

POWERSPORTS DEALER SEMINARS @ AIMEXPO

PRESENTED BY **POWERSPORTS BUSINESS**

Powersports Business and AIMExpo join forces for the sixth year in a row to deliver the most comprehensive educational lineup in the powersports industry.

► **OCTOBER 11-12, 2018 AT AIMEXPO**
MANDALAY BAY – LAS VEGAS, NEVADA

2 DAYS ALL FREE!

THURSDAY, OCTOBER 11



11 a.m. – 12:15 p.m.

SALES & MARKETING TRACK



Use Effective Digital Marketing to Double Your Business and Maximize Your ROI

Presented by Mike Smith

Capitalize on strategic tips from a former dealership owner who once sold 7,000 vehicles in a calendar year. Learn the tricks of digital marketing and advertising to get people into your dealership and ensure they walk out with a purchase while maximizing your ROI. Discover how to dial in your marketing so it's automatically working for you rather than throwing mud at a wall and seeing what sticks.

POWERING PROFITS TRACK



How To Double Sales at Your Dealership Within a Flat Industry

Presented by Jeff Hieber

Increasing sales has never been more challenging. Learn why most dealerships are struggling to just maintain yesterday's business, let alone figure out how to increase tomorrow's. Understand that if we want to grow in a declining market, we need to increase market share. This session will show, teach and help dealers discover how to do this, and in such a way that will double their sales.

LEADERSHIP PLUS TRACK



To Predict Sales You Must First Predict Performance

Presented by Dr. Deborah Watts

What does success look like? Why do some people just seem to get it? What makes them different from others? How do we develop the right talent? How do we build high-performing sales teams? The Predictive Index helps us understand how we are all hard-wired so that we can maximize individual and team performance. The key is getting people in the right roles — not by guessing, but by using science.

1:00 p.m. – 2:15 p.m.



The Power of Presentation: Increasing Profits, Performance and Customer Satisfaction

Presented by Rob Greenwald

Does your staff drive maximum revenue through presentations and walkarounds? Learn how to increase both profitability and CSI scores with this hands-on demonstration. Customers buy value, and this session will show you how to increase upsells, profit margins, closing ratios and more through proper presentation, advanced skills and interaction with customers by enhancing your presentations and walkarounds.



The Money's in the Buy

Presented by Jim Woodruff

Pre-owned is the No. 1 seller in powersports, outselling new units by 3:1. It also offers dealers tremendous opportunities, flexibility and the freedom to sell more products your customers demand. The money is made in the buy because you control the acquisition cost. Make sure you have the latest knowledge on sourcing inventory and valuing different makes and models of trade-ins. Learn the benefits of stocking what you need and when you need it.



New Key Performance Indicator Benchmarks That Cannot Be Ignored

Presented by Gart Sutton

This session will reveal the 10 dealership-specific Key Performance Indicators that have changed for 2018. Make sure you and your dealership are aware of the new standards and able to manage under current conditions.

2:30 p.m. – 4:00 p.m.

Dealer-to-Dealer Roundtable Discussions

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



10 a.m. – Noon

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POWERING PROFITS TRACK



If You Run Your Dealership Like You Did 10 Years Ago, You Won't Get Past 2019

Presented by Sam Dantzer

Brick-and-mortar stores are as appealing as they've ever been when they offer customers something different than they're used to. In fact, it's why some online retailers are opening brick-and-mortar retail stores. Learn what your dealership is doing today that turns potential customers into passersby, and how to make your shop a magnet for those who don't even think they have a reason step inside your dealership.

LEADERSHIP PLUS TRACK



The Top 27 Hottest Topics That 20-Group Dealers are Talking About in 2018 — And Which Ones You Can't Overlook

Presented by Gart Sutton

For nearly 40 years, Gart Sutton has moderated powersports 20 groups, where dealers share everything there is to know about their operations. How has this year been different? What topics are hot now that were barely discussed in the past? What do you need to know today to navigate a successful and profitable dealership? Come find out!

1:00 p.m. – 2:10 p.m.



Make Money in Your Service Department... and Sell More Units

Presented by Steve Jones

Is your service department contributing as much to the overall success of your dealership as it could be? This seminar will use critical benchmarks to measure and manage your service department's performance. Learn how to increase labor and P&A sales through effective service writing procedures. Find out how customer satisfaction can be enhanced by maximizing service technician time.



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Bringing New Riders into Your Dealership: A How-to for 2019

Presented by Paige Bouma

Our industry needs more riders — we all know that — but how do we actually go about bringing them in? To start, let's take a deeper dive into who these consumers are, how they're searching, and what expectations they have when it comes to the buying process. From there, it's time to step out of the box and drum up attention from a new audience. We'll show how to apply and scale that for your dealership.

2:30 p.m. – 4:00 p.m.



F&I Best Practices, Dealer Panel and Open Forum

Presented by Rob Greenwald

Interested in taking your F&I department to the next level? Road warrior and F&I training expert Rob Greenwald will steer a unique presentation that digs deep into best practices, and allows attendees to address a panel of dealers and GMs who have taken their F&I department to new levels in recent years. Topics to be addressed include department structure, products, training, pay, motivation and much more.



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FOR COMPLETE SESSION DESCRIPTIONS: www.powersportsbusiness.com/powersportsdealerseminars

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Sponsorship opportunities still available. Contact Mark Rosacker at mrosacker@powersportsbusiness.com for more information.