



# Maximizing The Moments

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*In* virtually every RV dealership, there are important “moments” that happen several times every single day. These moments are so commonplace, that they can actually become overlooked for the opportunity that they present. So what are these moments? With each transaction of selling a new or used unit in your dealership, there are two important times that present the best opportunity you have to sell a customer parts and accessories.



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## *First —*

The decision making at the time of the sale or in F & I, when the customer is open to the addition of installed accessories, from hitch systems and power jacks, to satellite television antennas and even washer/dryer sets.

As we all know, most of the items that will become permanently attached to the unit or the tow vehicle are able to be added to a finance contract, making it a much easier decision for the customer to choose options.

And not to be overlooked, is the labor that these installed items represent.



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## *Second –*

Walkthrough and delivery...that exhilarating, terrifying moment when the customer is going to take delivery and drive out of your dealership with his or her new rig.

From what I have experienced personally and professionally, this is a time when you are trying to share a good deal of information with the customer, including things that he or she will need to know, or have, to complete their first adventure. It is also the time when the customer is often very distracted.



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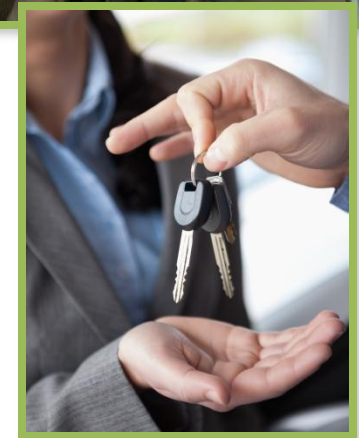


## *So what do you do to maximize these moments?*

How do you present solid options for installed accessories at the time purchase decisions are being completed. Secondly, how do you make the customer aware of the many items you have in your store to complete their RV Experience.

I don't have all of the answers, for a couple of reasons...there is no "one way" to maximize the moment. Everyone may approach the opportunity differently, in a way that fits their dealership, personality or expertise. Secondly, every customer is different, from first-timers to RV Veterans, but keep one thing in mind...you're the expert, and the customer is relying on your opinion and advice.

What I do believe, is that the best results will be obtained if you develop a process, gather the tools you will use, apply them consistently and keep track of your progress.



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## *Selling Accessories at the F & I Moment*

Process: What person/position in your dealership takes responsibility for this?

- Salesman who sold the unit
- F & I Manager
- Parts Manager
- Dealer Principal
- All of the above



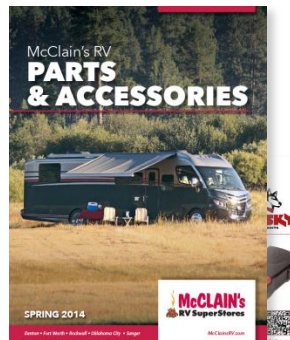
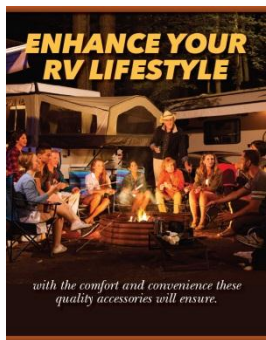
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## Selling Accessories at the F & I Moment

Tools: How should your dealership present products to the customer?

- POS Displays/On-Floor Product Presentation
- Manufacturers Literature
- Product Presentation Binder
- Accent+ Optional Accessory Catalog



DIRECT2MARKET

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## *Selling Accessories at the Delivery Moment*

Process: What person/position in your dealership takes responsibility for this?

- Parts Manager
- Salesman who sold the unit
- Delivery Manager
- F & I Manager
- Dealer Principal
- All of the above.







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## Track Your Progress

Set financial goals for F & I and Delivery Moments, relative to the value of transaction or another metric.

- Develop a simple chart, or if your system allows, pull custom reports.
- Post your results regularly, and share the results with your team.
- Analyze and adjust the mix to continually improve results.



**Wonderland RV Centers**  
**WONDERLAND RV PARTS SALES TRACKING REPORT**  
**2015 vs 2014**

MONTH	INTERNAL TOTAL TO SALES DEPT THIS YEAR	INTERNAL TOTAL TO SALES DEPT LAST YEAR	DIFFERENCE	% CHANGE	EXTERNAL TOTAL TO RETAIL THIS YEAR	EXTERNAL TOTAL TO RETAIL LAST YEAR	DIFFERENCE	% CHANGE
January								
February								
March								
April								
May								
June								
July								
August								
September								
October								
November								
December								
TOTAL YEAR								

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## Recap & Review

- Identify people or positions responsible for presentation of options at the F & I Moment.
- Clarify and define your method of presentation for options at the F & I Moment.
- Identify who will be responsible for development of information and materials needed.
- Set a financial goal for each transaction, relative to the value of the sale or similar metric.
- Identify people or positions responsible for presentation of products at the Delivery Moment.
- Clarify and define your methods of presentation for the Delivery Moment.
- Identify who will be responsible for development of the materials needed, and how often these will be refreshed.
- Again, set a financial goal relative to the value of the transaction.
- Chart your progress and post results for the team to see.
- Analyze results and refresh, for continual improvement.





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