

SAFELY OPERATING YOUR POWERSPORTS BUSINESS

*A guide for running a dealership that's safe for employees,
customers and communities during the COVID-19 pandemic*



CONTENTS

We've broken this publication into three sections: Your Business, Your Employees and Your Customers, so you can better navigate your way through and more quickly find the resources that you need right away. The publication also caps off with a summary with additional tools and resources.

ACKNOWLEDGEMENTS

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OVERVIEW

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SECTION I - YOUR BUSINESS

This section is designed for you to consider how to safely complete the tasks that your dealership completes on a daily basis, but in a safe, socially distant manner.

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SECTION II - YOUR EMPLOYEES

Here we'll discuss some additional communication and training pertaining to your employees, their comfort level for returning to work and their understanding of the importance of following the rules you've laid out.

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SECTION III - YOUR CUSTOMERS

Bad customer behavior can lead to riding areas or even your business being closed. In this section, we'll offer tools for communicating with and training your customers to behave in a way that will leave a positive impression about on road or off-road riding in your area.

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DISCLAIMER

This document provides an overview for consideration only on how to address the COVID-19 outbreak as it relates to your business and employees. It does not constitute legal advice. You should consult an attorney for any matters discussed herein. Furthermore, this document is not intended to (a) constitute medical or safety advice, nor be a substitute for the same or (b) be seen as a formal endorsement or recommendation of any particular response. Accordingly, you are advised to make your own assessment regarding the appropriate actions to take to operate your business, using this document as one of several resources at your disposal. Please carefully consider all laws, mandates and guidance issued by your local, state and federal authorities before implementing any measures described herein. Government requirements surrounding COVID-19 evolve on a daily and weekly basis. Employers should develop safe work plans that comply with these recommendations, monitor all changes to such recommendations and update their safe work plans accordingly. Additionally, updates to those plans should be timely communicated to employees and other stakeholders, as needed.



Do you dream of a simpler path to success?

- ▶ You can't fight off restrictive policies on your own.
- ▶ You're unsure how to adjust your business to meet changing customer demands.
- ▶ You feel the pressure to provide for your family and employees.

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Marine Retailers Association of the Americas

ACKNOWLEDGEMENTS



We wish to thank the Marine Retailers Association of the Americas (MRAA) for their collaboration and support in the development of the Powersports Guidebook to Reopening Dealerships Safely. This book is based on the MRAA Guide to Operating Your Boat Business Safely, which was produced in conjunction with marine associations throughout North America. The MRAA website has links to the PDF and some more marine industry resources as well:

<https://www.mraa.com/page/GetBackToWork>

In addition to the great work by MRAA, some of the powersports industry's leading pros have joined the cause to help dealers navigate reopening during the ongoing COVID pandemic. We have listed these contributors in alphabetical order and appreciate all of them!

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Eric Anderson is the author of the long-running Confessions of a Customer™ column in Dealernews. Anderson has been a successful powersports entrepreneur specializing in apparel and helmet development for 30 years. Getting his start in southern California motocross and a job as Technical Analyst at the MIC launched a moto-career evolving into marketing and then sales. He has spent 20 years as an elected MIC Board member and now runs his own marketing consulting business known as Vroom Network, which is committed to Looking at your business through your customers' eyes.

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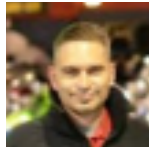
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WELCOME

Powersports Professionals of America

We are just passing the halfway point of 2020, and yet this has been a year like no other. A pandemic, riots in cities across the country, escalating tensions with China, a health care system that is beginning to buckle, inventory shortages, etc. We still have an election to look forward to, and on top of everything else, most dealers have been overwhelmed with business. I do not know anyone who came close to predicting how 2020 would play out, and if anyone had been vocal in making some guesses as to what this year would throw at us, all of us would have thought they had lost their minds.

As the Federal government has failed to take the lead in battling the pandemic, State governments have been at the forefront of deciding how to confront COVID-19. This has left us with a patchwork of strategies for preventing the spread of the virus. Some States continue to do well in the prevention of the spread, while others have essentially lost control. As it is unlikely that we will see a widely available vaccine before 2021, the challenges to powersports dealers (and ultimately all business owners in this country) will continue well into the future.

There are many companies and individuals who support the powersports industry. In our own way, each of us has worked hard to help our clients through the daily challenges that come from operating during a pandemic. Even though many of us compete in the same areas, a small group of us decided to come together to create a handbook that would help dealers to navigate through the second half of 2020.

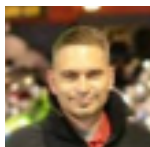
Regardless of your situation, either dealing with your first infection or starting to resume business as normal, we feel strongly that each one of you will find some of the individual articles in this document useful. We are proud to be able to support our industry in a time of need.

As the situation on the ground evolves, we will continue to support dealers and the industry so that we can all live to fight another day.

Sincerely,

Mark J. Sheffield
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NAVIGATING THE REOPENING OF YOUR DEALERSHIP DURING COVID-19

By Joe Iribarren

NOTE: This Overview from Joe Iribarren points out many of the processes that must be adopted and implemented to keep you, your employees and your customers safe so your dealership can remain open. Many of these procedures are covered in greater detail later in this Guidebook.

The COVID-19 pandemic continues to impact the United States both medically and economically. Many states have begun to relax their lockdowns. We still don't know what impact re-opening will have on the number of cases. Still, it's an economic boon to dealership owners countrywide.

That said, how do you re-open? What can you do to keep your employees and customers safe? Is it reasonable to re-open, or should you wait? These are all questions that loom large for dealers. This guide is a collaboration of experts in our industry to help you answer those questions.

What Are the Key Considerations for Reopening?

If your dealership is in a state where reopening is an option, you'll still need to think about the logistics of reopening before you decide to move ahead. Here are the primary considerations:

- State guidelines and your business
- The health of your employees
- The health of your customers

State guidelines for reopening can vary widely. Check to make sure you understand all legal requirements. You may need to put social distancing markers in place or install Plexiglas shields. The safety of everybody involved must be paramount.

Prepare Your Store for Reopening

Once you've decided to re-open, it will be helpful to create a checklist. You can use it to work through your state's requirements and any additional precautions you've decided to take. Remember that it's your responsibility as a dealership owner to create a safe space for everybody who comes through your doors. Here's a link to essential practices from the [US Chamber of Commerce](#).

Prepare Your Employees For Reopening

The health and safety of your employees must be a priority when you re-open. Your communication with them must be clear and compassionate. Inform them about your intent to re-open.

Identify your dealership's essential employees and positions. If you laid off employees and want to rehire them, reach out and give them the option of coming back. Understand that not all employees may want to go back or be able to go back. Some employees who have underlying conditions that make them vulnerable to COVID-19 or share living space with a high-risk person may not be able to work safely.

Create a sick policy that requires employees to stay home if they are experiencing any symptoms of COVID-19 or have had direct contact with an infected person. Let employees know if their job requirements have changed. For example, have your hours changed? Will they be required to take on cleaning responsibilities that differ from what they did before you closed? Lastly, put an emergency communication system in place to inform employees if they were exposed to COVID-19 and what they should do if they experience symptoms. The most important thing is clear and ongoing communication. It's the best way to ensure that employees feel safe coming back to work.

Create Customer Guidelines

Once you have addressed the needs of your employees, the next step is thinking about your customers. What do you need to do to keep them safe as you re-open? Here are some pointers:

1. Decide which safety precautions are necessary for customers.
2. Use your email list or social media platforms to communicate your new customer guidelines.
3. Put procedures in place to enforce guidelines (i.e. check for masks, count, and track occupancy).
4. Provide employees guidance to handle complaints or refusal to adhere to guidelines.

The above is an example of one situation where “the customer is always right” needs to take a back seat to your employees’ safety.

Monitor The Situation

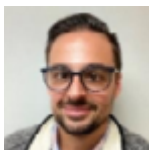
Finally, you’ll need to keep close tabs on the situation as you re-open. It may be that some of the guidelines you put in place need to be refined or adapted to the reality of doing business.

Remember, you can still apply to receive government assistance in the form of a PPP loan. The application is on the SBA website, or you can apply through your bank or local credit union. On June 3, 2020, Congress passed a PPP reform bill that allows businesses more time and leeway in how they spend PPP money. You can find the details [here](#).

Reopening your dealership will require careful planning and attention to detail. Provided you adhere to the appropriate guidelines and prioritize the safety of your employees and customers, you will be able to navigate the process successfully. Every organization and professional that was involved in the creation of this guide is dedicated to your success. If you have questions about the topics covered herein, do not hesitate to reach out to any of us. We’re all glad to help.

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Confessions Of A Customer®

By Eric Anderson

AVOIDING DODO SYNDROME

A Lesson In Alternative Thinking

The bombs have stopped falling. They could fall again... or we could fail miserably in our recovery efforts. But let's think more positively even though nobody knows which way this "bat flu thing" might go, especially in an election year. You might not want to read this if you think business will return back to normal soon.

Instead of being the "destination" you now need to make your customers your destination. Go to where they are hanging out — online and on their phones! They just confirmed they don't need to leave their sofas to continue moving their lives forward. Amazon, as much as you love them or hate them, made customers their destination when they started delivering to our welcome mats years ago. Customers **ARE** the destination — your brick and mortar store is not. Flip your thinking around and start coming to us.

Have you scheduled a ZOOM (WebEx, Skype, Teams, WhatsApp) Meeting with your customers yet? In lieu of a special event with hot dogs and pony rides for the masses, how about a one-on-one review of their personal needs (service, parts, accessories or sales)? It is time for powersports to enter the era of online white glove concierge service. You no longer need to jam 50 people into a dealership or an adjacent parking lot to have an event.

Your customers more fully understand this now than 3 months ago since they have been forced to work from home during our various levels of COVID-19 lockdown. Personally, I just hosted an online webinar entitled "Preparing For The Long Haul" for 50 influencers

from the off-road land use community. My event started with a short video on packing gear for the vehicle and its passengers — tools/recovery gear, food/water, survival and personal needs... all related to going off-the-grid for a few days in a 4x4.

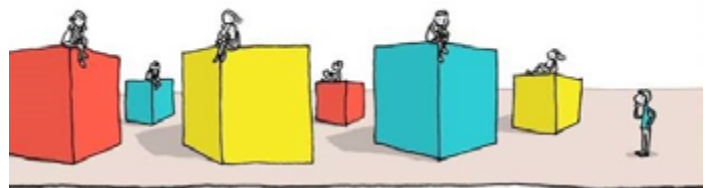
How about continuing to attract your customers to your "digital gathering place" (named after your business) to cover any number of topics including "how to" discussions on navigation, maintenance, ergonomics, bike set up, best accessories, off-road apparel trends, road riding apparel trends, helmet communications, steps to buying a pre-owned motorcycle, ride planning, new model introductions, etc. Then schedule individual appointments inside your store or online at the end.

In lieu of traditional methods pushing too many people too close together, how do you need to change your thinking? Think about how easy it would be to offer the following changes in how you do business:

1) HOME DELIVERIES

Do you or your employees have time to deliver inside a 10-mile radius? Think like pizza parlors, GrubHub or Instacart who all deliver food. Select a minimum purchase amount to make it free, otherwise charge what UPS or FedEx would. Next day delivery might be fine for orders after 10 AM. You could also state "UPS/ FedEx delivery available" on your website and in social posts. Get customers thinking about you differently.

EVERYONE IS BUSY TRYING TO THINK OUTSIDE THE BOX.



2) CURBSIDE PICK-UPS

Everybody's doing it now, even my brewing supply guy who sets my hops/yeast/malt on his shop's doorstep after I give him my credit card number from my cell phone sitting inside my car in the parking lot.

3) CROSS DOCKING — RECEIVE "IN" AND SHIP "OUT" THE SAME DAY!

That old "2-step-order it for you" system requiring me to come back

to pick it up will rarely happen nowadays. Your COVID-convinced customers want their cake and eat it too... by ordering it through you and having it drop-shipped or cross-docked (by you) to their doorstep? Ordering from RevZilla or Rocky Mountain may sound easier, but your business can advise customers on the phone before buying from you... and take returns easily without diddling with a “chat box” robot.

4) FREQUENT DIGITAL ANNOUNCEMENTS — UPDATE YOUR WEBSITE, BLOG, NEWSLETTER, ETC.!

You will have to jump up and down and wave digital “flags” at us to explain how you have enhanced your services and conveniences. We only pay attention to those who are in our peer group of social media buddies, so be tooting your horn everywhere (FB, IG, Twitter) and encourage “sharing” to other riders/customers.

5) TAKE CC#S — ANY WAY AND ANYTIME YOU CAN!

If you don't have plans for shopping carts on your website, then at least allow for a digital “wish list” which an employee can follow up on with a call and a quote. Encourage calling for an appointment — parts, service, accessories, sales--which can be reserved with a credit card number (or phone # if they object). I give my cc# to restaurants every week now... before I pick up take-out. Enable all your employees to capture this important data and archive it in every customer's electronic file for future use with gift cards, online purchases, and phone orders, etc.

6) HAVE “OPERATORS WAITING” — TO TAKE ORDERS & MAKE APPOINTMENTS

Make it sound easy, quick and convenient. Promote your phone team and how well trained they are to take care of all of their customer's needs. Avoid as much as possible putting customers “on hold” for someone else to pick up — it never seems to happen urgently.

7) PICK UP THE PHONES — MORE QUICKLY THAN EVER BEFORE!

Customers are impatient these days even though they also seem to have more time on their hands without commuting or shopping brick & mortar stores.

8) BE NICER — MORE THAN YOU EVER HAVE BEFORE

It's a lot easier to get under someone's hair recently since many tempers are on edge. A courteous and polite voice instantly takes us all back to a pre-COVID normality... when we used to spend more money and time shopping the old ways.

9) MAKE APPOINTMENTS “COOL” — FOR SERVICE, PARTS, SALES & ACCESSORIES SESSIONS

Appointment-making is becoming more normal to avoid waiting rooms and crowds. Hair stylists, oil change services, restaurants and fast food places will be using appointment apps more and more. How can you adapt to making more appointments, thus wasting less time of customers who do want to visit your facility?

10) SEND OUT A DIGITAL NEWSLETTER — WEEKLY!

Remember to be in your customers' faces to continuously remind them you have changed your ways of doing business. Your job is to unwind the way they “used to think” of you... and rewire how they should be thinking of your business... NOW!

11) OFFER LOW COST INCENTIVES ON SOCIAL MEDIA CHANNELS

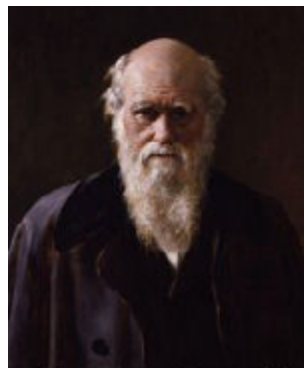
Coupons codes or a free T-shirt still are motivating to customers to take action. Whatever it is, don't always simply offer a discount. I still hate discounts and prefer “extra value” with a pre-priced service or product. Just be sure to start building your list of followers... by also offering an incentive for digitally “sharing,” “liking” and engaging with your social media platforms. Use “bait” like a crazy photo contest, scavenger hunt or geo-cache game to kickstart interest.

12) BOAST HOW CLEAN YOUR STORE AND EMPLOYEES ARE

Papa John's pizza brags about “contactless food delivery.” You might want to mention to customers a list of measures you have taken to provide a safe shopping environment. If you feel appropriate, include reassurances like: frequent employee testing, nitrile glove use, hourly sterilized counters and credit card sliders, mask use on customer-facing employees.

If you feel badly that your store is no longer the retail palace it once was, you are on the right track. Adjust! You are still the one source for what we need —powersports units, accessories, parts and service — LOCALLY! Hopefully you offer more “personality” and “tech guidance” than the “supply and demand-driven” E-Comm Giants. Stand out more colorfully and loudly than ever before... or risk being lost in the foray of marketing barrages from everyone else vying for customers' digital attention.

Adapt. Change. Evolve... or go the way of the Dodo and die off during the bat flu.



Charles Darwin



Extinct Dodo Bird

SUGGESTED DEALERSHIP BEST PRACTICES

By Paula Crosbie

COVID -19 has changed many lives, from the way we grocery shop to the way we purchase units. Many of you are opening your doors and may be unsure of what to do. There seem to be so many rules to follow. Some states require certain measures to be met while others may be more lax. Responsibility to ensure the safety of our teams and customers belongs to all of us.

Fortunately teams of experts in several different industries have researched COVID-19 safety measures and developed best practices. We have compiled the best of these best practices. It is our hope these best practices aid you in keeping your dealership staff and customers safe, healthy and COVID-19 free. Remember, each state has its own guidelines to follow, so it is important to stay informed and follow COVID-19 changes closely.

DEALERSHIP

- When a customer comes to the dealership be sure you have a sign outside about wearing a mask, gloves (if required) and social distancing.
- Have a hand sanitizing station at the front door for customers to use as they enter the dealership.
- Create a log or form for all customers to sign into before they are free to roam the dealership (vital info in case the customer or a dealership employee gets sick).

PARTS DEPARTMENT

- Parts Department staff will wear masks and gloves at all times as they interact with other departments and customers.
- Computers, credit card machines, and phone equipment will be sanitized after each use to prevent the spread. Be sure to test the sanitizers on the equipment you plan to use it on. Dealers have reported shorting out equipment with liquids, and some alcohol-based sanitizers will remove the lettering on keypads.
- Counters will be sanitized after each customer interaction.
- Encourage customers to order parts online, by phone, text, or email.
- Offer delivery and curbside pickup.
- Before delivering, or curbside pickup, be sure the part is paid in full.
- Coordinate a time for delivery/pick up. A schedule will be created by the Parts Manager to make sure customers are not congregating in one area.
- Wearing a mask and gloves, deliver the part to the front porch or to the customer's car. Do not stop to socialize with the customer; thank them for their business, wish them a nice day, and send them on their way.
- If a customer needs to return a part, use curbside return. Be sure they call in and coordinate a time for the return.

SERVICE DEPARTMENT

- Appointments will be staggered to be sure proper safety procedures are followed.
- Collect all customer information: email, phone, and ask if texting is allowed. Let the customer know you will be communicating with them in one of these manners. Ask them if they have the ability to communicate by video; consider doing this for a more personal touch.
- You should collect customer payment information and assure them that nothing will be charged until authorized. Be sure to have “written” (text or email) permission to charge the card to prevent delays at the time of pick up.
- Parts personnel will pull parts and accessories for the technicians using gloves. Parts will deliver parts to a designated area with the unit information and Tech name on the pick list. Accessibility to parts for the Technicians is critical for their efficiency.
- Technicians will not physically visit the parts department. All parts requests will go through the service writer.
- Technicians should work alone and within their own workspace.
- If equipment is shared it will be wiped down before and after use by every tech.
- Technicians will practice the same social distancing around the shop and with customers.
- When a technician needs help all parties involved will wear masks and gloves.
- Once service is complete, the unit must be cleaned and sanitized before giving it back to the customer.
- Send the customer a copy of the Repair Order prior to unit pick up. Be sure to ask if there are any questions on the repairs, call or video chat with the customer to explain as needed.
- When releasing the unit to the customer, wear a mask and gloves and continue to maintain social distance.

UNIT DROP OFFS

- Drop off of units to designated areas only.
- Have the customer call in that they have arrived. Meet the customer by their unit. Keep your distance, practice safety rules.
- Confirm the issue with the customer and collect contact information if you do not already have it. Ask the customer their preferred method of contact. Let the customer know you will follow up by one of these methods.
- Before the customer leaves notate condition and damage. Text the customer with information and have him/her acknowledge receipt. Always keep a 6 ft. distance.
- All check ins/outs will be held at the unit unless weather does not permit. Consider adding a covered check-in area.

UNIT PICK UPS

- If picking up units for service, have the customer leave unit where the pickup person can get to it. Have the driver call the customer when they are 5 minutes out. Customer will place the key outside in the unit and remain 6 ft. away from the driver. If assistance is needed, customer can help, but should be mindful to keep their distance.
- Employees will never hang around to socialize with a customer.

SALES DEPARTMENT

- Sanitize all units that have, or will come into customer contact.
- Equip all units available for viewing with hand sanitizer and gloves. Customers should already have masks on.
- Encourage customers who wish to purchase a unit to call, or make an appointment online using your website.
- Be sure all inquiries are responded to within 24 hours.
- If a customer comes into the dealership be sure you have a sign outside about wearing a mask, gloves (if required) and social distancing.
- All employees and customers should be wearing masks, at a minimum.
- Practice social distancing around the dealership and when showing a unit.
- Use tags that track which units have been sanitized and which have not.
- Recommend that customers sign documents digitally. They should send the signed documents by email then the originals should be sent in by mail.
- If a closing takes place in person, print out two sets of documents, one for the customer and one for the Sales/F&I person. Be sure to highlight the areas the customer needs to sign or initial. Keep the 6 ft. social distance required. After documents are signed, place them in an envelope. Be sure to sanitize the area before and after.
- Sanitize each unit before it is delivered.
- With social distancing, review of the units operations should be with one person. Make sure customers sign off that they received orientation by email or text.

SALES DEMOS & DELIVERIES

- All units must be sanitized before delivery and sanitized again upon delivery.
- All units will be sanitized before and after every demo. Prior to getting into, or on a unit you should verify it has been sanitized.
- All potential occupants should use hand sanitizer and wear a mask. Hand sanitizer, masks and gloves should be available in or near each unit.
- Request only one person in each unit, especially when going out for a demo. Whenever possible practice social distancing.
- Hand sanitizer or wash stations should be available before and after every demo.
- Employees will wash and sanitize hands before and after every demo.

There are many resources to help you learn and understand COVID-19. It is recommended you visit them often: WHO, CDC, Canadian Government, also your state and local health departments.

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INCREASE YOUR DEALERSHIP'S
HORSEPOWER

You need dealership management solutions that allow you to focus on what you do best: serving your customers.

CDK Lightspeed®EVO is the #1 DMS in the Powersports industry. With 37 years of industry experience and knowledge, we can turbocharge your dealership with the solutions you need to help you steer with confidence. You'll be able to stay in control and keep your business running smoothly – even in these times of change – whether you're at your desk, on the road, or in the field.

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VISIT [CDKGLOBAL.COM/TAKECONTROL](https://www.cdkglobal.com/takecontrol) TO SEE WHAT WE CAN DO.

THINK THROUGH HOME DELIVERY

By Mark Sheffield

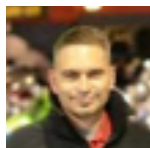
Recently, we've seen many manufacturers promoting home delivery. While I don't deny that it's a subject we need to address, there's a lot more to offering this service than just hiring a delivery driver and giving him/her the customer's address.

Based on many discussions with my 20 Group dealers, it is evident that many dealers have not spent the time to fully consider all the ramifications associated with home delivery and home drop-off services. Here is a list of items that are top of mind as I write this:

1. Dealer agreements — Many of these documents specify that your physical location is your only approved place of business.
2. State laws — Most states require dealers to deliver vehicles at the business address they are approved to operate from.
3. Insurance — Many policies are written with distance limitations. A customer's home address might be outside of the covered radius.
4. Lender requirements — Many banks and credit unions have restrictions on where paperwork can and should be executed. Completing documents at the customer's house could nullify the lender's commitment to fund those contracts.
5. Fraud — Moving this process off site can also lead to cash handling issues, and not having full documentation of the sales process (i.e. CCTV).
6. Federal legislation — Home delivery could trigger the 1972 Cooling-Off Rule. Originally designed to curb door-to-door sales practices, it requires that some \$25+ transactions are fully cancelable within 72 hours. That's just long enough to take a nice weekend trip.
7. Workers' Compensation — There's potential exposure to employee injury claims if your worker's comp coverage chooses not to participate in coverage.
8. Social distancing — Do dealers have the systems in place to ensure employees and customers follow the guidelines? Are you providing PPE?
9. Precedent — Once you drop off a vehicle with a customer, has the expectation been set that this is a service you will continue to offer? Do you have the infrastructure in place to offer continuing pickup and delivery services?

I do not propose to be the expert on this subject, I am just trying to generate awareness with dealers and help them recognize all the issues that can arise once you start offering home delivery services. With 50 states and 10 provinces, dealers are going to need to do the research and make their own decisions on pursuing this strategy. We recommend dealers check with their attorneys, research federal and state regulations, review manufacturer and lender agreements, and discuss this topic with insurance carriers to ensure they are navigating this subject in a way that minimizes dealership risk and exposure.

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DEALER TO DRIVEWAY



CHOOSE YOUR CAT

Click your favorite Arctic Cat off-road model from our full line-up.



FIND YOUR DEALER

Request a Guide explore financing options, and complete your purchase from home through your local participating dealer.



SCHEDULE DELIVERY*

Schedule a delivery with your local dealer and get ready to tackle your next adventure.

ARCTIC CAT DEALER TO DRIVEWAY

Reach out and touch someone used to be a cellular phone message, but now it applies to ATVs and Side-by-Sides from Arctic Cat. "Turn your living room into a showroom with the ability to purchase an Arctic Cat from your local dealer now at your fingertips," is the new tagline from Textron.

"Arctic Cat is making it easier than ever to get ready for your next ride by bringing the dealership experience to you," states the microsite. Textron is even tackling financing for this go-round. "The Arctic Cat Dealer to Driveway program allows you to select your dream Side-by-Side or ATV, apply for financing, request a credit check and more all from the safety and comfort of your home.

"Your vehicle will even be delivered to your driveway* through select participating dealerships." The fine print does note: **Delivery charges may apply. Offer subject to change. May not be available in all areas. Participation is at dealer discretion. All applicable laws apply.*

Click here for the program details:

<https://arcticcat.txtsv.com/shopping-tools/dealer-driveway>



HONDA HOME DELIVERY

Honda Motorcycles & ATVs joins the list of OEMs working with their dealers to facilitate delivery. "This is an unprecedented time for everyone, and we're pleased to work closely with our dealer network in order to adopt this temporary home-delivery option for our customers," said Chuck Boderman, Motorcycle Division VP at American Honda. "The pandemic has caused significant disruptions for everyone, but hopefully this temporary policy will streamline the purchase process for some customers."

To facilitate purchases of Honda Powersports products by customers who aren't able or prefer not to enter a dealership, American Honda is temporarily suspending its requirements for delivery of new units at the dealership. Instead, customers will be able to complete the entire purchase process without leaving their home or business.

A number of conditions are in place to ensure that a first-rate purchase experience is maintained, that federal, state and local vehicle and dealer regulations are followed, and that dealers' sales and service agreements are respected.



INDIAN OFFERS CLICK.DELIVER.RIDE

With COVID-19 enforced closures changing the business paradigm Indian is changing the rules. Indian Motorcycle introduced its Click.Deliver.Ride program, providing riders with of the option of purchasing a new motorcycle from their own home.

Customers have long had the ability to search for a desired model and accessorize it, but they can now work with their local dealer, either online or via phone, to complete the purchase and have it delivered to their door.

In the same way that Click.Deliver.Ride is providing Indian Motorcycle's customers with convenience, it is adding value to its dealer network. Dealers play a crucial role in their local communities and economies, which is why Indian Motorcycle has dedicated itself to help them navigate through this unprecedented business situation, with Click.Deliver.Ride at the forefront.

"Over the last month, we've all had to adjust to a new way of life and have had to alter the ways in which we conduct our business," said Mike Dougherty, Indian Motorcycle President. "Our hope is that Click.Deliver.Ride will help bring peace of mind to both our loyal customers and our network of dealers."

Click.Deliver.Ride is available for a limited time only at participating dealers based on applicable laws and is subject to change. To learn more visit:

<https://www.indianmotorcycle.com/en-us/click-deliver-ride/>



KAWASAKI DELIVERS GOOD TIMES

Home delivery for a new Ninja or a KRX1000? "In these unprecedented times, Kawasaki is looking to ease some of the burdens facing everyone and give them the opportunity to experience Good Times again," explains Kawasaki Senior VP, Sales & Operations, Bill Jenkins. "We are proud of our dealer network for working with their customers to give them the Kawasaki vehicle delivery experience, while also following the guidelines set out in their local areas."

In light of recent stay-at-home orders, travel restrictions, and social distancing recommendations in response to the COVID-19 pandemic, participating dealers are now able to deliver Kawasaki products directly to their customers' homes. "Our goal is to help facilitate purchases of Kawasaki products by those who cannot or may not wish to visit a dealership," Jenkins adds. Products include vehicles, parts, accessories and apparel. PG&A will be delivered via third-party services or common carriers.

"Our Kawasaki dealer network is committed to providing a first-rate experience for vehicle deliveries, replicating as closely as possible the vehicle pickup experience at a dealership," he says. "This means that vehicle inspections will be performed at the dealership prior to delivery, and all required delivery checklists will be completed in the customer's presence."

"Vehicles will be delivered by trained dealership personnel who can provide a thorough briefing on vehicle operation, maintenance, and safety information... not by a third-party delivery service or common carriers," Jenkins emphasizes.



ROXOR DELIVERS

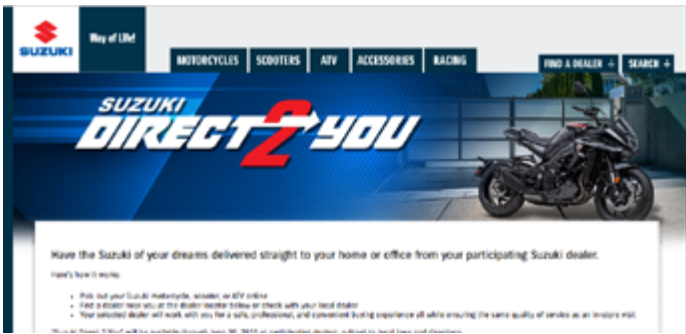
There is no question COVID-19 lock downs are forever altering the face of retail. ROXOR is "delivering" a new home delivery service that doesn't cut the dealer out of the mix and even includes trade-in pick-up. "At Mahindra we're looking to make people's lives easier during these uncertain times and that includes helping with the purchase of a new ROXOR," said Justin Prann, VP of Sales & Service. "We're forging into a new era of shopping with the ROXOR DELIVERS program to make purchasing a new ROXOR for our dealer network as easy and safe as possible from the comfort of peoples' homes."

"The new ROXOR DELIVERS service helps make the buying process easier at a time when many of our dealers are limited due to COVID-19," notes Prann. "Mahindra Automotive North America is offering the most comprehensive manufacturer-led vehicle home delivery service with the ROXOR DELIVERS Program."

The process is simple. Request a quote or submit a trade-in estimate request at the ROXOR Delivers microsite and within an hour a ROXOR representative will call to walk the customer through the no-hassle buying process. The ROXOR representatives will help with the vehicle build and once the purchase has been initiated with a participating ROXOR dealer it will be finalized with home delivery.

Click here for more

<https://www.roxoroffroad.com/roxordelivers>



SUZUKI DIRECT 2 YOU

Have the Suzuki of your dreams delivered straight to your home or office from your participating Suzuki dealer. Here's how it works: "We understand the landscape of the COVID-19 pandemic is challenging for everyone, and we are working hard to ease that burden with new and innovative ways to continue our commitment to keeping customers and dealers a priority," said Kerry Graeber, Suzuki's VP MC/ATV Sales & Marketing. "With Suzuki Direct 2 You, we feel it's a great way to follow appropriate guidelines while providing a way for customers to still enjoy the perks of a new Suzuki motorcycle or ATV." Customers are relying on Suzuki to help make the buying experience safe, professional and convenient, especially those unable to visit a dealership. To help facilitate the purchase process, Suzuki encourages its dealers to communicate through electronic means and other methods to minimize contact, where and when appropriate.



YAMAHA DELIVER YOUR RIDE

Yamaha Motor Corp., USA, launched an all-new "Deliver Your Ride" program supporting Yamaha dealers that are able to complete vehicle purchases remotely and then deliver the product directly to customers. The new program includes ATV, Side-by-Side, motorcycle, and snowmobile products, and is available nationwide wherever dealers can legally and safely participate. "Yamaha is working hard to support our dealer network and their customers during these difficult times," said Steve Nessler, Yamaha's Motorsports group marketing manager. "It's not business-as-usual for anyone, yet we know people may still want to buy and enjoy new Yamaha products where possible and appropriate based on their local laws and regulations." The new Deliver Your Ride initiative was announced to Yamaha dealers on April 17, 2020, as a temporary program and Yamaha is working diligently with dealers to assist with the implementation. Interested customers can contact their local Yamaha dealer to determine availability. This is a voluntary program and Yamaha is encouraging each dealer to determine the feasibility based on their local laws and capabilities.

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SCHEDULING VISITS

By Mark Sheffield



For years, the powersports industry has been in transition, moving from a fully in-person process, to some business being conducted over the phone, to many deals being worked over the Internet and mobile devices. The COVID-19 pandemic has dramatically increased the adoption of virtual visits, and even after this crisis has waned, it is likely that many consumers and dealers will continue to use the skills they've learned over the last few months, especially as many consumers may take a long time to again feel comfortable in crowded spaces.

Currently, many dealers are operating in a middle ground, with limits on the number of people that can be on the showroom at one time. With many of our customers wanting to limit their contact with other people, now's the time to hone your VIC (Very Important Customer) skills. Here are some points to consider.

- Communicating with your team. It is critical that each one of your employees knows how the business is operating, so that customers are receiving a consistent message. Whether you communicate your operational standards through a company meeting or with an email to the entire workforce, it is important that everyone is on the same page. Once you have let your employees know what the process is, give them the opportunity to ask questions so that you can clarify anything that they do not understand. When the process is going to change, notify your team in advance.
- Customer messaging: Consumers can find out about your business on a multitude of fronts, and it might not be possible to keep them all current, but you can hit the major ones.
 - Website – Add a banner on your home page to let customers know what changes they should expect when they are working with you.
 - Google – The Business Manager allows you to display a COVID Update to customers who are searching for information about your dealership.

- Phones – Make sure that your employees are all on the same page (see step 1) when taking calls from customers.
- Email – Consider adding a short banner to all your outgoing messages discussing changes to operating hours and limits on floor traffic.

Setting appointments. Many of our front-line employees have spent years honing their skills working with walk-in customers. Setting appointments and time management are not skills that all our staff may have developed, so it is important that we spend some time on that front. It is never good to practice on your customers, so take the time to set your team up for success, and set your customers up for a great experience.

- Appointment log: Whether it is on paper or digital, employees should have a way to track future appointments with customers.
 - Padding: Do not overbook the schedule. Leave time between appointments in case someone runs long, or to take care of follow-up work.
 - Reminders: Just like your doctor, follow up with the customer in advance of the appointment.
 - Leave time between customers to sanitize your work area along with any vehicles that your appointment has expressed interest in.
- Monitor communication channels. Keep an eye on incoming email, voice mail, text messages, and written messages from the receptionist. Follow up in a timely manner.
- Greeting: Many of us are used to shaking hands, which is not the best greeting for these times. When a customer arrives, greet them verbally, and then take a minute to let them know that you value their time and their health. Explain what you are doing to provide a clean and healthy dealership and answer any questions they might have. If the customer(s) do not appear comfortable, then ask what you can do to change that.
- Business distancing. Provide space between desks and limit the number of people allowed to be in an enclosed space or office. If people start to crowd in one area, then be polite but ask them to spread out.

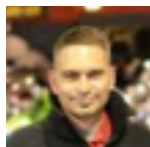
These are the big changes on the front side of the process. From here you should be moving into more of your standard sales process, and do not forget to follow up.

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CLEAN COUNTS!

How to Sanitize ATVs, UTVs, Personal Watercraft & Motorcycles

By Patrick Weekly



The first step is to get the exterior of the vehicle clean of all the dirt and grime because viruses and bacteria tend to remain on dirty surfaces. Regular cleaning products can be utilized to remove all the dust and grime that builds up during normal use. After washing the vehicle, sanitize the frequently touched surfaces by wiping them down with a microfiber cloth which has had a disinfecting agent applied to it. The most frequently touched surfaces include the grips, steering wheel, gear shifter, hand brake, sun visors, grab handles, seat, seatbelt buckles, dashboard, touchscreens and all the controls.

There are multiple disinfecting agents on the market that have been tested and proven effective against the COVID-19 virus. Alcohol is an extremely effective disinfectant and is typically the main ingredient in the sanitizers that are available on the market. Many bulk sanitizers are available at online retailers such as Star-San. The primary disinfectant they sell can be diluted with water, making it cost effective.

After applying the disinfectant, use a microfiber cloth to wipe off the excess. It is advisable to repeat the procedure after each use of the vehicle by a customer or employee. There is the possibility that the chemicals in some disinfecting agents may damage the finish of the vehicle, so be sure to test each agent on a small portion of the vehicle that is not directly in the line of sight. Take extra care around electronics to make sure they aren't damaged by the exposure to liquid agents.

As the COVID-19 virus is invisible to the eye, it's also important to maintain personal hygiene standards, especially as disinfecting vehicles can place you in direct contact with infected surfaces. If they are available, wear disposable gloves. Carry a personal-sized sanitizer with you at all times. Ensure the dealership maintains a stock of key items including gloves, hand sanitizer, wet wipes and disposable masks. You can also use medicated hand wipes to wipe off the personal work areas.

Most importantly, wear a mask and gloves while you are working, do not touch your face or any other part of the body during the process, and once done, lather up your hands with an antibacterial soap and wash them thoroughly.

Finally, be sure to practice social distancing. COVID-19 is incredibly infectious, and maintaining a safe distance can be one of the best measures to prevent becoming infected.

TAG!

Using Unit & Helmet Sanitization Tags

By Patrick Weekly



As we begin to allow customers back into the dealership, we will have to create a new process to track cleaning and sanitization of the showroom units. You should also do the same for the helmets on display.

Many dealerships are limiting the number of people allowed in at any time, and requesting them to set appointments prior. Those who do allow test rides should require that the unit be sanitized immediately after every demo! A detailed written process on who should be responsible to make sure the unit is sanitized after a test ride is very important and you need to utilize a hanging tag to show it has been done.

Customers will require a test fit of a helmet prior to purchasing, and these will also need to be sanitized immediately after the fitment process is done. Limit the number of helmets you allow test fitting to maybe just one size and one color of each brand or style. In fact, many retailers are still not allowing customers to try on clothing. You also will need adjust your return policy on returns on these types of items.

Creating a detailed written process on who is responsible to make sure the helmet was sanitized after a customer has a test fitting is critically important to make sure it has been done. Utilize a hang tag to ensure the process has been followed and someone has accountability for sign off!

Create hang tags with a line for the date, time and initials of who last sanitized the product. You may choose to change colors of the tag per day to be sure all products are getting sanitized daily. Above are some examples of effective hang tags. Red tags indicate the product has not been sanitized following customer contact. The blue tag should be filled in each time product has been sanitized. Pre-printed versions of these hang tags are included in the download tools.

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WASH YOUR HANDS!

Cleaning & Disinfecting Your Dealership

By Patrick Weekly



Background

There is still much to learn about the novel coronavirus (SARS-CoV-2) that causes coronavirus disease 2019 (COVID-19). Based on what is currently known about COVID-19, spread from person-to-person of this virus happens most frequently among close contacts (within about 6 feet). This type of transmission occurs via respiratory droplets. Although transmission of novel coronavirus to persons from surfaces contaminated with the virus has not been documented, the Centers for Disease Control and Prevention (CDC) still calls for washing your hands frequently.

Recent studies indicate that people who are infected but do not have symptoms likely also play a role in the spread of COVID-19. Transmission of coronavirus occurs much more commonly through respiratory droplets than through objects and surfaces, like doorknobs, countertops, keyboards, toys, etc. Current evidence suggests that SARS-CoV-2 may remain viable for hours to days on surfaces made from a variety of materials. Cleaning of visibly dirty surfaces followed by disinfection is a best practice measure for prevention of COVID-19 and other viral respiratory illnesses.

It is unknown how long the air inside a room occupied by someone with confirmed COVID-19 remains potentially infectious. Facilities will need to consider factors such as the size of the room and the ventilation system design (including flowrate [air changes per hour] and location of supply and exhaust vents) when deciding how long to close off rooms or areas used by ill persons before beginning disinfection. Taking measures to improve ventilation in an area or room where someone was ill or suspected to be ill with COVID-19 will help shorten the time it takes respiratory droplets to be removed from the air.

Purpose

This guidance provides recommendations on the cleaning and disinfection of dealerships. It is aimed at limiting the survival of the virus in the environments. These recommendations will be updated if additional information becomes available. These guidelines are focused on dealership settings and are meant for the general public.

- Cleaning refers to the removal of germs, dirt, and impurities from surfaces. It does not kill germs, but by removing them, it lowers their numbers and the risk of spreading infection.
- Disinfecting refers to using chemicals, for example, EPA-registered disinfectants, to kill germs on surfaces. This process does not necessarily clean dirty surfaces or remove germs, but by killing germs on a surface after cleaning, it can further lower the risk of spreading infection.

General Recommendations For Routine Cleaning & Disinfection Of Dealerships

Dealership employees can practice routine cleaning of frequently touched surfaces (for example: counters, doorknobs, light switches, handles, desks, toilets, faucets, sinks and electronics (see special electronics cleaning and disinfection instructions) with household cleaners and EPA-registered disinfectants that are appropriate for the surface, following label instructions. Labels contain instructions for safe and effective use of the cleaning product including precautions you should take when applying the product, such as wearing gloves and making sure you have good ventilation during use of the product.

- For electronics follow the manufacturer's instructions for all cleaning and disinfection products. Consider use of plastic covers for electronics. If no manufacturer guidance is available, consider the use of alcohol-based wipes or spray containing at least 70% alcohol to disinfect touch screens. Dry surfaces thoroughly to avoid pooling of liquids.

How To Clean & Disinfect

Hard (Non-porous) Surfaces

- Wear disposable gloves when cleaning and disinfecting surfaces. Gloves should be discarded after each cleaning. If reusable gloves are used, those gloves should be dedicated for cleaning and disinfection of surfaces for COVID-19 and should not be used for other purposes. Consult the manufacturer's instructions for cleaning and disinfection products. Clean hands immediately after gloves are removed.
- If surfaces are dirty, they should be cleaned using a detergent or soap and water prior to disinfection.
- For disinfection, most common EPA-registered household disinfectants should be effective.
 - Follow manufacturer's instructions for all cleaning and disinfection products (concentration, application method and contact time, etc.)

Always read and follow the directions on the label to ensure safe and effective use.

- Wear skin protection and consider eye protection for potential splash hazards
- Ensure adequate ventilation
- Use no more than the amount recommended on the label
- Use water at room temperature for dilution (unless stated otherwise on the label)
- Avoid mixing chemical products
- Label diluted cleaning solutions
- Store and use chemicals out of the reach of children and pets

You should never eat, drink, breathe or inject these products into your body or apply directly to your skin as they can cause serious harm.

- Additionally, diluted household bleach solutions (at least 1000 ppm sodium hypochlorite, or concentration of 5%–6%) can be used, if appropriate for the surface. Follow manufacturer's instructions for application, ensuring a contact time of at least 1 minute, and allowing proper ventilation during and after application. Check to ensure the product is not past its expiration date. Never mix household bleach with ammonia or any other cleanser. Unexpired household bleach will be effective against coronaviruses when properly diluted.
- Prepare a bleach solution by mixing:
 - 5 tablespoons (1/3rd cup) bleach per gallon of room temperature water or
 - 4 teaspoons bleach per quart of room temperature water
- Bleach solutions will be effective for disinfection up to 24 hours.

Hand Hygiene & Other Measures

- Dealership employees should clean hands often, including immediately after removing gloves and after contact with a customer, by washing hands with soap and water for 20 seconds. If soap and water are not available and hands are not visibly dirty, an alcohol-based hand sanitizer that contains at least 60% alcohol may be used. However, if hands are visibly dirty, always wash hands with soap and water.

Note: the guidance presented comes from the CDC, as we learn more about the virus and how it's transmitted this guidance could change. Be sure you read and follow all updated information from the CDC:

<https://www.cdc.gov/coronavirus/2019-ncov/community/reopen-guidance.html>

INCOMING!

Create A Deliveries Log

By Patrick Weekly

Date	Invoice #	P/O #	# of Packages	S/O or R/O #	Customer or Department	Name of Shipping Company	Shipping Invoice #	Total Shipping Cost	Supplier	Freight collected	Notes
1/2/2020	223456	4848	1	s/o4848	smith, jones	Fed Ex	223456	75.00	Tucker Truck	all fed ex inv 223456	overnight shipping

It is important to track all your deliveries. This allows all parties to be contacted in case a delivery person or a staff member contracts COVID. Log all deliveries coming into your building with a log sheet for incoming deliveries. The log should be maintained by the receiving agent or main reception, who then contacts the customer or inventory control to let them know a delivery has been received. Tracking all freight charges and package dimensions will help in verifying if freight was collected from a Customer or Internal Department.

Utilizing an Excel workbook as an incoming and outgoing freight log will make it easy to keep track of all freight.

- Outbound freight: Record the date, customer name, vendor name, shipping charge, sales associate name, invoice number, and return authorization number.
- Incoming freight: Record date, delivery service (UPS, FedEx, etc.), incoming freight charge, who it's for (customer or internal account), salesperson reference, invoice reference number or (special order or repair order number), shipping service (overnight, 2 day, ground), and package dimensions.

All incoming deliveries should have a purchase order to avoid wasted time in chasing down who the incoming package is for. Have an established area for all deliveries. If you have a regular UPS or FedEx person be sure to train them on your procedures and ask them for their cell numbers in case of problems or emergencies. Always try and avoid letting any delivery personnel in your parts storage areas.

Your Parts Manager should use the log and track all freight charges to be sure you are collecting freight properly from customers, and internal accounts. Freight should not be considered a cost of doing business. If parts were ordered in for stock, freight should be added into the cost of the part and accounted for. You may need to raise your retail price to keep the proper profit margin desired.

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HOW NON-POWERSPORTS RETAILERS HAVE RESPONDED

Modified from content originally provided by the Marine Retailers Association of the Americas



Sifting through guidance from the CDC and all of the other acronym-laden government agencies on how to clean your facilities can be as sterile of an experience as doing the cleaning itself. How does all that information translate to the real world?

While we've done our best to outline powersports-specific ideas for cleaning and sanitizing and staying safe in this new environment, we thought it would be worthwhile to take a look at how non-powersports retail organizations are navigating the new normal.

Retail Organizations

Retailer organizations recommend all retailers review their sanitation procedures and increase the frequency of sanitation, especially for high-touch surfaces and public areas. Importantly, they note several distinctions in a multistep process: First, surfaces must be cleaned with an approved detergent to remove physical contaminants; second, the cleaning should be followed by a rinse with clean, potable water; and third, cleaned food contact surfaces should be sanitized, while non-food contact surfaces should be disinfected. Your staff should be trained on how to use and verify the concentration of sanitizers and disinfectants.

The CDC offers a list of registered sanitizers and disinfectants. The two can be the same product, but disinfectants are more highly-concentrated and require a longer contact time than sanitizers.

In addition to temporarily adjusting store hours to create more time to clean and restock shelves, big-box retailer Home Depot has outlined seven steps it has taken to ensure social and physical distancing remains possible in its stores.

1. Limiting the number of customers allowed inside stores at any given time.
2. Eliminated major spring promotions to avoid high levels of traffic to stores.
3. Social Distancing Captains have been assigned to reiterate physical distancing.
4. Floor distancing markers and additional signage encourage guests and associates to maintain safe distances.
5. Associates have the option to wear badges reminding customers of social distancing.
6. Stores and distribution centers have posted handwashing and other preventative action signage.
7. Additional sanitation action to disinfect high-traffic and high-touch areas.

At industry giant Bass Pro Shops, there's a similar approach. The company is offering free pick-up and delivery in select locations; limiting the number of customers to 100 or less at a time; offering a senior shopping hour; limiting store hours and scaling back in-store activities; increasing the frequency and intensity of cleaning; and coordinating efforts based on guidance from the CDC and World Health Organization. And if the CDC, EPA, WHO and OSHA weren't enough alphabet soup, the FDA jumped into the mix with guidance in mid-April. The Food & Drug Administration published a comprehensive page featuring best practices for retail food stores, restaurants, and food pick-up/delivery Services. Even if your restaurant, bar or similar service isn't open yet, it would be good to study this and prepare for the new norm upon reopening.

Grocery Store Best Practices

Today's grocery store personnel are considered local heroes, and rightfully so, for the risks they take to keep shelves stocked and the interaction they have with countless consumers who must walk their aisles. They not only have garnered "essential" economic status, but they are essential for providing our society with basics of life.

It's worth looking at grocery stores as a model for how we should operate our businesses as we return to work. The National Grocers Association identified several best practices for operating safely. This list identifies some best practices that may not covered in other areas of this publication.

1. Communicate the steps you are taking to protect against the virus with your customers, both at the store and on your website.
2. Ask customers to implement the recommended social distancing guidelines of six feet separation, and particularly while standing at a checkout counter.
3. Educate staff and customers on CDC-recommended hygiene procedures.
4. Institute additional mandatory cleaning or sanitizing schedules and directions around your store.
5. If you've never had a hand-sanitizing station at your store, add one. If you had them, increase the number of stations you have.
6. Assign employees to regularly sanitize commonly touched areas (see the article How to Sanitize Your Facility in this publication).
7. Require any employees who have flu-like symptoms to stay home
8. Ensure your business remains up to date on local and state health updates.
9. Consider changing regular store hours to allow for regular cleanings.
10. Consider offering specific hours of operation for vulnerable populations to shop without other customers.
11. Offer virtual or remote shopping options.
12. Update and communicate your sick leave and paid-time-off policies to your employees regarding COVID-19.
13. Now's a good time to implement cross-training to prepare for coverage issues.

The Right Time To Adjust

No matter where your business is in the evolution toward the new normal, it's important you adjust to deliver safety and confidence to your employees, your customers, your vendors and your communities. These insights and even this entire publication do not represent an exhaustive list of measures you could consider. You and your team need to prepare a response that best reflects the needs of your individual business.



We wish to thank the Marine Retailers Association of the Americas (MRAA) for their collaboration and support in the development of the Powersports Guidebook to Reopening Dealerships Safely. This book is based on the MRAA Guide to Operating Your Boat Business Safely, which was produced in conjunction with marine associations throughout North America. The MRAA website has links to the PDF and some more marine industry resources as well: <https://www.mraa.com/page/GetBackToWork>

TOOL TIME

Tools To Stay Remote, Stay Safe And Stay The Course

By Joe Iribarren

In the past few months, dealership owners and employees have had to adapt to working remotely. A considerable percentage of your employees won't be able to work remotely because their work requires them to be physically present at your establishment. Others, however, you can be much more flexible with; think bookkeepers, marketing experts, clerks, and even your sales staff.

If you keep an open mind to this possibility—not only will you help keep your employees safer by lowering the number of people grouped indoors—you'll also join a lasting movement of telecommuting companies. Your dealership will become a much more attractive place of employment.

Before you jump into it, though, take some time to discover the tools you'll need to make it happen. Your team will need the latest and greatest to manage digital assets, collaborate, and connect. Here are some of the best tools available for working remotely, now and in the future.

Asset Management Tools

Some dealers have already transitioned to cloud-based backup systems, but most haven't. If you need a way to manage your data and assets online, so everybody can access what they need, here are some suggestions.

- **Google Drive** is a free tool accessible to anybody with a Google account. Google Drive is easy to use and allows you to work on documents with colleagues. It also tracks changes.
- **Dropbox** is a tool with free and paid options where you can have employees and freelancers put documents for you to access. It's easy to set up folders to organize your content.
- **Canva** is one tool that's intuitive and easy to use for creative content. They have a free option, but the premium account is ideal for business content and collaboration, even for people who don't have any design experience.
- **Adobe Creative Cloud** is one of my favorite tools to create and collaborate on visual content. You can add team members as needed and give them editing privileges.

If you've been reluctant to embrace cloud technology for file sharing and asset management, now is the time to embrace it. You can get your feet wet by having your team use some or all of the above asset management tools even before giving them the green light to work remotely.

Virtual Meeting Tools

Virtual meetings are everywhere these days. I'm willing to bet you've already tried some of the tools I'll cover in this section. Virtual meeting tools will be as useful for your sales staff to keep in touch with leads and customers as well as with other members of the team.

- **Zoom** is the video conferencing app that's received the most attention. It's useful for large group meetings. In addition to real-time conversations, you can share screens and record meetings.
- **Google Hangouts** are a free and convenient meeting option, especially if you're already using Google Calendar or Google Docs.
- **GoToMeeting** is ideal for speaker meetings where you want people to be able to dial in and listen to a speaker or host. You can also record meetings to share later.
- **Join.me** is an excellent app for screen sharing meetings. You can also use it to create a dedicated meeting room for people to visit when they need to meet with you.
- **Skype** was the first video calling tool. It's not the most sophisticated tool on this list, but it's suitable for one-on-one calls with colleagues or collaborators. There's a chat feature where you can put links and other information.

Keep in mind that Zoom's free option limits meetings to just 40 minutes, but their paid plans start at only \$14.99 per month. The paid plan allows nearly endless meetings with up to 100 participants.

Remote Login Tools

Depending on your dealership's technical setup and software usage, some of your team members may need to access a computer in the store while they're at home. Here are some tools to solve that.

- **TeamViewer** has a free option for personal use and a business option where you can allow multiple users to log in remotely.
- **Remote PC** will enable you to access computers and create teams to allow for secure collaboration between employers, employees, and freelancers.
- **LogMeIn** offers a free trial and account options for business owners and IT professionals who may need to log in remotely to fix computer issues.

Keep in mind that for these tools to work, the host computer that your remote employees will access needs to stay powered during the process.

Project Management Tools

Arguably one of the most critical tools to keep your team together while being apart is Project Management tools. These kinds of tools will facilitate your employees to collaborate and stay informed. Here are some of the best project management tools to try:

- **Asana** allows you to create projects and tasks, assign them to employees, upload files, and communicate via live chat.
- **Trello** gives you an easy-to-use dashboard where you can track projects, mark them urgent, and even color-code them to make it easy for collaborators to see what they need to do.
- **Basecamp** has calendar management and project management tools on a convenient dashboard. You can grant access to employees and freelancers for accessible communication.
- **Microsoft Office Teams** allows you to download Microsoft tools such as Word and Excel onto your computer and collaborate with employees.
- **G Suite** is a Google-created tool that enables teams to collaborate and manage products using Google Docs, Sheets, and Slides, as well as creating and working from a shared calendar.

Time Tracking Tools

Tracking employees' time helps to keep them accountable. Sleep better at night knowing your hourly (or even salaried) employees are staying productive. Time tracking tools will help you keep tabs on the time they spent on each task. Here are some of the most popular:

- **iDoneThis** is a tool that tracks team progress on projects. If you have multiple employees working on the same project and you want to avoid duplication of effort, this is a useful tool to have on hand. It will send everyone on your team a digest to recap what everybody did.
- **Time Doctor** allows you to create projects and track time spent on them using a clock. It's ideal to manage remote employees and freelancers.
- **Harvest** is a simple tool that allows you to create projects or to-do lists and track the time spent on each item. It's best suited for monitoring personal time, though. Harvest may not be the best tool for managing an employee's productivity.

Remote work will become the norm, more and more, in the future. Powersports dealership owners and employees need to have the best tools to help them keep track of their assets, and collaborate while staying accountable. The tools on this list are some of the most popular and will help you do just that.

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ACQUIRING PRE-OWNED INVENTORY IN TODAY'S CLIMATE

By Jose Juarez

Auctions are always an option when it comes to acquiring pre-owned inventory, but with units getting scarce and values holding close to book it might be time to look a little closer to home. Your own CRM is a safe and effective way to acquire products from your previous customers or appointments. All of the information you gather on a daily basis from your prospects and customers can pay off in a big way.

Here is the customer information you need to create a targeted marketing campaign:

1. Name
2. Address
3. Email
4. Cell number
5. Current Product they own

Customer Target List:

1. Service customers who did not purchase from you, but use your store for service.
2. Parts customers who did not purchase the unit from you, but buy parts from you.
3. Customers who have purchased and are in a positive equity position.

Why is this a safer and cost effective method to acquiring inventory from your customers without going to an auction?

1. No Airline travel needed
2. Stay away from crowded auctions
3. No travel or auction expenses

How Do You Get Started?

Start with 250 customers.

Call each customer as many times as needed over a one week time frame until you reach at least 50% of them (125 customers).

Statistics show 20% of the customers will want to trade for a new product and 15% of the customers will want to sell their unit

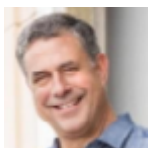
The kept appointment ratio for these customers is over 50%, and the close ratio is even higher. This example should generate over 10 preowned units for inventory as well as additional new product sales. If you started this campaign with 500 customers, that could mean over 20 pre-owned units plus add-ons.

Campaigns like this should be run every 90 days. You can hire a call center to do this for you, or develop an inside phone sales marketing team to do it.

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Jose Juarez is the founder and CEO of Victory Solutions, a powersports promotions and business intelligence contact center located in Ocala, FL. When Jose is not at Victory's office, you will find him training and consulting powersports dealers around the country. Jose is an avid pitmaster and enjoys barbecuing. After winning a national grilling competition on the ABC talk show Live With Kelly And Ryan, Jose launched a sauce company named Barbacuban LLC.

TOOLS & DOWNLOADABLE FORMS



DAILY CLEANING CHECKLIST

[CLICK TO DOWNLOAD](#)



SIMPLE CUSTOMER LOG

[CLICK TO DOWNLOAD](#)



STOP THE SPREAD DEMO DO'S & DON'TS

[CLICK TO DOWNLOAD](#)



CUSTOMER INFORMATION FORM

[CLICK TO DOWNLOAD](#)



FREIGHT DELIVERIES TRACKING

[CLICK TO DOWNLOAD](#)



SANITATION TAGS

[CLICK TO DOWNLOAD](#)

HOT TOPIC

Keeping The Team Healthy & Safe

By Mark Sheffield



Each dealership will need to take a multitude of factors into account when determining how they want to continue to operate the business. Some of the key factors:

- Local ordinances and laws
- Guidance from the CDC
- Regional infection rates
- Susceptibility of the staff (are any of the employees in high-risk categories)
- Current consumer demand
- Desire of employees to continue working
- Dealership risk tolerance and insurance coverage (if an employee contracts COVID, what is the dealership's potential liability)



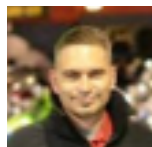
Should an employee get sick, there is currently no Safe Harbor provision to protect businesses against frivolous litigation. However, having a written set of guidelines and following them is your best course of action when it comes to maintaining a safe and healthy business.

While some employees and customers might see certain actions as a violation of their personal freedoms, it is also the right (and I would say the duty) of each business owner to operate in a manner which offers a safe and healthy retail environment. Here are some steps each dealership can take:

- **Communicate** – Have a written set of standards that all employees and customers must abide by. Post signs on all entrances to the dealership, areas where people congregate, and the bathrooms. Let your employees and customers know what you are doing to protect them and let everyone who visits your dealership know what their responsibilities are.
- **Health checks** – Consider checking each employee’s temperature when he/she arrives at work in the morning. At a minimum, have department managers spend a few minutes talking to each team member in the morning, having them pay close attention for any signs of sickness.
- **Testing and Quarantine** – For employees who do present symptoms, have them immediately leave the premises, and provide instructions on getting tested. Have a plan in place should an employee test positive.
- **Expanded benefits** – Consider covering all an employee’s costs for testing and look at offering expanded sick leave policies (there are some Federal programs in place to subsidize these costs).
- **Supplies** – Make sure the cleaning closet is fully-stocked with the products needed to clean and disinfect the dealership. Consider hiring a full-time employee who does nothing but sanitize high traffic areas.
- **PPE** – Provide face masks/coverings and disposable gloves for employees and/or customers
- **Common areas** – Limit the number of people who can gather in one area (service counter, sales desks, break rooms, etc.). If employees have trouble respecting these limits, then consider closing those areas off.
- **Food and snacks** – Decommission coffee stations and snack areas (popcorn machines, candy bowls, etc.).
- **Lunch** – When employees leave the dealership for lunch, they can end up waiting in line and being exposed to other people who might have contracted COVID. Consider providing a daily lunch offering (preferably individually packaged).
- **Sanitizing** – Many companies now offer sanitizing services where they can “fog” an area with chemicals that will neutralize viruses that have been deposited on surfaces. These services are relatively affordable and can offer your employees and customers an additional level of confidence in spending time in/at your dealership.

Each day that you are open, there is a chance that at least one customer who visits your dealership will have COVID-19, and that they might be infectious. At some point, most of us will have an employee who contracts the virus. It is important that we do what we can to minimize spreading this disease, and it is critical that we have a plan in place to deal with this situation when it happens.

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NEW TOOLS OF THE TRADE

How To Equip Your Employees With PPE

By Paula Crosbie



Personal Protective Equipment (PPE) is a must for everyone. Who should wear PPE, when should they wear it, and what type of equipment should they wear? These are all great questions you need answers to in order to keep your employees, and customers safe.

There are many types of PPE. There are face shields, goggles, masks, respirators, gloves, and clothing covers. These are only a few of the many types of PPE. In the dealership environment being safe is a must; protecting yourself from each other and your customers is a number one priority.

In most settings, outside of healthcare, masks and gloves are the main types of PPE.

Masks

While out in the community everyone should be wearing a mask. At your dealership everyone should be wearing a mask to protect each other and your valuable customers. Wearing a mask is just one way to help in the fight against COVID-19.

Masks can be purchased online or can be homemade. Many people are making their own masks. The key is to make sure that it fits snugly around your face and the CDC recommends it is 3 layers thick. There are many cities and states giving away masks for free. Please, do not purchase medical grade masks as they are needed for the people on the front line: healthcare workers and first responders.

Gloves

Gloves are another form of protection. There are really only two reasons why you should wear gloves.

1. **Cleaning:** It is important to wear gloves when cleaning because of the harsh chemicals you will be using. Always remember when you remove the gloves, wash your hands before doing anything else.
2. **Sick:** You should wear gloves when you are taking care of a sick person. Wear gloves when you are cleaning and disinfecting the areas where the sick person has been. Also wear gloves if you come into contact with bodily fluids. Remember when you remove the gloves, wash your hands before doing anything else.

You should not wear gloves when shopping, or going to the bank. This could actually lead to the spread of germs.

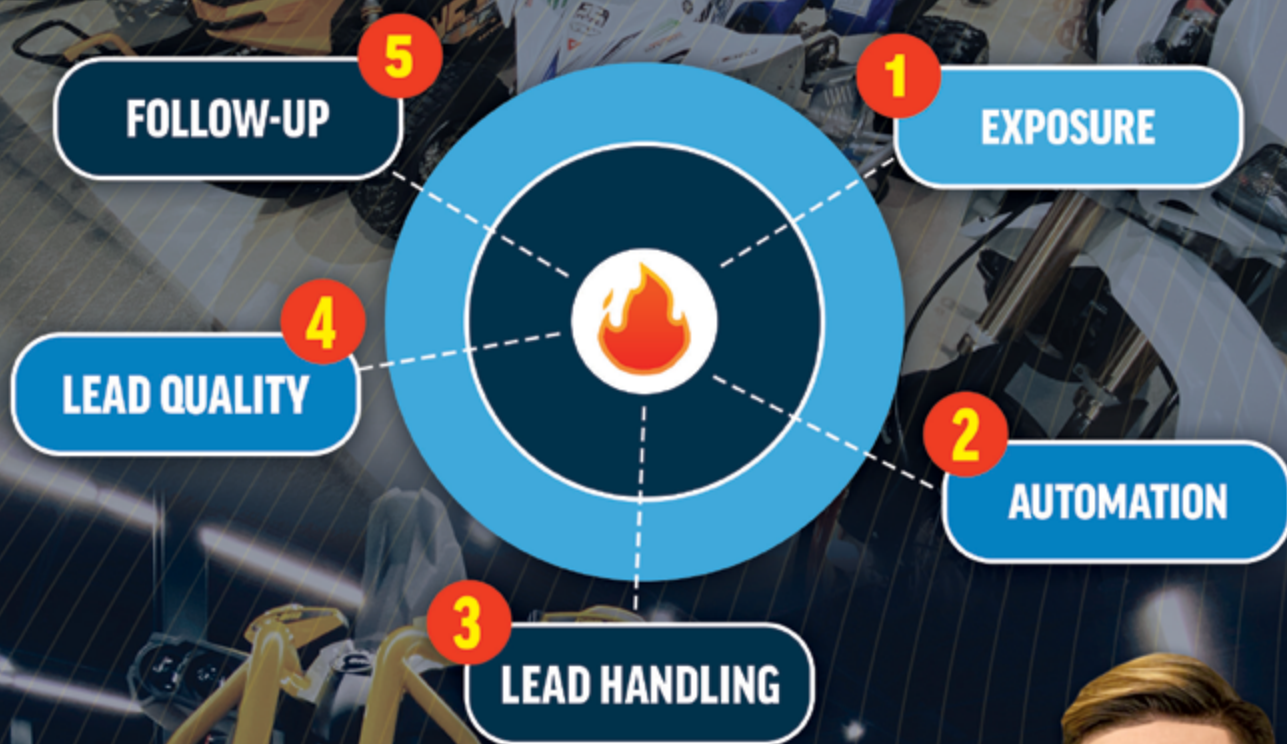
Sanitizer

Hand sanitizer is not necessarily a PPE, in the real meaning of the word, but it is personal and it is a type of equipment. Dealerships should have hand sanitizing stations throughout the dealership. These may in the form of washing stations, or just a hand sanitizer dispenser. Pick the one that works best for you. Most dealers cannot add sinks to the sales floor or other areas, but installing hand sanitizer dispensers is quick and fairly inexpensive.

Let's all help each other stay healthy by using PPE.

IS YOUR DEALER HITTING THE 5?

PREPARE TO LEVEL UP YOUR BUSINESS



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BEYOND CREATIVE
Digital Growth Agency

Joe Iribarren
Founder & CEO



TRAINING YOUR STAFF:

Develop, Determine, Train, Implement & Maintain

By Paula Crosbie

Everything you do in your dealership is dependent upon your employees. You need them and they need you. You all rely on each other. You are the leader, and now more than ever they are depending on you to inform and train them on the changes that need to take place within their work space.

1. Develop a plan.

As you are deciding the best course of action, research is needed. This guide has given you many tools, and an excellent site for resources is the CDC. They have posters you can download and print. It is critical to be armed and ready to take on this virus.

2. Determine the areas that need to be cleaned and disinfected.

You need to prioritize cleaning. What areas are touched most frequently? That is where you need to start and end. Frequently used areas and surfaces need to be cleaned often, some after each use. You will need at least two different plans, one for daily cleaning and one for hourly. Break the areas out among Parts, Service and Sales.

3. Train your team.

Before training begins you need to document your plan; put it in writing. This will make sure that everyone is on the same page. Once your research is complete, and you have determined the areas to clean daily and hourly, it is time to train your team how to clean, sanitize, and disinfect the proper way. PPE should be worn at all times especially when cleaning. This guide discusses the proper way to clean, sanitize, and disinfect. You can also go to the CDC website for additional information.

	A	B	C	D	E	F	
1							
2							
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4							
5	Scheduled Training (Enter Date)			Completed Training (Enter			
6	Employee	Department	How to properly wash your hands		How to clean properly		H
7			Scheduled	Completed	Scheduled	Completed	Sch
8	Name	Parts	1/1/2020	1/1/2020	1/1/2020	1/1/2020	1/
9	Name	Service					
10	Name	Sales		M			
11						M	
12							

- Remind them that these changes are temporary, and they will not always need to do this. Assure them that you understand all of this can be overwhelming, but at the same time very important. Communicate that any changes to this new policy will be sent out via email, and a response will be required.
- Use a checklist to keep track of trainings. This checklist should have employee’s name, date, time and topic of training.

4. Implement your plan.

Your team now knows how to clean and disinfect properly. Put them to work and follow up. Owners and managers will need to follow up and ensure that the cleaning is getting done. You may have a cleaning crew that does the daily items, but the hourly things will be done by your team. Hang checklists in each area as a reminder for all.

5. Maintain the cleaning routine.

Once you have done all of the above items, then you will need to make sure you maintain. All cleanings will be a must with no exceptions. Maintenance is difficult because people start to slack off. Do not allow them to do that, you must stay on top of this for everyone’s safety and health. Also, remind them to be mindful of safety best practices such as: wearing a mask, gloves to protect against chemicals, and social distancing.

As I did the research on all of the ways to clean, sanitize and disinfect, I discovered there were things I was doing wrong. Even the act of putting on a mask; I was doing that incorrectly and removing it wrong too. My point, even if we think we know something, be open because there is always something to learn.

See Training Checklist in TOOLS Section (Downloadable).

G	H	I	J	K	L	M	N	
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es and Procedures Training

Date)		Missed Training (Enter M in Completed column)						
How to wear and remove PPE and social distancing		Parts Department Changes		Service Department Changes		Sales Department Changes		Sick Po (Writ sig
Scheduled	Completed	Scheduled	Completed	Scheduled	Completed	Scheduled	Completed	Com
1/2020	5/20/2020	1/1/2020	1/1/2020	1/1/2020	2/1/2020	1/1/2020	1/12/2020	4/15
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PREVENT THE SPREAD

What To Do If An Employee Gets Sick?

By Paula Crosbie



The ability to keep all employees from getting sick is difficult, however, identifying and isolating sick employees is key. Below are some measures you can take to prevent the spread of COVID-19.

Preventative Measures

- Start by asking them a series of questions:
- Have you had any changes to your health?
- Are you experiencing flu like symptoms such as cough, or shortness of breath?
- Do you have a temperature or have you had one in the last 48 hours? Take their temperature.
- Have you been in close contact with anyone confirmed or being evaluated for COVID- 19?
- Have employees sign a form stating that they are not experiencing any symptoms.
- Encourage employees to monitor themselves for symptoms of COVID-19.
- Tell employees to stay home if they become ill.
- There are some positions where employees can work from home, allow them to do it.
- Establish flexible sick leave policies. Employees are more likely to stay home when they are sick if you have one.
- Minimize face-to-face meetings, go virtual or online as much as possible.
- Advise against travel. Traveling increases the chance of acquiring the virus.

Actions To Take When An Employee Is Sick

- If an employee comes to work ill, turn them away and send them home.
- If an employee becomes ill at work isolate them immediately. Chances are you do not have a designated isolation room, so move the employee to a room where no one else is and the door can be closed. Your main focus is to limit the potential spread of the virus.
- Be sure the employee has a mask on. If they do not, provide them with one immediately. Do not allow people to go into the isolation room.
- As soon as it is safe to do so, remove the employee from the property. The employee should monitor their health and consult with their physician. The physician will determine if the employee will be tested for COVID-19 or not.
- Determine other employees that came into close contact with the sick employee as they may need to quarantine for 14 days or until the sick employee is cleared of having COVID-19.
- If they are not wearing a mask require them to do. Also have them wash their hands and sanitize them.
- Sanitize all of the areas where the sick employee was known to be.

It is important to note that the screening of employees is confidential. Put measures in place to provide as much confidentiality as possible. Also when an employee becomes ill at work that information is confidential. When you are discussing possible exposure there is no need to name the individual unless there is no way around it. There could be a stigma associated with getting this virus. People have been known to get angry and lash out. For the employee's protection, avoid releasing their name.

Sources: [CDC.gov](https://www.cdc.gov) and [OSHA.gov](https://www.osha.gov)

The 20 club difference: A \$70K net profit increase! Christmas in March for this Indian dealership

Fort Worth Indian Motorcycles is a smaller operator that has benefited from their experience in a Garage Composites' 20 club



Measuring the 20 club impact: A 155% rise in profits!

Measuring retail results vs. national averages key to rise in profitability



The 20 club difference: A \$60,000 net profit gain, in the first quarter alone

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REAL WORLD ADVICE

Dealing With The Psychology Of Sickness

By Mark Sheffield



Mike Tyson once made the statement, “everybody has a plan until they get punched in the mouth.” The same can be said about COVID, and how your staff will react once the first employee tests positive for the virus. Not only will the shock of that first infection generate a level of fear within your team, but there will also be ripple down effects. Some of your employees might want to leave immediately to get tested. Spouses of employees will not want them to go to work. A small percentage of the staff will talk themselves into believing they are sick. The list is long, and I know this because we just dealt with this situation at our dealership in Texas.

As part of your strategy, it is important to plan for how you are going to handle this situation.

- Where will the employee go to get tested, and who is going to pay for that service?
- How will they be compensated during their absence, and where will that money come from?
- If they are key employees, how do you continue to service your customers?
- Have you already lined up a service to disinfect the work areas?

The biggest problem we had to confront was the fear among the employees. The knowledge that we had two employees who tested positive sent a shockwave through the dealership. In the absence of information, employees tried to determine who had been in contact with the infected parties. Who touched what and who was in the same area were all major areas of concern. For two days, our GM was unable to perform his primary duties as he was counseling one employee after another, all day long.

We decided to attack this situation head on. The morning after confirming the COVID infections, we held an impromptu “all employees on deck” meeting. We were honest with our team, letting them know what had happened, and what was being done to address employee health and safety. During the meeting employees were provided with actual data from the CDC and we discussed the measures being taken to combat the spread of the virus within the dealership. We also decided to be upfront in letting the team know that while we were doing all that we could to protect them, we felt it was inevitable that over the coming months more employees would be infected.

As most experts do not believe that a vaccine will be available before year-end, that was also part of the discussion. Everyone knows that it is not an option to close the doors until that time. We let our employees know that we had some funds set aside to compensate employees while they were sick, and that our goal is to continue to pay those who want to work. It was not a motivational presentation (nor was it designed to be), but it did help to settle some nerves.



COVID-19 Business Update

Dear Woods Cycle Country Customers

With the increasing rate of infections in Comal County and Bexar County, we have decided to resume operating on an appointment only basis. This has been a tough decision to make, but one that we feel is in the best interest of not only our employees, but our customers.

Effective Tuesday, June 30th, our showroom will be closed to walk-in customer traffic. We will have staff on hand to take your calls: They will be able to set up appointments to view and purchase vehicles and to schedule service work (maintenance and repairs). Our parts staff will also offer curbside pickup and delivery.

Per city ordinance, all customers who enter the showroom will be required to wear a mask and adhere to social distancing guidelines.

For parts, sales, or service, please call (830) 606-9828

Phones will be answered during our traditional business hours
Tuesday – Saturday from 9:00 AM – 6:00 PM

As soon as conditions change updates will be posted on our website and social media sites.

We apologize for any inconvenience this policy may cause, and we appreciate your understanding. Together we will make it through this.

The entire Woods Family



Our management team has no doubt that future infections within our walls will generate new problems to deal with. However, we have put ourselves out there as the resource for our employees and let them know that our managers are there to answer any questions they might have.

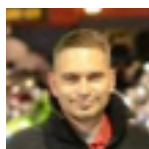
Consideration is being put into what the “return to work” plan will look like. For now, our dealership has decided to adopt a modified CDC protocol. To return to work, an employee

- Must have a note from his/her doctor listing the date they are cleared to return to work
- The return to work day can be no sooner than 10 days since symptoms first appeared
- At least 3 days must have passed since fever broke (and the employee has been off fever reducing medication)
- He/she must have improved respiratory conditions

Employees have already expressed some concerns about whether employees who return to work will still be infectious. For that reason, all of our staff (those who have been infected and those who have not) will still be required to wear a mask in the dealership, follow social distancing guidelines, and required to wash their hands multiple times each day. I have also asked employees who return to work that when possible it would be good for them to maintain their distance from other employees, giving each of their co-workers time to reach their personal comfort level with the situation.

This pandemic has challenged us more than any event in the last decade. I am proud of our team for rising to meet that challenge.

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Mark J. Sheffield is a U.S. Army Veteran, strategic advisor for Woods Cycle Country, contributing writer for Outdoor Power Equipment magazine and Powersports Business magazine, and currently facilitates multiple 20 groups for Spader Business Management. When he’s not assisting with dealership performance, he can be found at the rifle range or digging holes with his backhoe.

TOOLS & DOWNLOADABLE FORMS



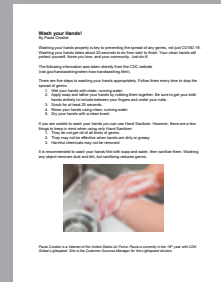
LET'S GET CLEANING



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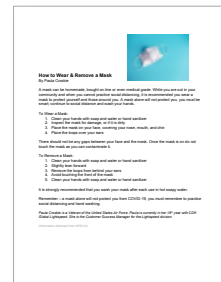
WASH YOUR HANDS



[CLICK TO DOWNLOAD](#)



HOW TO WEAR & REMOVE A MASK



[CLICK TO DOWNLOAD](#)



TRAINING CHECKLIST

[CLICK TO DOWNLOAD](#)

KNOW YOUR RIGHTS

Dealership Rules For Customers

By Paula Crosbie



With COVID-19 you must establish strict rules and guidelines for your employees. Customers need to be notified and abide by the rules as well. These rules are intended to keep your customers safe as well as your employees. Customers cannot abide by these rules unless you tell them. Be sure your website has your expectations on it so customers will be educated before coming into your dealership.

Create a poster of your rules and display them in key locations in your dealership.

Customer Bill Of Rights During COVID-19

At any time a customer is uncomfortable, they should seek management. Customers should feel welcome, not judged or ignored. They should know that if they see or hear something, they need to say something.

- Wear a mask. If a customer does not wish to comply, educate them on the benefits of wearing a mask and gently tell them that is the rule for their safety.
- Use hand sanitizer frequently. Have stations throughout the dealership that are not obstructed in any way. This will invite customers to use the hand sanitizer. Use a catchy sign to grab their attention; Safety is free, or Try Me, I will keep you healthy.
- Keep your distance, at least 6 ft. Let customers know you will enforce this rule.
- Do not touch every unit or item you come into contact with. Consider having signs telling customers to please ask before touching.
- Respect your neighbors. Ask customers to be mindful of others in the dealership.
- Respect the employees. Be sure your customers are respecting the rights of your employees.
- Stay behind the glass barriers. The glass barriers are for everyone's protection.
- Unit delivery will not be the same day for sanitation reasons.

During this time, everyone is mindful of health concerns and safety, each person wants to do their part. Simple reminders throughout the dealership, from the front door to the customers lounge, will help customers to understand their rights and your expectations. Working together to keep everyone safe and healthy! Happy shopping.

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STAYING IN TOUCH WITH YOUR CUSTOMERS

By Chris Yeloushan



In today's ever-changing environment, dealerships must step up communication programs to existing customers, prospects and your community as a whole. Consumers expect you to conduct business in a safe, more efficient and timely manner. Now more than ever they need to know your policies with respect to how you promote social distancing within your stores, what your store cleaning and vehicle sanitizing procedures entail, "buy from home" options and more.

Following is a comprehensive list of communication channels you can use to stay better connected with your customers:

Your Website

Over 94% of consumers shop online before ever visiting a dealership. Do these digital shoppers know you are open for business? Do they know which of your specific departments – sales, parts, service – are open and when? Your website is the most logical place for consumers to seek information regarding what is going on with your dealership. Web tools offered by your website provider makes it easy to post and update relevant information, including how to make appointments, schedule virtual visits, and arrange for home delivery. Many digital savvy dealers are also using videos to support the online shopping experience.

Your Physical Storefront

Spending the past two months under quarantine has significantly increased consumer demand for your products. In fact, that demand, as evidenced by vehicle searches, has increased 2X over the past two months. This has resulted in more customers ready to buy in a much shorter time frame. With non-essential physical stores opening back up across multiple industries, consumers are now back "out and about" -- and when they see your storefront it's critical that there is clear and prominent signage letting them know you're open for business, as well as your store hours and our policies with respect to COVID-19. This is also an opportunity to let consumers know that your digital storefront (i.e. website) is also open for business, where the entire transaction can be conducted online or over the phone if desired.

Social Media

Most of your customers are connected on a daily basis to social media platforms like Facebook, Instagram, and YouTube. This is a very effective way for you to reach your customers in a more informal way which may better suit your dealership's personality. Use social media to post updates, share relevant sales stories and communicate upcoming events.

Texting

For any of your customers or prospects who have previously opted-in for receiving text messages, texting can be one of the fastest and most efficient ways to disseminate information and get a response from customers. This starts off a simple one-to-one communication where you can often gather enough information to schedule an appointment or generate the need for an alternate method of communication such as email, video chats or an in-person visit to share more detailed information. Studies show that texting customers who submit leads on your website or from a third-party source within the first 15 minutes can increase your contact rate more than 30%.



Email for Direct Response and Nurture

Email is one of the most consistent and efficient forms of communication, giving your team the ability to either communicate in a 1:1 fashion with a customer or share large amounts of information to multiple customers in one fell swoop. Leveraging a template for 1:1 email communication, as well as ensuring your sales reps are using proper grammar and avoiding spelling mistakes, makes you look more professional to the customer.

Additionally, it's important to remember that not all prospects or existing customers want to buy or service their vehicle today. When possible, deploying nurture email campaigns, which are triggered and personalized based on online and offline actions taken by the consumer, can drastically improve the effectiveness of your email communications. Lead nurture software can allow your dealership to segment prospects based on their buying intent, so the right messaging is delivered at the right time and through the best communication channel.

Video Chats and Follow-ups

If you are unable to meet your prospects and customers in-person, the next best interaction is video chats. As a result of the pandemic, consumers of all types became familiar with the functionality provided by software applications such as Zoom, Microsoft Teams, Google Chat, FaceTime, Skype and Join.me. Video chats have proven successful in not just helping family and friends keep in touch, but also helping businesses with more elaborate products to transact with consumers.

Digital Lead Quoting

Customers who request a price quote on your vehicles have already weighed their purchase interest/intent in the context of the overall economy and their finances. There's no better time than now to arm your sales and finance teams with a digital quoting solution that allows them to "desk a deal" to bona fide customers using a completely digital process.

Conclusion

When considering the above channels for staying in touch with your customers, you will of course need to weigh any associated costs. What's most important is that you make the most use of your sales and service teams' valuable time by focusing on real buyers and existing customers. If you don't have the staff to respond to customers in a timely manner, leverage an outsourced call center or Business Development Center (BDC) to make sure every customer is responded to and has a clear next step. With the recent surge in online leads, having a well-thought communications plan will ensure you deliver the best customer experience possible.

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Chris Yeloushan is a Vice President of Strategic Accounts at Rollick. Born and raised in his family's outdoor recreational dealerships, he has been involved in everything outdoors since he could walk. You will probably spot him on any given Sunday tearing up the trails of the Ocala National Forest. His passion over the last twenty years has been focused on helping dealers increase sales and build customer loyalty through America's top consumer brands.

CUSTOMER SAFETY FOLLOW UP

By Jose Juarez



The most effective way to track and follow up with customers is with a CRM (Customer Retention Module). When using a CRM you will have a daily doc of every customer who has an interaction with your sales team and dealership.

Customer SAFETY Business Intelligence Follow Up

There are a few companies that offer customer care business intelligence in the motorcycle industry. I caution you do not give this task to your sales team. This also can be done at the store level with a BDC (Business Development Center).

Many stores are providing masks/coverings and disposable gloves for the safety of their employees and customers. Providing the customer with the safest/cleanest experience at the dealership is extremely important. Here are some new questions that can be incorporated when following up with the customer the day after the visit.

- 1) *Were you greeted by our representative and offered a mask and/or protective gloves?*
- 2) *How would you rate the cleanliness of our dealership during your visit?*
- 3) *Did you feel safe shopping at XYZ Dealership?*

COVID-19 20 DAY FOLLOW UP

The COVID-19 20 day follow up is designed to contact customers 20 days after the store visit.

Why This Is Important: *In the event a customer has been diagnosed with COVID-19 after they visited your store, you can alert everyone who came into your store that day and you also will be able to inform your employees that came in contact with that customer.*

This will work with the sales, service and parts leads entered into the CRM. Key questions to ask a customer on the COVID-19 20 day follow up include:

- 1) *Are you and your family staying healthy and safe?*
- 2) *Is there anything we can assist you with?*

Finally – discuss the information about the previous visit.

Keep in mind you are following up with every customer who was recorded in the CRM. If doing this in-house, ensure you have the correct staff to do the task!

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DON'T LOOK BACK

By Sam Dantzler



Whether you believe we are “coming out” of the COVID mess or that the “Second Wave” is fast approaching, there is a common mistake we find many dealers making. Don’t think you’re going to go “Back to the way it was.” It’s simply not going to happen.

I get it. Most of you are seeing powersport sales at extremely high numbers. Some of you are experiencing record years, even while being “shut” for a month or three. Make hay while the sun shines, crush your records, but don’t be fooled. The customer has had their whistle whetted with a new drug. Amazon stumbled upon it as an early adopter and has made a fortune doing it. That drug is simply “speed & ease of transaction.”

I know what you’re thinking. Many of you are right back to your ways of pushing all customer engagements physically into your stores, and it seems to be working. However, we’ve never had the faucet of “going to the shop” literally turned off before as many felt in March/April this year. We’ve not had people sitting at home making the same (or more) money in their paychecks vs. going to work. We have families at home finding 2-3 hours to carve out time for what they truly have had a passion for.

Finally, you have 2/3 of the country who had the family vacation cancelled, only to redirect that cash into something “socially distancing” appropriate, yet still fun. Nobody knows the real reason yet for the resurgence in powersports sales, so much that we have dealers running out of particular OEM product. Is it a new renaissance of motorcycling and off-roading? One can only hope.

What we DO know is that people have experimented with “new” ways to transact their businesses, and dealer operators have been forced to move into those spaces. Sure, you could get by with a sub-par website back in 2019, with your inventory being 70% correct on the webpage. You could wait days to respond to online leads and still potentially capture the customer. You could mandate customers conform to your hours-of-operation because you were THE PLACE to go in your town. But hear me on this one... If you operate that way in 2021, you’ll be run over by those who zipped when you zagged.

Here’s a short list of what we’ve learned, training we’ve created, and what dealers have ultimately applied since COVID hit:

- Texting and One-Way Video messaging
- Video Conferencing for Unit Sales
- 100% Virtual Sales Process

- Remote Vehicle Drop-Off for Service
- Free Pickup AND Unit Delivery
- Online Finance Contracts
- Free Same-Day Home Delivery for P&A

Look over those bullet points again. They don't look anything like the Powersports Industry of 2019 or prior. You don't need me to connect the dots for you. Online retail sales (for all products) for the entire calendar year of 2018 was 10% according to the U.S. Census Bureau, and reported through Statista.com. The same report was forecasting just shy of 14% by the year 2021. Now let me hit you with a smattering of post-COVID data:

- 83% of consumers prefer to receive communications from businesses over email
- Text is 2.5x more preferred than email for urgent communication
- 75% of consumers have rewarded businesses that communicate in the way they prefer
- 7 in 10 consumers have penalized a business for using the wrong frequency and channel
- 52% of consumers want the option to choose the channel where they receive messages from businesses
- With younger generations, you need to meet them where they are
- 73% of customers are Omni-Channel shoppers
- 37% of customers will STOP doing business with a brand that doesn't offer a personalized experience.
- E-Comm is up to 18% of all retail sales in 2020

** All data collated through e-Marketer, Neustar, Retail Dive, Twilio, and Salesforce.

Your goal shouldn't be to get past COVID to get back to "business-as-normal." The goal is to pull everything we've learned from these past months forward into a new buying experience. The phrases "Omni-Channel" or more recently "Blended Retail" have been buzz words for several years now. They've been considered "nice-to-have" items for retailers... until now. Consider them "must-haves" moving forward.

A wise man with the last name Lemco once said, "If you make it easy to buy in a want-based industry, people will buy more." Don't make "the way you used to do it" the only way moving forward. Customers want (and are receiving) options, multiple purchasing avenues, and a level of customer service not seen before. Bring the business to the consumer, not the other way around.

Don't look back!

Sam Dantzler

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Sam Dantzler is an avid powersports enthusiast. Dantzler spent 5 years under industry icon Ed Lemco prior to purchasing the company with Mark Tkach and Bill Coulter in 2005. Currently the President of Garage Composites, Sam is a moderator, trainer and podcaster with partner Tony Gonzalez. Sam also works with his wife Brandi Dantzler, pushing online retail training to the industry through Wheelhouse College.

TOOLS & DOWNLOADABLE FORMS

DEALERSHIP RULES

Dealership Rules for Customers

By Paula Crosbie

With COVID-19 you must establish strict rules and guidelines for your employees. Customers need to be notified and abide by the rules as well. These rules are intended to keep your customers safe as well as your employees. Customers cannot abide by these rules unless you tell them. Be sure your website has your expectations on it so customers will be educated before coming into your dealership.

Create a poster of your rules and display them in key locations in your dealership.

Customer Bill of Rights during COVID-19

- At any time a customer is uncomfortable, they should seek management. Customers should feel welcome, not judged or out casted. They should know that if they see or hear something, they need to say something.
- Wear a mask. If a customer does not wish to comply, educate them on the benefits of wearing a mask and gently tell them that is the rule for their safety.
- Use hand sanitizer frequently. Have stations throughout the dealership that are not obstructed in any way. This will invite customers to use the hand sanitizer. Use a catchy sign to grab their attention; Safety is free, or Try Me, I will keep you healthy.
- Keep your distance, at least 6 ft. Let customers know you will enforce this rule.
- Do not touch every unit or item you come into contact with. Consider having signs telling customers to please ask before touching.
- Respect your neighbors. Ask customers to be mindful of others in the dealership.
- Respect the employees. Be sure your customers are respecting the rights of your employees.
- Stay behind the glass barriers. The glass barriers are for everyone's protection.
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Paula Crosbie is a Veteran of the United States Air Force. Paula is currently in her 18th year with CDK Global Lightspeed. She is the Customer Success Manager for the Lightspeed division.

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**THIS AREA
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& VISITORS**

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Keeping selected areas of our business closed off to the public helps prevent the spread of COVID-19 among our customers and staff.

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PPP LOAN BILL TO GIVE SMALL BUSINESSES MORE FLEXIBILITY

Eases Rules on How and When Funds Can Be Used

Information provided by the Motorcycle Industry Council

Small businesses that received Paycheck Protection Program loans will now have more flexibility to use the funding in a bill passed last night by Congress.

Among changes, the bill will:

- Extend the timeframe that businesses must use funds from eight weeks to 24 weeks after a loan is issued, or through Dec. 31, 2020, whichever comes first.
- Give businesses until Dec. 31, 2020, to restore staffing or salary levels if they had been reduced to qualify for full loan forgiveness.
- Maintain forgiveness amounts for companies that can document that they could not rehire workers employed as of Feb. 15, 2020, and that they could not find similarly qualified workers by the end of the year.
- Reduces the amount of funding that must be used toward payroll from 75 percent to 60 percent, allowing small businesses to spend more on non-payroll costs, such as rent and utilities.

Small business owners who received PPP funding and have additional questions about the modifications should inquire with their lender.

The Small Business Administration is expected to provide additional guidance on its COVID-19 webpage:

<https://www.sba.gov/page/coronavirus-covid-19-small-business-guidance-loan-resources>



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