



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

▶ **SEPTEMBER 26-27, 2019 AT AIMEXPO**

GREATER COLUMBUS CONVENTION CENTER
COLUMBUS, OHIO

2 DAYS *ALL FREE!*

THURSDAY, SEPTEMBER 26

SALES & MARKETING TRACK

sponsored by
Torque Group

Don't Steal the Cheesecake: How Your Digital Reputation Defines Your Personal Brand and Shapes Your Dealership

Presented by **Sam Richter**

In today's "everything is online" world, people pass judgment and form opinions about you and your dealership before even meeting. What you post online, text, leave as a voicemail, say or do in front of a public camera, and even email is not limited to private networks. This session will provide you with practical and easy-to-implement strategies that will help you avoid personal and company embarrassment, manage your reputation, and enhance your personal brand.

9:00 a.m. –
9:55 a.m.

POWERING PROFITS TRACK

sponsored by
Aegis Powersports

How to Enhance Your Service Department Workflow with an Effective CRM

Presented by **Robert Grant**

When we hear CRM, most of us think sales. Service can also take advantage of the benefits that good customer relationship management can bring. Learn about the best practices of implementing CRM processes within your service workflow to create a better customer experience. We will cover the customer's complete service interaction cycle from the initial contact to post-visit satisfaction contact. We'll also identify ways for your service department to work more efficiently to provide the best experience possible for your customers.

LEADERSHIP PLUS TRACK

sponsored by
McGraw Powersports Western Service Contract

Training = Gross Profit and Gross Profit = Training

Presented by **Sam Dantzer**

This session will walk you through a key ingredient that few dealers put enough attention towards... a CULTURE of on-boarding and training. Why do we fight for another \$50 in the deal, but we don't fight as hard to minimize staff turnover? At what point do we realize that on-boarding, training and retention is as important to the bottom line as margin and marketing? Sam will walk you through the necessary focus for what you DIDN'T get in the industry to do. It doesn't have to suck or be a thorn in your side.

The Human Factor – Increasing Profitability and Performance in F&I Through Customer Interaction

Presented by **Rob Greenwald**

In our businesses driven by passion and enthusiasts, we will explore the emotional and mental side and how to integrate and appeal to it through your qualifying, conversation and interaction with the owner. Through taking the time to use The Human Factor, we can increase our sales of units, products and protections, margins and drive up our CSI, all while satisfying our customers.

1:00 p.m. –
2:00 p.m.

Capturing the Millennial Market – It's All in the Story You Are Telling

Presented by **Paige Bouma**

It's no secret that the average motorcycle buyer has changed — and not just from a demographic perspective. The reason they're buying bikes has also shifted. But, as an industry, do we have a firm understanding of what's actually driving this new generation down the path to purchase? What's motivating them to consider buying a bike in the first place? In this presentation, we will use data-driven research to answer those questions.

The Top 27 Hottest Topics That 20-Group Dealers Are Talking About in 2019

Presented by **Gart Sutton**

Come see what topics are hot this year among 20-group dealer principals that Gart moderates. As always, this session is a highly interactive learning opportunity for dealers who want to learn more about how to enhance every revenue stream in their operations. Hear about the challenges that are facing Gart's 20-group members, and how to overcome them.

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.

2:20 p.m. –
4:00 p.m.

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



SALES & MARKETING TRACK

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ROI to ROE – Identifying Factors of a Great Retail Experience and Measuring the Impact

Presented by Jill Nickels

By 2020, customer experience will overtake price and product as the key brand differentiator. The purpose of physical stores has shifted to engagement and connection. Experience starts with why. In our qualitative research, we identified five universal intentions of experience; Task, Social, Discovery, Entertainment, and Aspiration. Join Jill for a deeper dive into developing a more valuable experience for your dealership and its brand.

8:30 a.m. –
9:30 a.m.

POWERING PROFITS TRACK

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Aegis Powersports

Off-Road to the Rescue – How to Attract the Growing Side-by-Side, ATV and Dirt Bike Customer

Presented by Paige Bouma

The rise in popularity of off-road units came at the perfect time. Consumers flocked to ATVs and side-by-sides just as motorcycle sales flattened, helping powersports dealers to maintain status quo, despite the shift in what consumers were buying. But, do we have a firm grasp on who makes up this growing segment of buyers?

LEADERSHIP PLUS TRACK

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Help Me, Hurt Me – How to Convert All 5 of Your Profit Centers into ‘Help Me’ Moneymakers Using Best Practices You Can’t Afford to Ignore

Presented by Gart Sutton

Do all of your dealership’s departments carry their own weight? Do your department managers know how to control expenses as well as drive profits? Can you honestly say that every manager is doing their part to drive results to your bottom line?

9:50 a.m. –
11:00 a.m.

Used Powersports: The Fastest-Growing Segment in the Industry. Are You Keeping Up?

Presented by Tony Altieri

Over 2 million used powersports were sold in 2018. Learn best practices and resources to ensure your dealership gets its fair share. We will address the major obstacles dealers face when trying to expand their pre-owned footprint. We will provide proven solutions that have been tested nationwide to problems like slow moving inventory, subprime financing and more.

The Normalization of Deviance is Killing Your Bottom Line

Presented by Tony Gonzalez

The normalization of deviance is in play in every facet of your business. Managers are supposed to manage. This session will help you understand what normalization of deviance is, how to address it, and identify the characteristics of leadership that you need to ensure that normalization of deviance decreases in your dealership.

#WHOADAM – Learn How to Create Exceptional Experiences That Make Your Customers Go “WHOA... DAMMMM!”

Presented by Collin Austin

This session features a dealership principal who operates a business that simply brings the WOW! Factor to a new level. If you are in need of insights on how and why a dealership does what it does to make the shop a place where young two-wheel buyers simply want to be, make plans to attend.

1:00 p.m. –
2:00 p.m.

High Performance F&I – Finding the Next Gear for Your Business Department

Presented by Rob Greenwald

This high-energy seminar will discuss the key areas your dealership can examine to increase the performance of your F&I program. We will look at several major areas where minor changes may cause dramatic increases to your bottom line in the most profitable department in your dealership. Small actions often yield huge results.

Second-Chance Financing as a First-Class Customer Experience

Presented by Ben Donnarumma

This session will examine how subprime customers and opportunities can deliver more sales, revenue and repeat and referral business to your dealership. Help riders who choose your dealership achieve their goals while you gain customer loyalty, simply by providing an experience that they can’t get at the shop down the street.

5 Proven Strategies in Facebook Marketing to Grow Sales and Decrease Costs

Presented by Jim Jabaay

The consumer buying journey is now over 70 percent digital and a majority of that time is spent on Facebook. Learn 5 proven strategies that increase sales and connect with your consumer in today’s digital age to sell bikes, not just get likes.

2:20 p.m. –
3:30 p.m.

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How To Be A Social Media BadA\$\$ – The Opportunities You’re Missing and Mistakes You’re Making

Presented by Collin Austin

Has your social media content plan become sorta meh in 2019? For 2020, learn how a dealer principal effectively connects with his customers via a variety of tips, best practices and techniques that will simply make your customers become more engaged with your dealership’s brand.

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