



GSA Gart Sutton &
Associates, Inc.

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McGraw  Powersports
Western Service Contract



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

LEADERSHIP PLUS

Thursday, September 26
1:00 p.m. to 2:00 p.m. (60 minutes)

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



- Who is Gart Sutton?
- How long has Gart Sutton & Associates been in business?
- What is the *Best Operators Club*?



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



1. Social media vs. traditional advertising
2. Internet competition
3. Marketing Managers and/or marketing providers
4. Additional brand considerations or brand replacements
5. Finding and/or growing top-grade employees
6. Recruiting, growing and keeping technicians
7. Compensating employees; hourly/salary vs. incentive mix

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8. Managing seasonality
9. Open-for-Business schedule (5, 6 or 7-days a week)
10. Major unit aged inventory
11. Parts, accessories, apparel obsolescence
12. Dealership acquisition
13. Demo rides
14. Riders training

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That 20-Group Dealers Are Talking About in 2019



15. Profit Center Standardized Accounting
16. Business Development Centers (BDC)
17. Tracking systems
18. Best CRM selection
19. Pre-owned buying, reconditioning, merchandising
20. Sales processes
21. Sales structure (product vs. price specialists)

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- 22. Customer Path
- 23. 2-wheel motorcycle declining market (?)
- 24. Electric vehicles
- 25. **Support Software:** DMS selection & upgrades; Auction 1-2-3; Vehicle Acquisition Network – VAN; Warranty-Forever; It's Easy – out-of-state registrations)
- 26. Loyalty Programs
- 27. Succession planning

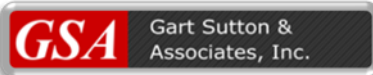


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