



SIMPLE FORMULA RESHAPED DEALERSHIP INTO A LEAN PROFIT MACHINE

Edge Performance Sports in Ontario, OR enjoyed success but felt stressed by inefficient technology and a chaotic system. They replaced their old vendor with PSXDigital's CXMAi Platform, including switching to the **PSX POLARIS CERTIFIED WEBSITE**. They have since been named the **#1 Polaris Dealer in the Northwest**.

*"We were able to take an industry-standard structure with people - add a lot of efficiency and process - **to triple the gross profit of the store.** Gross profit comes up, volume comes up, people and expenses stay the same. That's what PSXDigital's Ai-based technology enabled us to do at our store."*

- Ryan Gentry, President, Edge Performance Sports



DEALERSHIP RESULTS:

May 2019-July 2019

200% More Leads
Increased in online leads

2.4^{min} Faster Lead Response
Decreased from 2 hours to under 8 minutes

95% Instant Connections
Actual conversations with 80% of leads submitted

98% Stronger Responses
Lead reciprocation via email

70% More Shows
More appointments showed

85% More Sales
Showed appointments closed

38^{sold} Happier People
Average units sold per salesperson per month

WINNING STRATEGY:
More than a 30% increase in overall sales



"Before PSXDigital, we were logging about 80 floor customers a month. Now, we average 350 floor customers logged every month. That's roughly 3,000 more customers in my database that I can market to and retain in my sales loop from parts and service, as well as sales."

- Chuck Scott, GM, Edge Performance Sports

THE REGIMEN:

Integration - Separate technologies and multiple vendors creates fragmented data and choppy process. The leaner your system, the leaner your dealership can be.

Efficiency - High tech equals high touch. Salespeople with outdated CRMs spend just 1/3 of their day selling due to manual data entry. Ai eliminates mundane tasks and gets them back to building personal connections and value with customers.

Accountability -

System-driven sales process motivates responsibility.

Good habits are created in bad times; bad habits in good times. System duplication guides salespeople into a routine until it becomes habit. The wholistic approach of an integrated platform enforces a consistent sales rhythm. That's the difference.



Consistency - System-reinforced accountability with unfailing, long-term dependability. People will do the best they can with the tools they have. But humans are inconsistent and get pulled off task. Good Ai persistently performs sales and marketing operations the same way, at the same time, every single day.

Visibility - Information is only valuable if it's accurate, insightful, and actionable. The system pulls back the curtain on what was missing with old technology, allowing dealers to find and diagnose problems to fix them. Eliminate inefficiencies to create time, customer satisfaction, and profitability.

*"Seeing this process in action at my dealership is when the light bulb came on for me. **Because it's not any one big moment that creates prosperity.** It's consistently and persistently doing a lot of little things that start to compound success over a period of time."* - Ryan Gentry

WHAT IT ISN'T vs. WHAT IT IS

— Technology, automation and Ai is scary.

It's not

Ai allows dealers to do much more with fewer resources.

— Technology is a magic bullet. *It's not.*

It's how you use the tech and how you hold people accountable **through** the tech

— CXM is experiential technology. *It's not.*

The job of technology is to relieve work for people so that they can provide the experience.



*"We've had approximately 1200 serious shoppers raise their hands in the last 60 days; submitting complete contact details through our **Polaris Certified Website**. How do you capitalize on that insight? By having integration, efficiency, consistency, accountability, and visibility in place. **Each of our salespeople now averages 38 units sold every month.**"*

- Ryan Gentry, President, Edge Performance Sports

TRAINING & SUPPORT:

- Dealership staff are now set up for success!
- Progressive mindset and shift in process created positive momentum
- Support hassle has been eliminated

THE BOTTOM LINE:

Ai + Human insights, together, is the process that boosts productivity, increases satisfaction, and provides greater operational efficiency by 60%-70%.