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LEADERSHIP PLUS

The Top 27 *Hottest Topics* that
20-Group Dealers are Talking About

By Gart Sutton



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The Top 27 Hottest Topics that 20-Group Dealers are Talking About

...and which ones you can't
overlook to stay successful
in today's business climate.







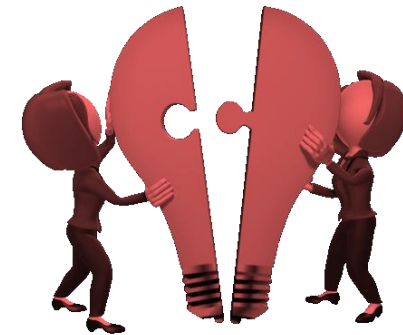
A = Critical



B = Important



C = Significant





1. Changing demographics
2. Next evolution... Powersport shift
3. Competing with online
4. Is brick & mortar dead?
5. Forecasting the future
6. Finding technicians
7. Transactional analysis



8. New products / brands
9. Accessorizing
10. Obsolescence
11. Recruitment
12. \$15/hour minimum wage
13. Employee benefits
14. Lead generation
15. Lending sources



16. Sales Process
17. Price Specialists vs. Product Specialists
18. Customer Path
19. Demos
20. Business Development Centers (BDCs)
21. Pay plans
22. Training avenues
23. Sweet spots for right-sizing
24. Price tags on major units
25. DMS choices
26. How many days a week to be open
27. Customer reward programs



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Questions

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