

YOUR DATABASE  
FOR CUSTOMER  
RETENTION:

# BE A WINNER

IN GETTING CUSTOMER  
INFORMATION FOR  
CONTINUED  
SUCCESS

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**PSX** DIGITAL

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## CHAPTER ONE: YOU'RE NEVER TOO BUSY FOR CUSTOMER DATA

In the business of powersports, information is your best asset. It might seem tedious and boring, but there are going to be times when you are wishing that you had more of it to use. After all, while cultivating new leads is a good practice, there's a lot more value in utilizing the existing leads that you have-- your customer database is full of them. If you're using it effectively, you already know that. If not, you're in the right place to see just why it's time to get on board.

In this chapter, we'll discuss the importance of getting that data and why now is the time you need to get organized and get in the information game. Later, we'll talk about the state of the industry and how you can use that data to your advantage, as well as how your database can be your secret tool for customer retention, even in the slowest of times. Let's start by talking about how you're capturing information and what you're collecting.

### Are You Using the Best CRM Tool?

The CRM platform that you employ for your customer database is going to make all the difference in how well you can capitalize on that data and put it to use. There are pre-built platforms and database solutions available that seem easy to integrate but may have limitations that your dealership doesn't need. The best choice, as usual, is to go with a custom CRM platform that integrates all of the features that you need in one place.

An effective CRM database will provide you with plenty of ways to capture customer information and should even offer valuable user insights based on the information collected. For example, you can track how long it's been since someone has purchased a unit to encourage them to return for a new toy, or you can see what someone's service record is like, indicating that it might be an easy sale to suggest upgrading their unit rather than paying for more maintenance and repairs.

The only limits on your CRM database tool are the ones that it imposes-- **you shouldn't be putting any limits on yourself in terms of gathering customer information.** From birthday coupons to service specials that are brand-specific, and even regional specials or events that allow you to reach out and communicate with people, the ways that you put your CRM to use for remarketing are going to be as limitless as your creativity.

If you choose a pre-built CRM or one that doesn't have a dynamic database feature, you're already starting off on the wrong foot. It's going to be critical for you to take the time to find a reputable, customizable platform that allows you to create a dynamic, robust database that can take your dealership to the next level. Then, and only then, will you be able to cash in on all of that valuable customer information and put it to work for the benefit of your bottom line.

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## What Data Are You Collecting?

As mentioned above, there is a huge pool of customer information and data that you can collect throughout the customer journey, from the very first moment that they contact your dealership or visit your website through the close of the sale, and even the transactions that come after. Service appointments, accessory or parts purchases, and other activity beyond their original transaction are important to track because it can keep you informed as to what your customers need and present you with potential opportunities for future business.

**Think carefully** about all of the data that you collect from customers and how it could serve you in the future. Anytime you're considering telling a customer or prospect to "just skip that part", reconsider. Look at the fields of information that don't seem that important right now - **are they going to be of value in the future?** Get as much information as you can, and especially as it pertains to their interest in powersports and the items that your dealership has to offer.

You can even check up on the competition and see what others are doing with data collection— emails and phone numbers are one thing, but how much more information can you find out there? What can you do that is going to get their attention? What information can you use to find ways to remarket to those customers when your incoming leads are slow? It's a process, but it's a journey worth taking if you want to improve your customer retention. The secrets are in the details.

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## Database Marketing-- The Time is Now

If you think you're too busy now, you'll never find time to capitalize on your database. This entire process that we're talking about is known as **database marketing**, by the way, and it's one of the most valuable tools for customer retention that you have in your powersports dealership. If you haven't done it yet, you need to start working this strategy into your marketing game. Otherwise, you're missing out on tons of already-qualified leads and potential future business that takes a lot less time and effort than cultivating new leads.

Not only that but in a time like now when things are so different in the world, you can't count on business to be "typical". Sure, things have been busy and perhaps even record-breaking as of late, but eventually, that trend is going to end. You'll be hard-pressed to find folks who are willing to spend a small fortune on a new powersports unit when so many people are struggling just to make ends meet. We'll dig into this a little more in the next chapter, but the bottom line is simple:

**If you're not already putting your database to use for customer retention, now is the time to start.**



IF YOU'RE NOT ALREADY PUTTING YOUR  
DATABASE TO USE FOR CUSTOMER RETENTION,  
**NOW IS THE TIME.**



## CHAPTER TWO: STRANGE TIMES CALL FOR STEPPING UP YOUR GAME

The world is in a strange place, and it's affecting everything. Sales are slow at times, but surprisingly the industry has had quite a season for what the world is going through. Despite the COVID-19 pandemic changing the way that people live, there's still room for fun. Powersports might be doing better than other industries because it involves a lot of outdoor fun and activities where people aren't spending a lot of time in small spaces or large groups.

Regardless of the reasoning, it's happening, and it's a time when you need to take a step back and step up your marketing game as much as possible. Since everyone has been thrown a curveball, no one has the right answer. In this chapter, we're going to look into what kind of answer this customer database can provide for your dealership, no matter the market climate.

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### Record-Breaking Sales Surprise Many

Despite everything going on in the economy and the world, the market is hot and it seems like powersports units are selling at a faster rate than ever before. Of course, the increase in online shopping and dealerships is changing the way that people do business, so that's helping. However, it's more likely that it's just a phenomenon that's going to pass as quickly as it came. That's why you've got to celebrate the wins but still prepare for the slow days ahead.

Take a minute to absorb the shock, absolutely. But then, you need to get to work. You should be gathering as much information during the flurry of business as you do when things are slow. Like we mentioned at the beginning, you are **never too busy** to get customer information when that information could help you in the future. Plus, it gives you a better image because it shows your customers that you care about their needs and want to make sure they are always satisfied, even once they've left the dealership with their new purchase.

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## Implement Best Practices and New Processes

Once you've got the information, you can put all kinds of it to work. Through database marketing, you'll be able to generate so much more interest than you might expect, and you'll find a lot of unique ways to reach people. This is going to help you understand exactly what customers want and need, both from their powersports purchase and from you as a dealership. Having that information will make it easy for you to respond in the best ways to meet their needs.

It may go without saying, but a more customer-centric approach to database marketing and customer retention is exactly what most dealerships are missing. Yes, everyone thinks about the customer when it comes to remarketing and retention, but only insofar as how it would benefit their bottom line, in most cases. Data offers you a powerful way to connect to your customer and segment them into uniquely specific audiences at the same time.

When you incorporate the right CRM, you aren't only giving yourself access to customer data. You're also gaining access to tools like campaign trackers and others that can help you monitor and put other data to use, as well. All of this insight is going to make it that much easier to reach out to customers and get them to come back in the future. That's the reason that you need a good database if you're going to see the customer retention rates that you want.

## What Data Can You Use?

Honestly? All of it. In all of the stages of the customer journey, from curiosity to cashing out, there is a ton of information that is collected along the way. This is why it's important to get as much as you can. No matter how useless or unimportant it seems at the time, one little nugget could lead to a future sale or even help you find a new line of business. **Don't overlook anything.**

This is perhaps the best part of using your database for customer retention and other marketing efforts-- you really can pick and choose all of the data that you collect and put to use to get people back in the purchasing seat again. Plus, you'll be able to see how previous remarketing efforts have worked, allowing you to course-correct as necessary or reinstate campaigns that did extraordinarily well when implemented the first time.





A woman with her hair in a bun, wearing an orange short-sleeved shirt and green pants, is sitting on a wooden stool at a white desk. She is looking down at something in her hands. On the desk is a laptop, a desk lamp, and various office supplies. In the background, there is a bicycle, a wooden chair, and a window. The image has a dark overlay and a yellow border.

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## CHAPTER THREE: GET THROUGH SLOW SPELLS WITH DATABASE CULTIVATION

Much like we discussed above, there is a lot of potential business to be found in your database, if you use it properly. Not only does having a streamlined database make every transaction easier, but it also allows you to find more potential transactions with your existing customers and leads that have already been uploaded into the system. Now that you know what you're looking for and how you can benefit from having a quality database in the first place, you need to start thinking about a strategy for putting this information to use.

### Follow-Up with Follow-Through

The biggest thing that most dealerships struggle with is follow-up. Some struggle more than others with information collection, but honestly, the follow-up is where a lot of sales pros drop the ball. This is the prime time to capture someone's interest and get them to become a customer for life, and it's often lost because people get busy or they don't want to "bother the customer too soon".

It's never too soon to start thinking about the next best way that you can help them. You might not want to call them in the first few weeks, of course, but sending a "thanks" email or first service coupon could go a long way. Now that you have all of this information, it's up to you to do something with it. You can't keep people coming back without reaching out and inviting them, after all. Besides, the legwork involved in reaching back out to existing customers is a lot less strenuous than generating new leads, so you're getting more for your time, effort, and money in the process.

When things are slow, take advantage of the downtime. Challenge your sales team to get creative and find new ways to market to old customers. Give them the task of getting into the database and finding opportunities. It's a great way to encourage their growth and ensure that your dealership stays busy, even during the slowest of times.

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## Four Ways to Win with Your Database

You have all kinds of information about how to get your database in order and why you need to do it, but what can you do to get started? In coming up with your own database marketing and customer retention strategy, it may be helpful to have some examples. To assist, here are four big ways that you can win when you take the time to focus on your database:



**Personalized Segmentation:** With the detailed information available, you will be able to create uniquely personalized content and reach out to the most segmented targets possible. If you're having a brand special, you could reach out specifically to customers who own that brand of powersports equipment, for example.



**Building Trust:** When you reach out to people after they've purchased something from your dealership, you're showing them that you still care. Yes, it's all considered standard marketing to a certain degree, but when you use the data available to reach out in a personal way, it will feel more like a trusted friend and people will respond in kind.



**Customer Feedback:** What better way is there to improve customer retention than to ask customers exactly what they want? When you use your database to gather information about what people like (or dislike) about your dealership and the buying process, you'll be able to make changes based specifically on that insight.



**Increased Efficiency:** When your database is in order and put to good use, your entire dealership will be more streamlined and efficient. That means the purchase process will be smoother, and customers will appreciate that. If you ask customers their number one priority right now, it's probably related to spending less time in the dealership. Having a solid database can help with that, and that can keep customers coming back on its own.

These are just four ways that your database is going to help you keep winning in the powersports game. If you're looking to generate repeat business and increase your retention rates, you have to dial in on your database in every way that you can.

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## Give Customers More to Love

When you're cultivating your database and looking for opportunities, don't think of them as sales opportunities. Think of them as a chance to give your customers more to love about your powersports dealership. Yes, the ultimate goal is to get another sale. However, you have to look at it from a different perspective if you want to make the most of it.

When you are remarketing and researching your database for better opportunities, you are looking for ways to help people. **You want to provide them with another product or service that they can use or enjoy in some capacity.** You can't do this if you don't know what they need. That's where the power of database collection comes into play. Get your sales team on board, and your entire dealership for that matter, and get started on improving your database and putting it to work to build the retention rates that you've been dreaming about.

## Conclusion

The world of powersports is in a strange place right now, as is most of the world. However, business is still going on, mostly as usual, and there are some big ways that you can win when you capitalize on your database and other integrated technology tools to give your customers more: more efficiency, more insight, more financing options, more of whatever they want or need to create a repeat customer for life.

**New leads take new time, new money, and new effort.** If you cultivate existing leads and target your current customers for future repeat business, you're getting new profits with fewer marketing expenses. Plus, you're giving your entire dealership the power of insight, and that's a tool that is invaluable no matter what business you're in. Before you settle for second-rate leads and less-than-successful database remarketing efforts, take the time to integrate a strong database and come up with a strategy to put it to use for your dealership.

With the available CRM and database tools from PSX Digital, the future of powersports marketing is at your fingertips. Get the custom integration that you deserve and start putting it to use in more ways than as a storage bin for information that you might otherwise never access again. If you're not using it, you're losing it, and when you aren't using data, that means you're losing repeat business faster than you think.

**Make sure that you win with customer retention by having a winning database from the start.** With the information in this guide, you'll be on a good path to build your own strategy for success in no time. Your database has limitless potential and it's time for you to harness that power for the benefit of your bottom line and your customer retention rates.

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