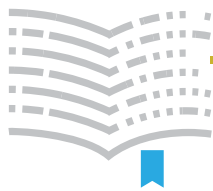


POWERSPORTS DESKING:

WHY THE
RIGHT PLATFORM
CAN **MAKE OR**
BREAK YOUR
DEALERSHIP

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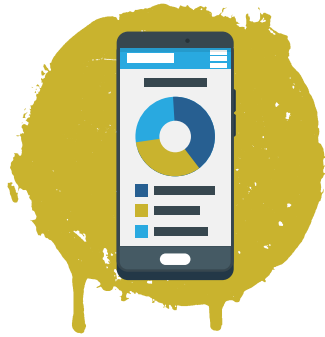
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CHAPTER ONE: WHAT DESKING TOOL ARE YOU CURRENTLY USING?

Desking systems can easily change the way that any powersports dealership handles communication and the exchange of information at all stages of the buying process, and for all areas of the dealership. The quality of information and communication within a dealership is what makes day-to-day operations more manageable, or it should be. Without the right desking tool and other solutions, your team might be dealing with a subpar communication process.

When the communication process is slow, that means more downtime for the customer. Today's consumers are busier than ever, and when they walk into a dealership to buy a new toy, they don't want to spend the rest of the afternoon waiting on paperwork-- they want to get out there and enjoy it. **Having the right desking tool for smoother information transfers across departments and to the consumer will reduce your transaction timeframes, which increases satisfaction for the customer.**

It's all about one thing: transparency. In almost every industry, customers want transparency in the professional services that they seek. When you're dealing with a lot of information transfer, it can be easy to lose some of that clarity along the way. By integrating a desking tool that is designed specifically to assist you with streamlining the powersports sales process, you can keep that transparency by keeping everyone on the same page throughout every single step of the transaction.

Auto Desking vs. Powersports

A lot of people are familiar with the simpler desking platforms available (and standardized) by the auto industry. However, these systems only provide a single-transaction platform. This works fine for auto sales, of course, because most people don't purchase accessories or additional items when they buy a new car or truck.

However, when you have customers coming in to buy a new jet ski, for example, they might also need a trailer for it. Having to complete multiple desking transactions for each sale is going to take too much time and waste a lot of effort. With an integrated, multi-purchase desking tool designed specifically for powersports, you'll be able to sell the jet ski, the trailer, and every other accessory available, if you wanted, and save a lot of time, paperwork, and hassle. With an integrated desking tool, customer information is imported to every purchase across all systems, so the legwork is already done for you.

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Many dealership CRM programs aren't integrated-- they're designed to offer solutions for sales, with different systems integrated for finance and other departments. Having that additional ability to process multiple transactions and manipulate any number of variables to create the ideal transaction is what sets powersports desking solutions apart from their more basic counterparts.

WHAT DO YOUR CUSTOMERS DEMAND?

Think about the people walking into your dealership. How many of them walk in off the street to take a look? How many have already done their research online, found what they want, and have just come to do the paperwork and complete the sale? The latter is far more common these days, thanks to the vast resources available on the Internet today. Your customers want a lot of things, **but above all else they demand a quick, hassle-free transaction. That starts and ends with the right desking tool.**

In this book, we will delve deeper into desking tools for the powersports dealer, including their benefits, the importance of choosing the right system, what to look for in a desking solution, and more. All of this information will help you improve your daily operations and reduce the amount of time spent on sales transactions, which means higher sales volumes and more satisfied customers across the board.

Your customers are practically begging you to hurry up and sell them something so that you can both move on. When you take that to heart, it can take your powersports dealership to the next level, but you can't do it without a robust desking solution in place. You need to put desking to work to deliver smoother transactions and transparent information across the entire dealership. Keep reading to learn everything that you need to know.



CHAPTER TWO: THE BENEFITS OF DESKING FOR THE POWERSPORTS DEALERSHIP

There are many different ways that desking can improve the day-to-day operations of your dealership, no matter what type of platform you're currently running. Powersports-specific programs are designed for this industry, explicitly allowing for reduced transaction times and increased customer experiences. The sales department sees a lot of the perks of this software, but it benefits almost everyone within the dealership in one way or another.

With integrated desking software, no one is left out of the process. This means that when you put the numbers together and present them to the customer, both the finance and sales departments know what they are looking at when the customer starts asking questions. In a lot of cases, the salesperson is kept out of the desking of the deal, which can make it look like they don't have answers or don't know what they're talking about.

This tool can empower your sales team, finance team, and every other working part of your dealership. The desking tool provides one place where all information can be gathered, allowing them to change finance terms, check inventory, see the inventory's age, put in down payments, and so much more. While the customer appreciates the speed of the transaction, you can appreciate the integration that makes it easy on your end. Salespeople can feel confident in presenting deals to customers, and it ultimately ensures that people get the hassle-free experience that today's consumer is seeking.

Information and Communication

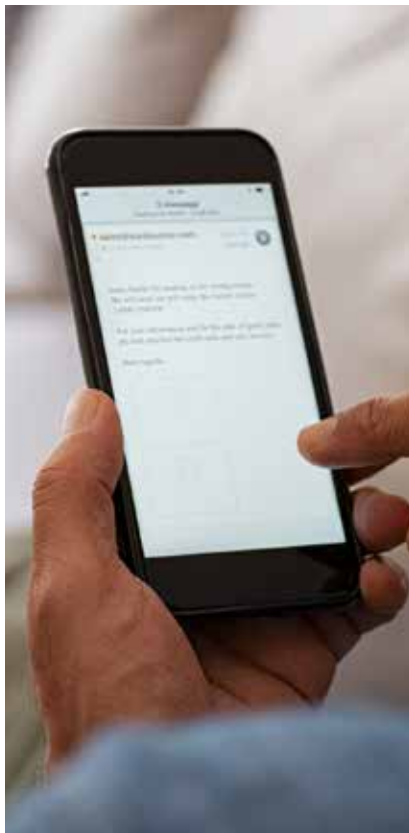
Timely and complete information is necessary for smooth transactions, as is effective communication. When you have a strong desking system, you will be able to manage and transmit information instantly across all departments. You will be able to change customer information, add parts, accessories, or other purchases, and know that anyone, on any screen, will see the same information that you have provided.



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How much time in your powersports dealership career have you spent running back and forth to someone else's desk or office? How many calls are you making, forms are you faxing, and how much energy have you spent on trying to communicate effectively across departments in your dealership? With real-time information updating across all departments, customers will spend less time waiting, and you will spend less time running around.

Sales and Finance



WITH INTEGRATED DESKING SOLUTIONS, THE SALES AND FINANCE TEAMS CAN WORK HAND-IN-HAND.

You can go in and change the terms and interest rates of various purchases to increase the accuracy of a quote, and add accessories right from the sales department, without having to refer the customer to someone else along the way. Since the powersports industry is known for multi-item transactions, this integration is crucial to a smooth customer experience.

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The finance department can benefit from desking software, thanks to its integrated payment calculation features, allowing them to finance all kinds of deals in less time and switch between deals and purchases with just the click of a button. The enhanced purchase experience helps customers feel more informed in their purchases and know that you are doing your best to give them the best options for financing their powersports purchase. Some programs will even allow you to create as many as 20 different payment options as part of the approval and finance process.

Once things are taken care of in sales and finance, they will still have access to the information but it will also be passed along to the parts and service department, as well as other groups that are deemed necessary. The continuous flow of information and resources will ensure that everyone is involved in the same streamlined transaction and that everyone is on the same page. Even if one department or individual isn't available to provide information, the system will have everything that the sales and finance team needs to know. No matter how busy it gets, you'll always be firing on all cylinders and keep your customers coming back for more because they see the finance process is no longer an all-day event.

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The Deal Desk...

Has the information, power, and authority to cut through the red tape of approvals and make real decisions regarding the pricing and contract negotiation phases of the sale.

OTHER RESPONSIBILITIES OF DEAL DESKS INCLUDE:

- Assist with complex deal creation (beginning with the proposal!)
- Manage complex deals through the entire process.
- Review and approve all deals that pass through the dealership.
- Provide and manage “standard deal” parameters and tools for the sales team.
- Serve as the point of all contact for contract negotiations.
- Be creative and solutions-oriented.
- Reduce the processing time of a deal from opportunity to execution.
- Actively engage with multiple departments, gathering input to the deal process.
- Allow the sales team to focus on selling; giving them the opportunity to find and close more deals!



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Parts and Service

Just as the finance and sales departments can work back and forth, and in tandem, throughout the purchase transaction(s), the parts and service team will be able to reap the rewards of this streamlined system, as well. Imagine if the salesman is busy, but he advised the buyer that they would do a routine maintenance package on the jet ski before they take it home. When they go to the service department, they'll be waiting for you. Even if they aren't, there will be a note in the system, allowing them to see that this is a complimentary service, and they'll take care of everything for the customer.

If you're in sales, and a customer is in for a part, and the parts department is backed up, this is where desking software can help you jump in. Pull up the desking system to the parts transaction, and see what parts they are waiting on. Then, you can find out what's going on and inform the customer, and even run to get the parts if they are available. It's all about working together, and a desking system that focuses on collaboration will help every single person involved in the transaction process to become better at what they do, and thereby provide better service to the customers to keep the sales coming.



CHAPTER THREE: HOW DESKING TOOLS CAN STREAMLINE THE SALES PROCESS

Everyone knows that desking is about streamlining. The sales process once used to be lengthy, and sometimes could even take longer than a day to get financing lined up. Thanks to modern technology, however, it's now possible to complete a sales transaction in a matter of minutes, provided that you have all the information that you need. Desking tools are designed to allow you to compare various financing options, copy data, share information, and more.

These systems are also designed to integrate with your inventory so that you can give accurate quotes and track everything in a single system, for less back and forth. Having the right team does make a big difference, but so does having the right desking solutions. What can a desking solution do? Here are a few things:

- Allow you to work multiple quotes at the same time
- Copy data from one deal to the next
- Change payment or finance terms, down payments, and vehicles
- Roll payment features in most systems allow dealerships to meet payment demands of customers
- Populate all of this information into a credit application



The Importance of Choosing the Right System

As discussed in the first chapter, powersports desking software is entirely different from auto industry software. It is far more complex, and not everyone even knows that these systems are available specifically for the powersports industry. If you've been trying to get by with just the basic CRM or dealership software, now is the time to change that because it can often mean the difference between finalizing the sale.

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People don't like to wait, and they want to think that you know what you're doing. If you're running between offices and trying to track down information, it doesn't look very good. The desking solution can allow you to see everything in one place and get more out of your transactions with less effort. This makes things move much quicker, and it can give your operation a much more professional appearance. Many pros that have upgraded to specific powersports solutions have noticed considerable changes in their growth, even with the same location and customer base that they've had for years.

If you don't find an integrated desking tool that serves all of the functions that you require, it could end up being worse for you than if you didn't have the software at all. The multi-faceted approach of powersports desking systems make everything easier for everyone. Here are a few examples:

A customer is ready to make a purchase. However, they want to add a maintenance package, but they need to get it at a discount because the service department advised that they would include it as a courtesy contingent upon sale. Instead of having to run to the service lane to see what's going on, you'll have updated information on the screen in front of you, advising what they are getting and why so that you can quickly and accurately complete the sale for them.

If a customer comes in for a repair on one of their toys and they feel like they were overcharged, they're not likely to go forward with a sale if you are asking them to pay for both. Specifically, let's say that a customer needs a repair and wants to buy a trailer for their jet ski. However, the customer feels overcharged on their service visit. To compensate them and close the deal, even if you don't think they deserve it, you have to comp the service visit so that you can get them to sign off on the sale.

Sales are the bottom line. You can't succeed in sales without effective communication. With desking solutions designed for powersports, you can present a cohesive image to your customers because everyone is on the same page at the same time, thanks to real-time information sharing and integrated information systems with dynamic features.

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What to Look for in a Powersports Desking Solution

If you are in the market for an effective desking solution, you have a few different options. There isn't as huge of a market for these, but you'll still have to weed through a few options to find the one that you like best. Here are some things that you should be looking for when shopping for the best desking platform for your powersports dealership.

- Integrated payment desking features, including payment and rate adjustments and other customizable features that can allow you to work collaboratively to close a deal every single time.
- Streamlined functions and plenty of user customization features to ensure that you can maximize your use of this software solution.
- Multiple deal options, including cash, retail, and lease.
- Integrated inventory and stock information to streamline customer buying and multi-unit transactions.
- Seamless workflow operations that are designed to improve the entire sales process, from start to finish, with easy-to-use tools and data management.



Upgrade Your Desking Tool Today

Now that you understand a little more about powersports desking tools and why they are not only better, but also crucial to your success as a powersports dealer. If you've been working with outdated software or desking programs that haven't been designed specifically for your business, you might be missing out. Think about your current transaction time and customer experience. How long does the average buyer spend in your dealership completing a transaction? Does it seem like it's taking too long?

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By upgrading to a desking solution designed for powersports sales, your entire team will be able to work together to create a better sales transaction experience for themselves and customers alike. There are only so many ways to generate new sales. Fortunately, when you upgrade the tools you use to complete your sales, you're already setting yourself up for success. Find an integrated desking solution that fits the needs of your sales team (and the rest of the dealership, for that matter) and enjoy the benefits of keeping everyone on the same page.

Of course, you can get by with auto desking software or other desking solutions. They may do a "good enough" job, so you aren't antsy to invest in a whole new software solution. However, what if you knew that you could save customers hours of their time and help them get better transparency in the process? If you are genuinely ready to take your powersports dealership to the next level, you need to implement modern powersports desking solutions and help your customers have a faster, more transparent experience.



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

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