

CLOSING THE DEAL:
HOW THE *RIGHT*
POWERSPORTS
CRM PLATFORM
**SUPPORTS
THE IDEAL
CUSTOMER
EXPERIENCE**

PX DIGITAL



+ 2019 **E-BOOK**



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CHAPTER ONE: WHY CUSTOMER EXPERIENCE MATTERS

Today, consumers are more empowered than ever before. They have all the information in the world available at their fingertips. They can compare prices, features, accessories, and more with the tap of a couple of virtual buttons. It's a daunting time to be a salesperson, particularly one who relies on outmoded tools and techniques.

The good news is that the same tools that empower your customers can also empower your sales team. Software – it's the underlying solution that allows consumers to surf the Internet and conduct their research, and it can also deliver improved capabilities to sales professionals. The most important one to understand is the ability to deliver the ideal customer experience based not on conjecture, wishful thinking, or some outdated idea of what your customers want, but on their specific wants, needs, and goals.

Shifting Customer Expectations

Once upon a time, consumer expectations were pretty simple, but that is no longer the case. Today, your customers expect your sales team to know their needs and expectations. If your team cannot point to this information for each customer within the sales funnel, you're already at a disadvantage.

Of course, this is hardly the end of how customer expectations about their overall experience are changing. Here are a few additional eyeopeners that should make you take a second look at your sales process and think to yourself, "No, we're not cutting it."

- *Customers expect connected processes and seamless handoffs at each touchpoint.*
- *Customers expect each interaction to be personalized to their specific situation and unique position within the sales funnel.*
- *Customers expect tailored engagement based on their past interactions with your brand or team.*
- *Ultimately, customers expect great experiences with every touchpoint.*



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HOW A CRM DELIVERS A BETTER CUSTOMER EXPERIENCE

Meeting the expectations of today's consumers can be incredibly challenging. How do you ensure that every interaction with a customer is customized based on previous communications and interactions? If you're still relying on outmoded paper intake forms and other sales tools, it's simple – you can't. Software is the way forward, and a CRM platform like PSX is absolutely essential for powersports dealerships.

What benefits can your sales team reap from a product like PSX, though? Actually, it's all about empowering your team to meet and even exceed those customer expectations we addressed above.

This occurs by allowing your team to capture customer information at each point within the relationship. Are they visiting your dealership just to see what's available in terms of jet skis or ATVs? That information can be captured along with other data, like their name, phone number, email address, and the rest. Are they shopping for something to take into the field while hunting? Planning for a vacation at the lake? Thinking about a gift for themselves?

All of this information goes into helping you create and then maintain an accurate image of the customer, their needs, their expectations, and their goals. **With that image firmly in mind, your team can deliver the ideal customer experience and exceed expectations.**



CHAPTER TWO: CHALLENGES IN THE CRM PROCESS

Implementing a CRM platform like PSX is the first step in delivering the ideal customer experience and closing more sales. However, you can encounter quite a few hurdles in the process. Understanding how to handle these issues helps ensure a smoother, simpler process while simultaneously supporting an improved customer experience. **What challenges might your team face, though?**

APPREHENSION ABOUT SMARTPHONES

One of the most common challenges dealership sales teams face is apprehension about how customers will perceive them if they constantly have a smartphone in their hand. Will the customer be offended that their information is being recorded? Will they become impatient with the time it takes to enter and save that data? Actually, take a look at many other industries today – Rooms to Go is a great example.

When you set foot in their showroom, you're approached by a salesperson with an iPad in hand. They ask you a few questions, enter that information into the system via the iPad and off you go. It's simple, streamlined, and fast, and most customers not only have no issue with it, but understand that without providing this information, their experience will suffer.

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Fear of Change

Let's face it – most of us worry about change. Upheaval is rarely enjoyable, but without change, growth is impossible. Many salespeople worry about having to learn a new way of doing their jobs, and they fear that the introduction of a CRM will somehow have a negative impact on their job. Some of the more common fears include:

- *Customers will resent the need to provide personal information, leading to fewer sales.*
- *Customers will resent the time needed to provide information, leading to more walkouts.*
- *Additional tasks will leave salespeople with less available time during the day.*
- *“If it ain't broke, don't fix it”, or “we've always done it this way”, are both simply fear of the unknown and how it may or may not affect the sales team.*

Fear of Being Tracked

CRMs not only allow you to build strong, **long-lasting relationships** with your customers based on accurate data, but they also allow you to track user activities. You're able to see what each salesperson did or didn't do at each touchpoint. Some salespeople find this ability intrusive and worry that they will be tracked and monitored. The fear here is that the CRM data will be used as evidence against them if their numbers are not what they should be.

To help overcome this worry, it's important to set realistic sales goals and explain that to your team. However, you also need to enforce buy-in with the system. No CRM will do your dealership any good if your salespeople fail to use it.

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CRMs Chain Them to the Desk

This particular fear is easy to understand. CRMs originated back in the 1980s and were designed to exhaustively log data. They were cumbersome, clunky, and required constant access to a desktop. These systems did not change very much over time, either. A CRM from the 1990s or 2000s closely resembles its ancestors and chains salespeople to their desks.

However, that is not the case with all CRMs. In fact, one purpose-built for the powersports industry can allow your sales team to get up, walk around the showroom, explore models with your customers, and do it all without sacrificing access to the system. PSX is designed to work on the one device that we all use constantly throughout the day – your smartphone. **It goes anywhere, anytime,** so there is no worry that using the CRM will tie your sales team to their desks and make their jobs harder.

OVERCOMING THESE HURDLES

It's natural to fear change. The unknown can be frightening. A salesperson who doesn't yet understand the impact of technology on their day, on their responsibilities, and on the flow of customer interaction will naturally worry that the overall impact will be negative. However, the simplest way to overcome those hurdles is to jump in with both feet.

With PSX in place, salespeople find that not only are their fears and worries unfounded, but they actually experience a wide range of key benefits for themselves, for the customer, and for the dealership.



Of all companies using a mobile CRM,
65% ARE ACHIEVING THEIR SALES QUOTAS.
While only 22% of reps using non-mobile CRM
have reached the same targets.

The global mobile CRM market will grow
11% TO \$15 BILLION WORLDWIDE
this year as businesses seek to connect with
their customers through their mobile devices.

81% OF USERS are now accessing
their CRM software from multiple devices.

In 2008, **ONLY 12% OF BUSINESSES**
used cloud-based CRM.
This figure has now **INCREASED TO 87%!**

Overall CRM usage
INCREASED FROM 56% TO 74%.



CHAPTER THREE: THE KEY BENEFITS OF THE RIGHT CRM

It's tempting to think that a CRM like PSX offers benefits primarily for the customer, but that's untrue. In fact, it offers significant advantages to salespeople and the dealership as a whole. In this chapter, we'll explore some of the most critical elements to understand and how a powersports-specific CRM can help you build a stronger, more profitable organization.

Information Collection and Access

We'll begin with what is perhaps the single most important benefit of a CRM like PSX – the ability to capture, collate, record, and access information. While there are numerous other functions that make this a powerful tool to support dealership success and deliver an optimum customer experience, without information, nothing else is possible.

It's important to remember that not everyone who sets foot in your dealership is ready to buy. Not every person who calls on the phone is already sold on an ATV, trailer, or jet ski. **It's vital that you are able to capture each customer's information, record it in a database, and then refer back to it at future touchpoints.** If they return to the dealership, your team should be able to seamlessly pull up their information and continue the process without missing a beat.

You also need to be able to break that data out of its silo. Making it available to your sales team is essential, sure, but you also need to ensure that the information is available to your marketing team so it can be used in email communications, social media interactions, and all the rest!

ACCOUNTABILITY

Few things are as important as accountability in today's world. Without it, you have nothing. You must be able to hold your salespeople accountable for their actions and decisions within the sales process and how those affect the customer experience overall.

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How often have you heard a salesperson say, “Oh, they just weren’t ready to buy yet,” when asked about why they didn’t close a sale? Chances are good you hear it almost daily. Now, think back to the last time you were provided with information about why that customer wasn’t ready to buy? Likely, it’s never happened.

This is a lack of accountability. Sure, there is a possibility that the salesperson did everything in his or her power to close the sale and the customer just wasn’t having any of it. However, there’s just as big a chance that the salesperson never came right out and asked why the customer wasn’t ready to make a purchase.

A CRM like PSX removes excuses. It cuts away the fabrications that salespeople sometimes hide behind, exposing the truth and holding them accountable for their decisions. It eliminates the possibility that a salesperson might skip a step in the process, fail to collect key data, and delivers improved integrity throughout the entire process.

Flexibility in Steps

CRMs rely on the interaction between the salesperson and your customer going from one step to the next in a sequential order. **If a step is missed, information is left out of the system and the results you achieve may be skewed.** However, the right CRM can offer flexibility here.

For instance, with PSX, your sales team is able to start at step one (or whatever step the customer left off with their previous interaction), and then move wherever it is most natural for the customer. This improves their experience, but the system will also prompt the salesperson to return to any missed steps and enter the necessary information, which benefits the dealership.

Flexibility removes rigidity – the A-B-C-D process that can often be off putting to customers. Human beings are often illogical. We jump from one subject to the next, and forcing customers to adhere to a rigid, inflexible process in the name of collecting information isn’t going to win you many fans. By offering flexibility coupled with the ability to go back and enter information in steps that were skipped, you create a much more natural process.

Follow Up

Again, there will be customers who simply won’t be ready to make a purchase decision, and there are any number of reasons why that might be the case. In a traditional situation, this usually results in the customer leaving the dealership and the salesperson coming back emptyhanded. With PSX, this isn’t the end, though. The system allows one more opportunity to address customer needs and expectations, and turn the situation around. With PSX, the manager has the opportunity to step in and help.

The way this works is simple. When a salesperson takes a customer, it’s logged in the system. Any period of inactivity during that interaction is logged and the manager is alerted. For instance, if a salesperson accepted a customer and then 20 minutes passed without any information being logged, an alert would be sent to the manager’s smartphone. Then, he or she would be able to physically check on the situation, offer help, and more.

It goes deeper than simply allowing the manager to offer extra assistance. It actually puts management in position to have the final say on every single sales opportunity backed up with accurate information about the customer’s holdups. For instance, maybe they need more information about a particular make or model, or perhaps the color they want isn’t in stock, but the manager knows when one will arrive. There are few things more empowering.

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Differentiating Your Dealership When Loyalty Fades

Let's face it. We live in a day when customer loyalty hardly exists. Today, most people are brand agnostic. What that means is they're open to purchasing whatever product best suits their needs, meets their expectations, and adheres to their budget. If that's a Yamaha, great. If it's a Kawasaki, Honda, Polari, Can-Am, or something else? Also great.

For powersports dealers, this presents something of a challenge. You're not able to stock every brand in existence. You make informed decisions based on your geographic area and the manufacturer relationships available to you. However, in a world where you cannot count on customers returning to you because of the brands you carry, it's important that you find another way to set yourself apart. A powersports CRM is ideal for this.

How, you ask? Simply put, it allows you to deliver an optimum customer experience that today's consumers will remember far more than the deal they got on that new ATV, or the fact that you're the only dealership for a specific manufacturer within a 100-mile radius. When you cannot count on customers coming to you because of the brands you carry, you need to ensure that they come to you because they value the way they are treated.

Less Transaction, More Customer

It's easy to slip into a transactional mindset. Each person that walks through your door is a potential sale. The sales environment only reinforces this notion – quotas, projected numbers, and all the rest tend to commoditize your customers. They are no longer people with their own wants, needs, and expectations. They're a sale to be closed to move you one step up in the standings. They become equivalent of another shot scored in a ball game – a way to track profitability and success.

Make no mistake, this is a stance that you cannot afford to take, particularly today. Modern consumers have no time or patience for companies that treat them like transactions rather than people, and they'll pull their business from you in a hurry if you fail to see them as a customer or client, rather than a sale.

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The good news is that using a powersports CRM gives you the ability to do just that. It just comes down to having immediate access to accurate information.

- *What's the customer's name?*
- *What sorts of ATVs or other equipment have they looked at in the past?*
- *What problems have they encountered during the process?*
- *Have they owned previous powersports equipment or is this the first time they've thought about buying?*

These are just some of the data that the right CRM will put at your sales team's fingertips. It's all information that can be used to personalize every interaction and ensure that there's always a seamless handoff between touchpoints. Again, this goes well beyond the interactions on your sales floor and can include things like the following:

- *Promotions and marketing efforts*
- *Social media touchpoints*
- *Problems with previous models that were addressed with sales or service*
- *Service records on already owned equipment*
- *The names of everyone the customer has dealt with at your dealership*

Bringing It All Together: Creating the Right Customer Experience

When it all comes down to it, Stan Phelps summed things up quite well when he said, "Customer experience isn't an expense. Managing customer experience bolsters your brand." Customer experience, also dubbed CX or CXM, is an essential consideration for powersports dealerships in the modern world.

If you fail to deliver a great customer experience, you can bet that they'll remember it and go elsewhere.

However, if you are consistently able to deliver a positive experience at each touchpoint, build a relationship with them, and meet their needs while exceeding their expectations, you'll make lifelong customers, build strong relationships, and bolster your brand and profitability.

In the end, the right CRM can be the foundation for delivering those types of customer experiences necessary to turn potential customers into loyal fans. PSX is the only purpose-built powersports CRM and delivers the capabilities, advantages, and benefits that you and your customers need.

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