

POWERSPORTS
DESKING:

ITS CRITICAL ROLE

IN CUSTOMER RETENTION

PX DIGITAL



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E-BOOK



844.779.3444



PSXDIGITAL.com



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CHAPTER ONE: WHAT IS DESKING?

In the conversation surrounding customer retention, the big focus is on utilizing technology to engage people and keep them coming back for more. Of course, before you can embrace all of the available technology, you have to know what it is and how you can include it in your dealership. Desking is one of the topics that's trending right now. As more dealers look for better ways to improve the customer experience, it all comes back to taking the sales experience to a virtual space. Keep reading to find out what these tools can do and how they can change your customer retention for the better.

In the dealership world, "desking" is an age-old term that refers to the part of the transaction where you sit down and broker the deal. While this process used to be one that was an all-day event, for the most part, it doesn't have to be anymore. This is perhaps one of the biggest areas where you can get customers' attention and improve customer retention because, in today's fast-paced world, no one likes to wait. In this chapter, we'll cover the basics of desking and what it can do. Then, we'll discuss the effect on customer retention and how technology integration can set your dealership up for success in that regard and many others.

Desking Tools Streamline Deals

Desking tools are essentially a virtual version of the resources used by sales teams to process the transaction and close the deal. With these platforms, you will be able to handle multi-unit transactions, custom finance, and cash offers, and easy modifications to numbers and terms so that you can change things at the drop of a hat. You'll have all of the information for customers in real-time and you'll be able to tweak it as necessary until everyone agrees on the deal that is reached.

In terms of customer retention, desking tools are making the transaction process much quicker and easier than ever before. This means people are spending less time in the dealership waiting on paperwork, and more time out enjoying their new powersports toys. When people start to notice this, it's going to make a big difference. It's also going to make a difference in the daily operations of your sales team, who will spend less time on each deal and have more time to make new ones.

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Imagine being able to log onto any computer, anywhere in your dealership, and access the same platform and customer or transaction information at every point. This is exactly what the right desking solution can do when combined with the rest of your technology stack. You'll be able to process information and complete deals in less time than ever before, which looks good to current and future customers for a multitude of reasons.

Customers Appreciate Efficiency

Customers are simple creatures, for the most part. They want things done quickly and sensibly, and they want to get the best deal possible, or at least feel like they are getting it. Auto dealers get away with more in terms of the transaction time involved in completing a deal. Cars are usually a necessary purchase. Powersports units are generally something that people buy for fun. Therefore, they'll automatically have less patience and be less willing to wait around for the hours that it normally takes to process a deal and finalize all of the paperwork.

If you've got the right desking platform in place, you'll be able to give people the streamlined, efficient experience that they want every single time. You can create a more efficient sales team and take the hassle out of the paperwork process for everyone involved. Customers will notice this, and especially in a powersports dealership, they will give you extra credit for speeding the process up. As much as enthusiasts love their toys, no one wants to spend hours upon hours sitting around a dealership waiting to close a deal. Fortunately, the tools are out there to help you create a more efficient operation, so long as you know where to look.

The Internet is changing the playing field in terms of competition and where people can shop for their powersports units. Fortunately, when you take the time to implement the best tools and software for your dealership, you'll be able to stay ahead of the competition. Give your team the upper hand and give your customers the efficient, easy transaction they desire. That will get you started on the path to success in integrating technology like desking solutions for the benefit of your customers.

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Less Time Per Deal Means More Deals Per Day

From a purely selfish perspective, aside from the big topic of customer retention, the fact that you can do more deals in a day with the right desking tools is a big factor to consider. After all, some of these deals are going to be repeat customers, at some point. With the right platforms, you will be able to have everything optimized and streamlined in a single place, which allows your sales team to be more efficient on every level.

Whether it's a standard transaction, a multi-unit transaction, or a special situation, it's going to be easier to close the deal because the process is all streamlined in the platform and requires a lot less physical paperwork and effort. You'll have the tools to put the best offer on the table and tweak the numbers at the drop of a hat, helping the customer to arrive with you at the right deal in a lot less time than ever before. If you're spending less time per deal, you'll want to slowly increase the number of deals you make each day.

Remember, you're in an industry that's all about having a good time. If you can use desking tools and other technology to streamline operations, you'll be able to spend more time with your customers to make sure that they get the best deals every time, and you won't have to do much of the actual legwork yourself.



REMEMBER, YOU'RE IN
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CHAPTER TWO: IMPLEMENTING AND INTEGRATING YOUR DESKING SOLUTION

Once you've got a better handle on what desking is and whether it is a solution that should be on your radar, you'll be able to find a platform and implement it, while also integrating it with your other software tools and platforms. It's a process and it's one that might take a little work on your part, but the end result will be a well-designed desking solution that fits into your business seamlessly and gives people the resources and tools that they need. Read on to learn about choosing the right platform, how to implement new processes and best practices, and more.

Choose an Integrated Platform

While there is any number of potential platforms out there that offer some type of optimization assistance, they don't all integrate seamlessly into each other. Take the time to look for a platform that is going to give you the best integration with your existing technology. This could be a product from the same publisher or company, or it could just be an open-source platform that fits into any technology stack. Either way, it needs to suit your needs.

The best choice, of course, is to work with a single system like the PSX Digital suite of solutions that includes a desking platform and many other powersports dealership sales and

marketing tools. To improve customer retention, you'll want a desking solution that does all the things that customers demand, but that also does it quickly and efficiently. Although we've briefly touched on it above, **here are some of the biggest things to look for in your desking solution:**

ALL-IN-ONE SOLUTIONS - You should be able to find as many features as you desire in this type of platform, but the biggest selling point is that everything can be handled in one place. Choose a platform that integrates all departments across the dealership and gives everyone the tools they need right at their fingertips.

CUSTOMER FEATURES - Look for the different elements that will benefit the people who come to your dealership. Consider the financial calculators, deal-making tools, and other resources and features of the software. Essentially, think about how much this would help or benefit them, and which elements are doing that.

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EASE OF INTEGRATION - We've already discussed a little how much your technology stack can influence your powersports dealership. Adding to it should never be a hassle or make things more complex. Integrating new solutions like desking platforms should be a seamless transition that is for the better.

Check out the unique and customizable features of PSX Digital's unique powersports platform that offers everything that you need for simple user-friendly transactions and more. Up next, we're going to discuss how to update your best practices and daily operations, as well as the benefits of integrating.

Implement Best Practices and New Processes





Now that you've taken the time to find the best software to assist with customer retention, you need to implement some other strategies and processes that will help you along the way. Look at what today's customers are demanding. See what other dealerships are doing. Make a list of the biggest areas where your customer retention is missing the mark and then find ways to make improvements.

This is a process that involves a lot of planning for the various potential outcomes. When it comes to improving things for the better of the customer, the technology tools available are making it simple. If you ask anyone in the powersports industry, the one thing that sets them apart and keeps customers coming back is simple: communication and transparency.

Now, you might be wondering how all this plays into choosing the right desking platform, but these two elements are part of the selection process. Part of what makes the transaction faster and more efficient is that your processes are more transparent and that your team can communicate better. The right desking platform is the one that will go beyond the sales floor to help you grow your business by improving the dealership in every way possible.

The Benefits of Integrated Systems

There are plenty of benefits to be discussed when it comes to integrating your technology stack in the powersports dealership. Some of the biggest perks include things like:

-  **Less time spent** transferring information between programs or screens
-  **More centralized information** that is readily available
-  **Fewer expenses** by choosing a single integrated solution that covers all the areas you need
-  **A totally customized** tech solution that is going to take the backend of your dealership to the next level

Integration isn't just the best option-- it's the way of the future and if you're not on board, you're going to be left behind. Choosing a robust, dynamic platform that you can customize to the needs of your business is going to give your dealership that competitive advantage and get you well on your way to those customer retention improvements that we've been discussing.

Integration means everything will be seamless, efficient, and on point. It means that your previous transaction times are no longer an issue that deters customers. It also means that you'll have more tools to help your customers get better deals, which is a win-win for everyone.

Integration gives you a 360-degree view of your dealership, the market, your customer, and your competition. All of these elements aren't geared toward improving sales and customer retention for the future.

A woman with dark hair in a bun, wearing glasses and a watch, is looking down at a laptop. She is in a store, with shelves of products visible in the background. The image has a dark overlay and a yellow border. There are white geometric shapes on the right side and a yellow arrow on the left side.

DESKING IS ONE AREA
THAT IS GOING TO HAVE
**A HUGE IMPACT
ON CUSTOMER
RETENTION**



CHAPTER THREE: HONE IN ON CUSTOMER RETENTION STRATEGIES

To make the most of your customer retention, you have to take the time to hone in on the best strategies and see what you can do to make improvements. Desking platforms are one tool that is often overlooked, but rather valuable here. Put yourself in the shoes of the customer for a moment. What would make you come back to your dealership? What **does** make you go back to your favorite stores or dealers?

Now that you've got the technology in place, you have to start strategizing for customer retention specifically. Come up with a plan that includes tools and resources to engage customers and keep people coming back. You'll often find that integrating technology is a boost in and of itself, but there's more to it than that. You have to let people know that you have the tech and that you're improving the buying process from start to finish, and then use your desking tool to show them.

How to Use Your Desking Platform to Your Advantage

Whether you have one dealership or several, software integration is going to be to your benefit when you use it well. The first thing that you need to do is to standardize and choose a system that is going to be the basis of your operations. With desking, that's essential. You have to find and integrate the technology that provides you with the most possible benefits. Fortunately, with tools like those available from PSX Digital, it's easier than ever to do.

Choose a desking program that offers customer retention benefits as the main selling point. Work with a team that understands the value of a good dealership management system so that you can get the integration that you deserve. Find out how the communication, data sharing, and other features work so that you can tweak them to the exact needs of your dealership.

Make sure that you look at how the desking platform that you choose can improve the transaction process, but also how it can assist with other areas of your dealership and future growth. Consider how it will improve interdepartmental communication, how you can table more deals, and even how you can track out to old customers with the current insights and broker new deals that might generate that repeat business that you so desperately seek.

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The Benefits of Integrated Desking for Customer Retention

While the general benefits of integrated platforms for your dealership technology were discussed above, it's also important to look specifically at how an integrated desking solution can benefit your customer retention efforts. Here are a few of the biggest perks to keep in mind:



Desking gives you that central place from which to manage, monitor, and handle all of your transactions. Customers can see this in their reduced transaction times and the ease with which their transaction is completed.



Being able to access everything in one place means you can give your customers better deals than they might get otherwise.



This software and technology allow you to create an effective, streamlined solution for customers while mitigating the expense. Custom dealership platforms and desking tools that are integrated with your existing solutions will be a lot more affordable than investing in a whole new platform.

Of course, the single biggest benefit of desking and other integrated technology solutions is that it combines the knowledge and daily-use features needed by the front line sales team with the efficiency and streamlined operations of database experts. A lot of major brands have developed their own inventory management and dealership solutions, but with companies like PSX digital, your powersports dealership doesn't have to do it alone.

Customers come back for a few big reasons: they like the people, they like the process, or they like the pricing. If you can give them all three, you're definitely winning. A lot of dealerships can manage the people and pricing, but the buying process still trips a lot of dealers up. Fortunately, this is exactly what the role of desking tools is supposed to be in your dealership: a tool to make the transaction simpler, quicker, and more efficient for everyone involved.

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Conclusion

In all of the areas of technology that are available to your dealership, desking is one area that is going to have a huge impact on customer retention. With the right desking solution incorporated with your other software platforms, you'll be able to take your dealership to the next level in no time at all. Remember to put yourself in the customer's shoes and use that insight to put your dealership on the fast track to success with desking tools.

The desking solution that you choose may make or break the customer retention goals that you have. The most important thing to keep in mind is that you want to make the experience as enjoyable as possible— imagine if people could even have a **good time** buying a new powersports unit when they work with your dealership. This is a fun industry— just because you're doing business doesn't mean you can't still give people a good experience. In fact, being able to have a little bit of fun with your customers can often make a difference in their decision as to whether to come back in the future. When you take advantage of technology like desking tools, you'll have a lot less to worry about when processing the transaction, which means that you can focus more on the customer and providing them with the best experience.

Desking essentially automates a lot of work that most powersports dealers are currently doing on their own. The right programs and platforms will streamline your dealership like never before. Your customers will notice, and that is one of the biggest things that will keep them coming back time and time again. **If you don't believe us, just ask your customers what they want most from your dealership, and they'll probably list off a lot of the things you just read. It's time to give them that, and the CXMAi platform from PSX Digital is your way to do it.**

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SALES@PSXDIGITAL.COM



844.779.3444



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