

# DIVERSITY+



By Alisa Clickenger

## VALUE... WITH A SIDE OF CUSTOMER SERVICE

It's clearly a new marketplace for the powersports industry, and there's no clear roadmap for the territory we've entered. All businesses in the industry are having to adapt and flex, and many are discovering entirely new opportunities for cash flow. Some dealerships have pared down to their core business and are doing remarkably well. Whatever the approach to capitalizing on current market conditions, one thing is clear: in this new era it's time to double-down on our customer service and double-up on great value.

Even though social gathering is down, retail numbers are definitely up. Motorcycling is attracting scores of new riders, RV-loads of families are heading into the backcountry with their ATVs and UTVs while generations of PWC fans and boaters are out on the lakes and reservoirs in record numbers. With so many new customers in each corner of the industry, we have a golden opportunity to see our niche with beginner's eyes.

To capitalize on new customers, we need to embrace the next group of enthusiasts. We all need to forget the shorthand references and the lingo! Instead we need to refresh our ability to communicate our own enthusiasm for our chosen sport. Many of these new customers

are rank beginners, without a lot of knowledge. This gives us a prime ability to become their fountain of information and provide terrific value for them as a resource. Not only is this good customer service, but also it builds relationships in a time when so many are seeking connection.

Lee Block of Racer Gloves USA continues to see business moving forward again and has achieved success this past quarter by doubling down on the true meaning of customer service. "It's just the basics really. Replying to emails quickly, shipping orders the same day, and timely processing of returns all give the customer a sense that you care and that in itself provides value people are looking for," said Block. In other words, we all need to get back to the basics of "blocking" and tackling... sorry Lee!

Seriously, value can be something as simple as imparting your knowledge freely and easily, or giving a customer your undivided attention in a quiet corner of the dealership. Value can be defined as making yourself available as a resource, or going the extra mile to make doing business with your dealership ultra convenient for the customer.

Value can also be added by special touches that make customers remember you. One retailer I remember puts small packets of M&Ms in all packages they ship to customers. Irv Seaver Motorcycles in Orange, California, has another thoughtful touch: they will store your vehicle for you allowing you to ride your new purchase home. Little things can make a big difference when it comes to welcoming new riders and retread customers alike.

There are a multitude of things you can do to add perceived value, give great customer service and build relationships with your customers. The only limit is your imagination! 📧

*Alisa is a two-wheeled world traveler, author, tour operator, and event producer. She has been featured in a variety of media outlets as a woman pursuing a life of adventure and helping others to access their inner wisdom and be free to lead lives they are passionate about. Her book **Boost Your Confidence Through Motorcycling: A Woman's Guide to Being Your Best Self On and Off the Bike** became an Amazon.com #1 Bestseller. In 2019 Alisa was also named to Dealernews TOP 100 People in Powersports. Her personal mission is to empower women through motorcycling and adventure while being a strong advocate for the powersports industry at large. Alisa's motorcycle touring company is [www.WomensMotorcycleTours.com](http://www.WomensMotorcycleTours.com).*

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