



POWERSPORTS DEALER SEMINARS

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PRESENTED BY **POWERSPORTS**
BUSINESS

THE MOST COMPREHENSIVE DEALER TRAINING SESSIONS OF THE YEAR!



4 Educational
Tracks

12 Industry
Speakers

21 Educational
Sessions

PREMIER SPONSORS



September 21-22, 2017
Columbus, Ohio

THURSDAY, SEPTEMBER 21

➔ 11 a.m. – 12:15 p.m.

**The Two Secrets of Great Coaches and Leaders***Presented by David Spader, Leadership and Organizational Development Consultant at Spader Business Management*

Leaders today face the most volatile, dynamic and rapidly changing marketplaces and employees the world has experienced. For that reason, it is more critical than ever that they know what, how and when to act. Learning through the “school of hard knocks” can be extremely costly to one’s career and possibly fatal to the dealership. Come to this insightful, fast-paced and interactive session to learn the two secrets of great leaders and coaches. Assess your own performance in the two outcomes of effective leaders and coaches, and learn the five most common mistakes leaders and managers make. You’ll learn why managing millennials isn’t as difficult as you think. In fact, we’ll provide you with a take-home tool to help you become a more effective leader immediately.

➔ 1:00 p.m. – 2:10 p.m.

**Selling the Lifestyle. How Facebook Ads Help You Influence Your Customers.***Presented by Jim Jabaay, Vice President at LotVantage*

Selling powersports is selling a lifestyle and a passion. There is no bigger place where people share their passion than on social media. We are in the midst of one of the largest shifts in advertising spend, and it is imperative that your dealership is prepared to capitalize on this movement. Learn how to target the right customer at the right time in the sales funnel and how to truly measure an advertising ROI like never before!

➔ 2:30 p.m. – 4:00 p.m.

**Management Succession: How to Assess When They Are Ready***Presented by David Spader, Leadership and Organizational Development Consultant at Spader Business Management*

You want to promote good employees but aren’t sure if they are ready. Questions linger about your prospects. Do they have what it takes? Are they tough enough? Can they handle the big decisions? This session will provide you with the concepts to confidently make the tough decisions about the readiness of your next generation of leaders (and employees). We’ll cover: the three fits of future leaders; the most common promotion mistakes; the single most important (and most often missed) assessment factor; when should they get a new title; and a “quick fit” assessment to measure “high potentials.”

FRIDAY, SEPTEMBER 22

➔ 10:00 a.m. – Noon

**The House Money is Cheaper Than Real Money!***Presented by Sam Dantzer, President at Garage Composites*

When negotiating on a unit deal, salespeople and managers are quick to cut real Benjamins out a deal, yet there are so many other ways. In this session, you will learn how to maximize profitability in all departments, utilizing “house money” instead of “real money.” From the time the customer sits down to write up a deal, to F&I, the customer path and through the service department and bike delivery, it’s time to maximize every transaction instead of just rolling a unit. Walmart and Nordstrom business models both work. One is just more fun, all while raining Benjamins.

➔ 1:00 p.m. – 2:10 p.m.

ALL NEW! Dealer Case Study - Sales & Marketing*Presented by Powersports Business Editors*

The editors of *Powersports Business* will welcome a dealer to the stage for this highly engaging and informative session. Over the course of the year in their daily conversations with dealers, the editors of PSB have hand-picked a dealer who can offer the most insight into today’s sales and marketing challenges. We’ll hone in on a handful of specific topics and share our findings in a casual, open-mic environment that allows attendees to ask follow-up questions.

THURSDAY, SEPTEMBER 21

➔ **11 a.m. – 12:15 p.m.**



Profit, Customer Retention and Increased CSI through F&I

Presented by Rob Greenwald, President at PowerSport Solution

A well-run F&I program does more than just produce profit at point of sale. Many dealerships are unaware of the real value of some of the products they are selling, or are missing some great opportunities. Other dealerships don't capitalize on how much the right F&I products properly sold can impact their bottom line in all departments. This high-energy seminar will show you how you can increase customer retention and customer satisfaction, all while increasing profits, through your well-run F&I program. Discussion topics will include F&I products and ways to drive your bottom line, retention and door swings. Learn reciprocal actions of key products and how they are implemented throughout your dealership.

➔ **1:00 p.m. – 2:10 p.m.**



Pre-Owned: The #1-Selling Brand in Powersports

Presented by Jim Woodruff, Chief Operating Officer at National Powersport Auctions

The most up-to-date metrics and analysis of the current pre-owned marketplace will allow dealers to make profitable inventory decisions as they head into the winter season. In addition, we'll show how pre-owned unit sales can help you market to a broader customer base and how pre-owned sales puts control of margin/profits into your own hands. Also, learn how pre-owned inventory can help you sell more new units.

➔ **2:30 p.m. – 4:00 p.m.**



Holding Major Unit Margins in a Competitive Marketplace

Presented by Jeff Hieber, Facilitator/Trainer at Spader Business Management

Today's marketplace has been drastically changed by e-commerce. At the same time, the industry is evolving, making maintaining margins even more challenging. Even as dealers creatively identify new sources of margin, it seems there's someone online willing to sell the same products for a lower price. Dealers need to adapt to this new retail environment, or get left behind. Should dealers just accept lower margins? Is there something more to selling that dealers are missing? Most customers would be willing to spend more money, if it's tied to a higher level of satisfaction with their product and the buying experience. Know what drives customers to purchase online instead of in a retail store — and it's not always convenience and price. Learn how to create an environment that drives higher margins. And determine whether your dealership deserves a higher margin.

FRIDAY, SEPTEMBER 22

➔ **10:00 a.m. – Noon**



Psychology and Powersports: Applications for Better Performance in Sales and Finance

Presented by Rob Greenwald, President at PowerSport Solution

Any powersports unit is beyond an emotional purchase. Understanding and tapping into what drives your customers and their feelings can take your business to a new level. Learn the psychology behind what customers do — and why — when it comes to purchasing a powersports machine and how you can capitalize on those actions to increase the performance and profits of both your sales and F&I departments. From walkaround and qualifying techniques to F&I presentations and interactions, you can dramatically up your game. This seminar will show you how to give your customers the ultimate ownership experience.

➔ **1:00 p.m. – 2:10 p.m.**

ALL NEW! Dealer Case Study - Powering Profits

Presented by Powersports Business Editors

The editors of *Powersports Business* will welcome a dealer to the stage for this highly engaging and informative session. Over the course of the year in their daily conversations with dealers, the editors of PSB have hand-picked a dealer who can offer the most insight into today's owner and general manager challenges. We'll hone in on a handful of specific topics and share our findings in a casual, open-mic environment that allows attendees to ask follow-up questions.

THURSDAY, SEPTEMBER 21

➔ 11 a.m. – 12:15 p.m.



Service KPIs: What to Measure and How

Presented by Paula Crosbie, Training Development Manager at CDK Global Recreation

Do you know what the key performance indicators are in the service department? How does your dealership's service department measure up to the national average and top performing dealers? From initial write-up to close-out and cashing, there are several key stages in processing a repair order. We will examine these stages and provide valuable insight on where dealers can improve efficiency, customer service and profitability.

➔ 1:00 p.m. – 2:10 p.m.



Warranty Woes: Stop Throwing Away Dollars!

Presented by Jeremy Jacobs, Associate at DHG Dealerships

Warranties seem to consistently be a function that leaves excess money on the dealership's table. From unfilled or misfiled claims to parts not returned, the list of vulnerable areas in which a dealership can lose dollars goes on. Learn from a former warranty administrator about the many simple mistakes that warranty departments can easily avoid by paying close attention and remaining diligent in organizational efforts. Unfortunately for the dealership, these simple preventive measures are oftentimes overlooked and go unacknowledged by the warranty administrator. This session will cover the areas that are directly in the dealership's control to prevent financial loss and tightening up warranty controls.

➔ 2:30 p.m. – 4:00 p.m.



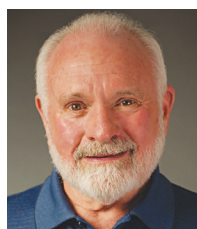
Strategic Online Marketing for Your Dealership for Less Than the Cost of Cup of Coffee Per Day

Presented by Mike Smith, President and CEO at ODES UTVS

Come grab a seat in this seminar to obtain vital — and simple! — marketing knowledge to position your dealership for maximum ROI on a limited budget. Hear the keys for online marketing and social saturation success without attending school and/or hiring an expensive marketing firm. Why pay people to do something you can do yourself after learning all you need to know in this class? Learn it all from a powersports veteran who has performed SEO, website and marketing consulting for Fortune 500 companies, the U.S. government and hundreds of small businesses.

FRIDAY, SEPTEMBER 22

➔ 10:00 a.m. – Noon



Understanding Owner and General Manager Roles

Presented by Steve Jones, Founder and President at SJ Consulting

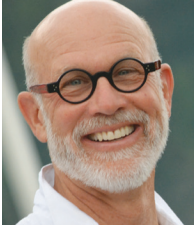
Is it possible that your management style is actually stifling your dealership's growth? Are you trying to fill the roles of the owner and general manager at the same time? Is it time to separate these roles? Does your dealership have well-defined job descriptions for both of these critical positions? This session will help guide both owners and GMs through these roles, so they can maximize performance and profitability.

➔ 1:00 p.m. – 2:10 p.m.

ALL NEW! Dealer Case Study - Service & Operations

Presented by Powersports Business Editors

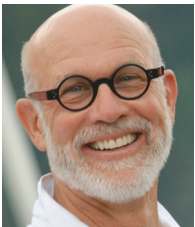
The editors of *Powersports Business* will welcome a dealer to the stage for this highly engaging and informative session. Over the course of the year in their daily conversations with dealers, the editors of PSB have hand-picked a dealer who can offer the most insight into today's service department challenges. We'll hone in on a handful of specific topics and share our findings in a casual, open-mic environment that allows attendees to ask follow-up questions.

THURSDAY, SEPTEMBER 21**➔ 11 a.m. – 12:15 p.m.****25 Non-Negotiable Standards: How Dealers Achieve 10% Operating Profit***Presented by Gart Sutton, President and Founder at Gart Sutton and Associates, Inc.*

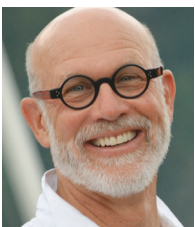
What have we learned from the most profitable dealers? Their success formula is built on non-negotiable standards that are relentlessly followed. These are must-do requirements, processes and procedures that profitable dealers insist upon from their department managers. This session will share five non-negotiables for each of the five profit centers — new, pre-owned, F&I, parts and accessories, and service. Institute and implement these requirements, and you can expect a 10 percent overall dealership profitability status.

➔ 1:00 p.m. – 2:10 p.m.**Stop Working So Hard: How to Wow Customers and Increase PG&A Sales with Less Effort***Presented by Erik Stephens, Founder and CEO at Twisted Throttle*

Learn all you need to know about the best tools and techniques for capturing in-store aftermarket accessory sales in this competitive online age. Hint: Merchandise and sell accessories like an Apple store, not a 7-Eleven. You'll learn how to select the right mix of brands and products and use available supplier resources to streamline your sales efforts. The presentation will include examples of critical product types to have in the store, ways to build and recommend all-inclusive packages addressing specific customer needs, and concrete, actionable steps on how to close the sale.

➔ 2:30 p.m. – 4:00 p.m.**5-Profit-Center Management: How to Divide & Conquer Your Departments for Maximizing Profitability***Presented by Gart Sutton, President and Founder at Gart Sutton and Associates, Inc.*

You don't have just one business — you have at least five. This workshop will show you how to maximize each department's efficiency, productivity and profitability. Let's face it — your new, pre-owned, F&I, parts and accessories, and service departments need fine-tuning from a consultant and coach who will help you make it happen.

FRIDAY, SEPTEMBER 22**➔ 10:00 a.m. – Noon****25 Non-Negotiable Standards: How Dealers Achieve 10% Operating Profit***Presented by Gart Sutton, President and Founder at Gart Sutton and Associates, Inc.*

What have we learned from the most profitable dealers? Their success formula is built on non-negotiable standards that are relentlessly followed. These are must-do requirements, processes and procedures that profitable dealers insist from their department managers. This session will share five non-negotiables for each of the five profit centers — new, pre-owned, F&I, parts and accessories, and service. Institute and implement these requirements, and you can expect a 10 percent overall dealership profitability status.

➔ 1:00 p.m. – 2:10 p.m.**ALL NEW! Dealer Case Study - Leadership Plus***Presented by Powersports Business Editors*

The editors of *Powersports Business* will welcome a dealer to the stage for this highly engaging and informative session. Over the course of the year in their daily conversations with dealers, the editors of PSB have hand-picked a dealer who can offer the most insight into today's parts department challenges. We'll hone in on a handful of specific topics and share our findings in a casual, open-mic environment that allows attendees to ask follow-up questions.

FRIDAY, SEPTEMBER 22

➔ **2:30 p.m. – 4:00 p.m.**

ALL NEW! Dealer-to-Dealer Roundtable Discussion

Get connected and share insight with other dealers that are facing similar challenges and opportunities through the all-new Dealer-to-Dealer Roundtable Discussions. Pick your favorite topic; grab a seat at the corresponding table; and learn from others who are like-minded. What to learn a different topic? Switch tables after each 30-minute session.

TOPICS MAY INCLUDE:

- Recruiting service technicians
- Dealer Management Systems
- Converting online leads
- UTV accessory sales
- Events — Share your home run
- The discounters down the street
- Dealership staff compensation
- Expansion decisions
- Craigslist ads
- Attracting new customers
- Closing the sale
- E-commerce successes

YEAR-ROUND EDUCATION

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