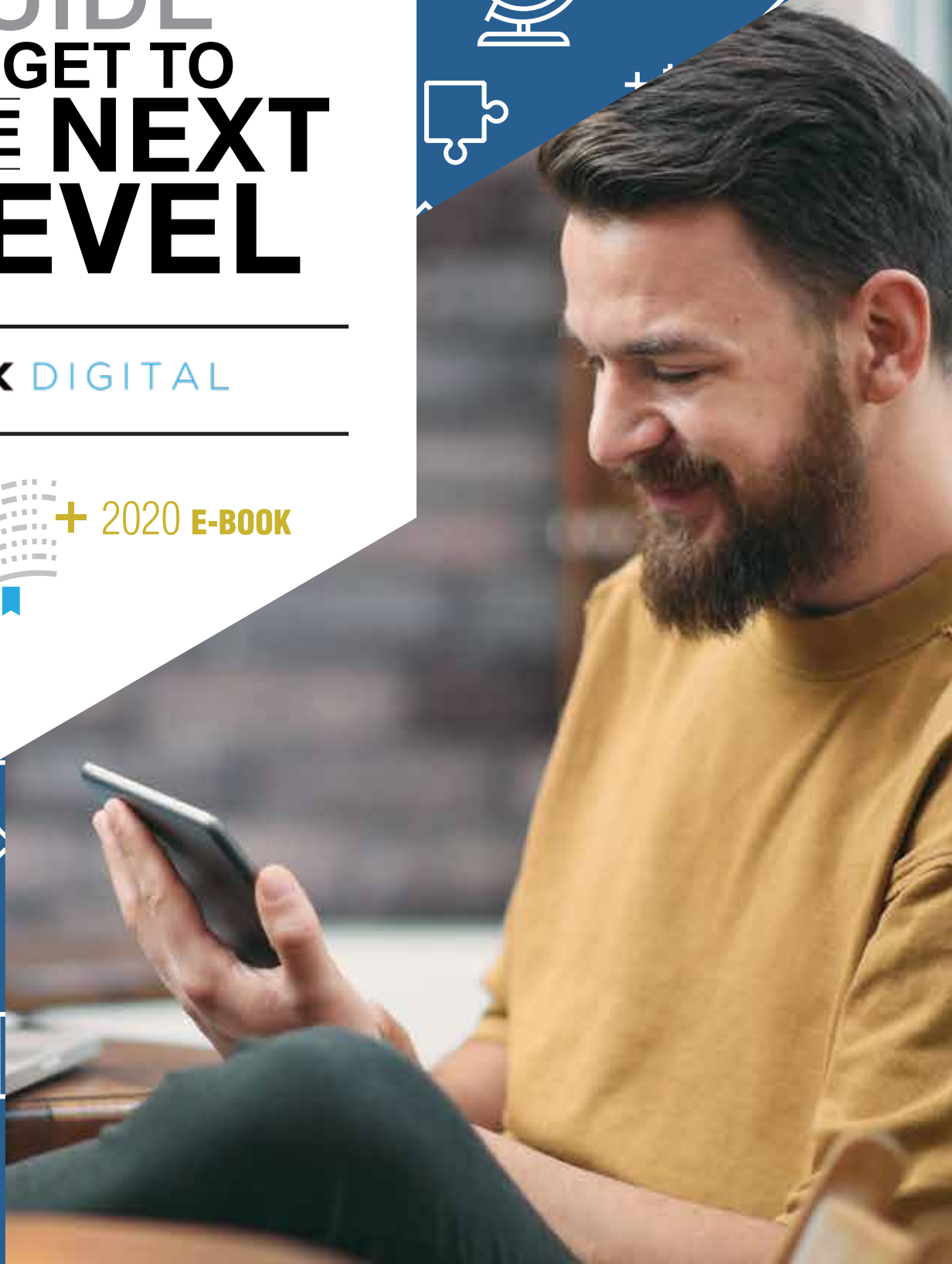


POWERSPORTS 101:
MID-SIZE DEALERS'
GUIDE
TO GET TO
THE NEXT
LEVEL

PX DIGITAL

 + 2020 **E-BOOK**



844.779.3444



PSXDIGITAL.com



PSXDigital



@POWERSPORTSX



TABLE OF CONTENTS

Chapter 1: Keep Your Growth Momentum Moving Forward.....	3
Going from Good to Better.....	3
Check on Your Virtual Dealership.....	4
Continue to Network for Ongoing Success.....	5
Chapter 2: Continuous Process Improvement.....	6
Are You Using Local SEO?.....	6
Upgrade Your CRM Platform.....	7
Capitalize on Online Marketing Tools.....	7
Chapter 3: Marketing, Customer Relationship Management, and Integration.....	10
How Internet Marketing Can Take You to the Next Level.....	10
Customer Relationships are Everything.....	10
The Future is Scalable and Integrated.....	11





CHAPTER ONE: SUPERSIZE ME- HOW TO KEEP YOUR GROWTH MOMENTUM MOVING FORWARD

There seems to be an endless stream of available resources that are dedicated to things like small business growth and taking a large business to the enterprise level. However, very few resources exist on how to make a medium-sized powersports dealership into a next-level giant in the industry, let alone how to find marketing resources and create useful strategies for their specific size and growth needs. Fortunately, we saw a need and have created this book as a part of our series dedicated to dealership growth at EVERY level: small, mid-size, and large dealerships.

In order to keep growing, you have to keep learning. There are a lot of pitfalls to being a mid-size business, but there are also a number of perks that come along with it. **For one thing, you've got plenty of room to grow and a variety of resources available to help you along the way.** If you think it's time to grow again, you have to start by coming up with a plan. If you don't know where you're at, you can't know where you're going.

In this first chapter, we'll cover how to go from good to better by taking stock of your current situation and seeing where improvements can be made. From there, you'll have a much better foundation from which actually to grow your powersports dealership. Keep reading, and get ready to take notes—remember, half the battle is knowing how to grow!

Going from Good to Better

It's great to be good, but it's better to be the best. How, though, can you put your aspirations of greatness into actionable plans? Creating measurable goals is a lot simpler than it seems, for the most part, and it starts by knowing what you want and where you want to be. You'll have to think about things like your current marketing strategies, what kind of growth goals you have in mind, and how you can get from where you are to where you want to go.

Let's pause for a minute. This might sound like a lot to take in all at once, but remember that **growth is a process.** It involves a lot of steps and even more planning, and it isn't going to happen overnight. Look at what the competition is doing. What's working? What are they doing that turns you off? Put yourself in the customers' shoes, as with anything in business, and think about what you would want from a bigger, better dealership. Make a list. Then, turn that list into actionable goals and see if your dealership measures up.

(Continued next page)



(Continued from previous page)

Check on Your Virtual Dealership

There are many people who want to dive into business growth without taking the time to actually learn about maintaining and creating more forward momentum. **They think they can just drive harder, market more, and reach farther, and get results.** While this might be effective in some cases, it's certainly not a reliable way to grow your powersports dealership. The first thing that you should do in order to figure out how to take your mid-size dealership to the next level is to assess your current level and find out where changes can be made.

SOME AREAS THAT COULD USE A CHECKUP INCLUDE:

- **YOUR WEBSITE:** *Every powersports dealership that wants to play in the big leagues needs to have a dynamic, interactive, intuitive, and user-friendly website that delivers exactly what customers want. If your website feels a little outdated, find out what the competition is doing and what you can do to future-proof your virtual dealership.*
- **YOUR SEO:** *You should be monitoring all of your marketing campaigns closely, but your SEO is one that deserves a special mention. Especially in the case of a dealership, you should be focused on local SEO and generating good quality resources for your local keywords. The Internet is global, but while Amazon and other retail giants may have no trouble shipping worldwide, it may be more difficult to garner sales from anything but your local or regional audience.*
- **NETWORKING AND LINK BUILDING:** *You can't just stop either of these two practices at any point in time. These are marketing and brand visibility strategies that will be continuous throughout the operation of your dealership. You should always be networking and building links with other reputable authorities and industry connections. These resources help increase your sense of authority as a dealer, and in turn, your customers have more peace of mind.*

(Continued next page)



(Continued from previous page)

• **YOUR TECHNOLOGY:** *Are you utilizing innovative, integrated technology solutions? Do you have a customized CRM platform that includes integrated marketing management and other operational solutions? There is so much that technology can do to streamline operations and help grow your dealership, and it's often a lot more hands-off than other options. Make sure that your tech is **always** on point if you want to reach your true potential.*

If, at any point in your maintenance review, you notice that any of these areas are lacking, take notes of things that need help. Even if you don't know how to fix the issues yet, at least you'll know what the issues are so that you can improve them as soon as possible. All of this is going to help you get your mid-size dealership to the next level with less effort and stress.

Continue to Network for Ongoing Success

Although we briefly mentioned networking above, it's something that deserves a bit more discussion. **Networking has always been a crucial part of business success.** In the virtual world, that is no different. In fact, it may be even more important than ever before. That sense of authority that you have is what many customers rely on to decide whether they want to do business with your dealership.

If you aren't networking, you don't have much credibility beyond your word. Sure, you might have user reviews or customer testimonials to offer, but those are only going to go so far. People want to know that other industry authorities and reputable sources find your business to be a value-added resource. They want to know that they are working with the best of the best at all times. If you aren't getting your dealership's name out there, people are left to wonder.

Take advantage of directories, as well as any link building opportunities you are given. Use social media to connect with all kinds of peers and professional associations, which will further solidify your reputation as an authority and help you reach the next level with ease.

Growth really just boils down to continuous improvement and development, and that's what we'll look at next.



CHAPTER TWO: CONTINUOUS PROCESS IMPROVEMENT

Continuous process improvement sounds like a complicated term, but it's also fairly simple. It is just a matter of continuing to improve the way that your dealership is operating to help encourage growth. Whether your goals are to become the biggest dealership in the country or just to get your mid-size business on the move toward becoming a large dealer, you have to focus on finding ways to improve the areas where you aren't quite perfect yet.

Fortunately, and unfortunately, in some cases, that is all too easy. There are plenty of areas that any dealership could improve its operations. Of course, some areas of focus will be more impactful than others. In the same regard, some improvements will make a bigger impression on your bottom line and overall growth, while others might not do much at all. **By taking the time to analyze first, as discussed in the previous chapter, it will be easy for you to figure out where to start.**

Are You Using Local SEO?

We also briefly touched on this in the last chapter, but it's a big element of your marketing strategy at this point in the game. As a dealership, you need local traffic and people who are actually able to come to your physical location. Thus, you will always need to have a solid SEO campaign in place that includes local keywords and geo-targeted content (location-based) to ensure that you are reaching the right audience. It doesn't matter how many interested customers you have if they're halfway around the world and can't actually buy your equipment.

Local SEO is tricky and must be done very carefully. Remember those directories mentioned previously? Those are a great secret resource for your local optimization. Simply having your business listed with its location boosts your local SEO because your name and location are out there together, in multiple places.

You should also consider adding local SEO to your blogs, social media posts, and other marketing campaigns and tools. That way, you are reaching out to your ideal audience in all of the ways possible. That will garner a much better result than if you are generically marketing to anyone without local keywords and targeted content. If you're struggling with SEO, consider hiring a professional to take care of it for you.

(Continued next page)



(Continued from previous page)

Upgrade Your CRM Platform

Perhaps one of the best ways that you can commit to continuous improvement is by upgrading your CRM platform and technology solutions. Tech tools change faster than most people realize, and if yours are outdated, they're not doing you any favors in terms of growth. In fact, even if they aren't negatively impacting the dealership, they could still be holding you back from doing so much better. Make sure that you take your CRM platform into account when you are analyzing the state of your dealership to set goals for next-level growth.

CRM platforms exist that run on the virtual cloud, meaning all that you have to do is have the software installed and let someone else host the hardware and the actual files. **These platforms are scalable and customizable, making them ideal for dealerships that are looking for continuous growth and improvement.** What better way to constantly keep up than to have a platform that will help you identify when it's time to grow, and save you from investing in an entirely new system?

Although there are a number of tools and resources that can help grow your powersports dealership from mid-size to giant-sized, the right CRM platform and online marketing tools make the biggest difference. Up next, learn more about why marketing tools matter and how you can use them to help you grow.

Capitalize on Your Online Marketing Tools

There are so many different online marketing tools out there today. No two are created the same, and while they each have their pros and cons, they also have a different use for some businesses than others. For example, as a local dealership, you're going to want to capitalize on things like the local SEO we just discussed. You'll also utilize local directories and industry links to help support your reputation and grow your brand.

However, there are a number of other marketing tools and solutions that can change the way that you look at your growth options as a mid-size dealership. Until now, not much information was available on which marketing tools are most effective in this challenging middle area, but it seems that a lot of businesses find success with things like those that we have discussed here. Blogs are also hot right now, as is social media.

(Continued page 9)



ONLY 4% OF COMPANIES
measure and manage their
documented processes

69% OF COMPANIES
had documented, repeatable processes
BUT ONLY 4%
measured and managed them

21.6% OF HIGHER-LEVEL MANAGEMENT
think that their processes are better
and more effective than lower
management and regular employees

NEARLY 77% OF COMPANIES
say their relationship with technology
is average or above average

87% OF COMPANIES
think digital will disrupt their industry,
BUT ONLY 44%
are prepared for a potential digital disruption



(Continued from previous page)

You can put social media to work both as an advertising tool and as a place where you can build your brand authority. This is done by offering resources and information to your audience without the expectation of getting anything in return. Studies have shown that, in most cases, dealerships that focus on giving people information and answers will have an easier time achieving next-level growth than those who try to sell every inquiry to the highest bidder.

See what the competition is doing and take notes. Figure out which marketing tools are going to help future-proof your dealership and give you the growth that you need. Look at large dealerships and even those at the enterprise level. **How are they different from whatever you are doing?** Take a special look at what they're doing with their online marketing tools and campaigns, as compared to what you're doing with yours. That's a great place to start to see whether you're heading in the right direction or how you can get on that path.





CHAPTER THREE: MARKETING, CUSTOMER RELATIONSHIP MANAGE- MENT, AND INTEGRATION

Integration is something covered even for startups, but it becomes much more critical as your business grows. Mid-size dealerships don't get a lot of attention in terms of marketing and growth assistance and resources. Fortunately, though, we've got the information that you need on how to utilize integration to build your CRM and marketing solutions so that you can take your dealership to the next level.

Even if you've already started the integration process, you need to keep going. Make sure that you take stock of your dealership operations and integrate as many aspects as possible. Give up on the separation of floor sales and Internet traffic, and accept that the future is in the form of a singular, dynamic dealership that exists simultaneously online and off.

How Internet Marketing Can Take You to the Next Level

Just as you used Internet marketing to build your brand from the ground up, it's now time to create a new online marketing strategy to take your mid-size dealership to the next level. Utilizing scalable, open-source solutions and creating evergreen content is a great way to make the most of marketing with a future-proof mindset. You should take advantage of social media to build brand authority, and utilize every business directory that you can find to make sure that your name is out there and people know exactly where and how to find you, no matter where they look.

Internet marketing is no longer a "good idea" for a business. It is still a fantastic idea, of course, but it has become a necessity. Even the modern powersports dealer needs a dynamic online presence in order to reach the widest audience. Your customers are online. Go out and find them.

Customer Relationships are Everything

One of the biggest elements of, and reasons for, integration is the customer. Those relationships are what will make or break your dealership's success. You really have to take the time to foster the growth and development of those relationships in every way possible. By utilizing integrated CRM and marketing platforms, you'll be able to carry customer information across all departments of the dealership and ensure that everyone is on the same page.

(Continued next page)



(Continued from previous page)

The only thing that you need to worry about when it comes to growth is how to improve your strategies and your day-to-day operations for the benefit of the customer. **After all, if you are trying to build a bigger dealership, you need more customers and sales. The rest will fall into place in time, but the customer must always be the priority.**

Your customers today want a seamless, hassle-free experience from start to finish. They don't want to talk to 10 different people along the buying journey, and they don't want to waste a lot of time waiting for answers and information. If you have growth in mind, all of your goals should be focused on giving your audience what they need, both in terms of products, as well as in terms of providing them with a new industry relationship that they can rely on for information and other resources, as well.

The Future is Scalable and Integrated

Now that you know more about how a small powersports dealership can begin to explore the growth process, you're probably eager to get started. You have to think forward and carry a growth mindset with you if you are really going to succeed at building your dealership empire. It's easy to get comfortable in success, but with the solutions today, it's also easy to grow beyond your wildest dreams. You simply have to know which resources to use and how to implement them.

The future of powersports, for any size dealership, is in integrated, scalable solutions that grow with the needs of the business over time. There is no sense in making growth harder than it has to be, after all, and with the available technology solutions today everyone can get a variety of tools and resources to help catapult them to the next level of dealership ownership.

Part of the issue, as discussed in the previous chapters, is in having the right mindset and mentality. If, however, you've mastered that, it's now time to master finding and implementing the best tools for the job. That will typically include, at the very least, a scalable, intuitive CRM and online marketing management platform that allows your dealership to handle all aspects of the transaction from a singular central database. The shared information allows for a more seamless customer transaction, which is exactly what today's customer demands.

As long as you are willing to learn, there are plenty of tools and resources available to help you make the most of your dealership growth. Remember to take advantage of all of the tools and information that have been given to you and do what you can to borrow from those who have gone before you. That way, you'll get the maximum results with minimal effort on your part, and that's always going to be good for next-level success.

THANK YOU FOR READING OUR 2020 E-BOOK:

POWERSPORTS 101:
MID-SIZE DEALERS'
GUIDE
TO GET TO
THE NEXT
LEVEL

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

<https://psxdigital.com/our-blog/>

PLEASE SHARE YOUR THOUGHTS
AND REACTIONS WITH US:
SALES@PSXDIGITAL.COM



844.779.3444



PSXDIGITAL.com



PSXDigital



@POWERSPORTSX