

# 5 Simple Strategies to Supercharge Your Business



**Alan Ram's**  
PROACTIVE TRAINING SOLUTIONS

# ALAN RAM'S BIO

- *Honorable discharge United States Marine Corps 1985-Tank Crewman*
- *Management By Fire Workshop endorsed and promoted by NCM Associates*
- *Foundation trainer on the all new NCM OnDemand*
- *Original partner NADA University*

*“We are what we repeatedly do. Excellence then is not an act, but a habit” –Aristotle*

# Expense Control?

Most businesses biggest  
expense is missed  
opportunities to do business

# *A managers two most important functions:*

- Managing sales person activity
- Training

# *Training = Work*

- **Education**
- **Simulation**
- **Accountability**

Is your website secretly killing you?

### Search Our Inventory:

#### Condition

New	(125)
Pre-Owned	(56)

#### Category

Motorhome	(47)
Camper	(12)
Motorcycle	(1)
Tent Trailer	(1)
Class C	(5)
Motorhome	(49)
Travel Trailer	(50)
Toy Hauler Travel Trailer	(5)

#### Make

Fleetwood	(36)
NAJWA	(1)
Lance	(14)
American Coach	(8)
Cougar	(2)



### LOCALLY OWNED AND OPERATED IN YUMA ARIZONA SINCE 1991

RV World provides Yuma residents with year round excellence in RV Sales and service. This is a family owned and operated business with unsurpassed customer service principles.



**Voted Yuma's Best 12 Years in a row!**

### RV World has been in business at one location for over twenty years.

RV World of Yuma, AZ sells and is your #1 RV dealer for RV's manufactured by Fleetwood, Keystone, Forest River.

Thank you for stopping by our website! While you're here, browse through our specials page for some of the lowest

family of customers throughout the USA and Canada. We have a large selection of both new and used RV's including Class A and Class C motorhomes, trailers, vans, campers and 5th wheels.

and see why RV World of Yuma, AZ is rated #1! Visit us on Facebook for the latest happenings, RV industry news and info, and great ideas for RV traveling.

#### Internet Specials

#### Featured Video





### You Have Selected

Camper

[CLEAR](#)[CLEAR ALL](#)

### Narrow Your Search:

#### Condition

New (8)

Pre-Owned (4)

#### Category

Camper (12)

#### Make

Lance (10)

Northwood (1)

Northwood (1)

#### Year

2000 (1)

2011 (1)

2012 (1)

2014 (8)

2015 (2)

## Search for RVs

12 results found

1 2 of 2 [Next](#) [Last Page](#)

### Pre-Owned 2006 Lance 1181

[Call or E-mail](#)

Stock# CW14504A



The 1181 has long been a Lance favorite. With its full-wall slide-out and dinette, spacious dry bath, and generous kitchen area, all bathed in natural light, it's no wonder why. If you have always admired this truck camper... now is your time. This 2006 model is well equipped with awesome options like the dinette booth/bed, fold-down child's bunk bed, an Onan LP generator, side patio awning, rear patio awning, slide-out awning, stereo CD & LCD TV, ladder & roof rack, electric jacks with remote, swing-out brackets for dually, roof AC, and lots more. Please ask for Andy Green when calling about this camper! [Find out More](#)

Updated: September 18, 2014

[Like](#) [Post](#) [Tweet](#)

Stock# CW14222B



REDUCED! AS-IS, HOW-IS. Northwood Manufacturing understands the importance of engineering and building campers that are durable enough for extended cross-country and off-road travel. The Arctic Fox truck campers are well



## You Have Selected

Camper Pre-Owned Palomino 

## Narrow Your Search:

## Condition

Pre-Owned (1)

## Category

Camper (1)

## Make

Palomino (1)

## Year

2011 (1)

## Fuel Type

## Search for RVs

1 results found

## Pre-Owned 2011 Palomino Maverick M-800

\$10,950.00

Stock# CW14343



**ON SALE!** Take to the road with abandon. Maverick has all you need for your traveling pleasures. The Maverick offers all the amenities of a travel trailer in an easy, on-the-go truck mounted unit. With a handsome smooth fiberglass exterior, the efficiently designed interior is fully furnished with features not usually found in other truck campers. A queen size bed with Serta® mattress, fully equipped galley, bathroom facilities, storage closets give you comfort and value. The M-800 has an 8' floor length and will fit a long bed, or a short bed truck. Features include roof AC, four manual camper jacks, roof access ladder, LCD TV, Stereo-CD-DVD, outside speakers, microwave oven, and more. Please ask for Andy Green when calling about this truck camper. [Find out More](#)

Updated: July 28, 2014

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**VIEW OUR ENTIRE INVENTORY**

[CLICK HERE](#)

 Print page



Home New RVs Used RVs **RV Specials** Parts Service **Blowout RV's** Events Locations Contact Us Employment

RV Search  New and Used  Any RV Type  Any Location  Stock #  Search [Advanced Search](#)

- 9 CONVENIENT LOCATIONS**
- Kings Mountain, NC
  - Mocksville, NC
  - Kingston, NH
  - Merrimack, NH
  - Leesburg, FL
  - Macon, GA
  - Raynham, MA
  - Jacksonville, FL
  - I-84 Union, CT **NOW OPEN**



### Pop Up Campers For Sale At Campers Inn

Pop up campers are popular RVs that are easy to tow, maneuver, and store. These RVs offer the convenience and comfort of an RV, but without the extra weight that comes with RVs like travel trailers and fifth wheels. Pop up campers feature hard roofs and soft walls usually made of vinyl, canvas or a similar material and include windows with screens.

Pop up campers feature everything you want from an RV including comfortable beds and practical kitchens, but do not include what most might be looked at as "luxury" items. This helps keep the cost of these RVs down so you can enjoy a stress free vacation without worrying about your budget.

View our inventory below and [contact us](#) for answers to any questions you might have. We will do our best to make sure you have answers to each of your questions, so you can make the best buying decision for your family.

Displaying 1 to 55 of 61 Listings <<< Previous Next >>> 50 per page

Inventory shown is only a partial listing of the entire inventory. [Contact Us](#) for more information.

#### Folding Pop-Up Campers

**New 2014 Viking 2405ST**

- Stock #: 11594
- 18 Pictures
- Location: Macon

~~MSRP: \$14,737~~  
**You Save: \$2,738**  
**Sale Price: \$11,999**

[GET PERSONALIZED QUOTE](#)

[view pictures and features](#)

How do you increase gross average per retail unit?

# RV Dealer Family Feud

1

2

3

# RV Dealer Family Feud

**1. SELL THE VALUE**

**2**

**3**

# RV Dealer Family Feud

**1. SELL THE VALUE**

**2. U/A THE TRADE**

**3**



# RV Dealer Family Feud

**1. SELL THE VALUE**

**2. U/A THE TRADE**

**3. DON'T TALK PRICE ON THE LOT**

How do you increase gross average per retail unit?

Answer: Get to customers before they get to you

# Best Ambush Opportunities

- Sold customers
- Service customers

Create a culture of business  
development at your  
dealership!

Quit sending your staff  
conflicting messages!

Have you ever had to bribe your kids to get them to eat their candy and ice cream?

Re-think your spiffs

# THANK YOU!

SALESPERSON: \_\_\_\_\_ CUSTOMER: \_\_\_\_\_

## Possible Future Customers:

Name: \_\_\_\_\_

Phone: \_\_\_\_\_

Relationship: \_\_\_\_\_

Possible Interest: \_\_\_\_\_

Comments: \_\_\_\_\_

Name: \_\_\_\_\_

Phone: \_\_\_\_\_

Relationship: \_\_\_\_\_

Possible Interest: \_\_\_\_\_

Comments: \_\_\_\_\_

Name: \_\_\_\_\_

Phone: \_\_\_\_\_

Relationship: \_\_\_\_\_

Possible Interest: \_\_\_\_\_

Comments: \_\_\_\_\_

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39% of potential customers say they won't return to your dealership because they didn't like the sales person that originally waited on them.



200 fresh walk-ins X 39% don't like  
their salesperson = 78 that  
salesperson does not have a  
chance with.

78 X 25% (conservative) be-back  
rate = 19 be-backs.

Just by having someone in  
addition to salespeople  
following up unsold customers!

**Text email causes  
misunderstandings  
and ruins relationships!**

Ripped from the headlines!

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# THE DAILY NEWS

[www.dailynews.com](http://www.dailynews.com)

THE WORLD'S FAVOURITE NEWSPAPER

- Since 1879

**ATTENTION!**  
**Federal Employees**  
**With Work-Related Hearing Loss**  
**LISTEN TO THIS!**  
If Your Claim For Hearing Loss Was Accepted  
By The U.S. Department Of Labor - OWCP,  
You May Be Eligible For  
Continuing Benefits.

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# THE DAILY NEWS

[www.dailynews.com](http://www.dailynews.com)

THE WORLD'S FAVOURITE NEWSPAPER

- Since 1879

Want a  
girlfriend?  
Help can be  
in your palm

BY DOUGLAS BROWN  
THE DENVER POST

AVEMAN WANT WOMAN. Cave-

# THE DAILY NEWS

[www.dailynews.com](http://www.dailynews.com)

THE WORLD'S FAVOURITE NEWSPAPER

- Since 1879



JAY  
CRONLEY

## One-armed man applauds the kindness of strangers

**T**he other afternoon, a man and a woman came to my door.

Northampton General Hospital **UHS**  
1851 Trust

**Family planning advice**  
**Use rear entrance**



# 3 Ways Information is Passed & Absorbed

# 3 Ways Information is Passed & Absorbed:

- Written Word/Text (Most Email) 7%
- Voice (Tone/Inflection) 38%
- Visual Cues (Facial Expressions/Body Language) 55%

If you're going to email; use video  
email!



Buzz Nielsen  
253-683-0064

**WARRANTY  
PROTECTION  
FOR LIFE**  
**LIFETIME  
POWERTRAIN WARRANTY**





Buzz Nielsen  
253-683-0064

**WARRANTY  
PROTECTION  
FOR LIFE**  
**LIFETIME  
POWERTRAIN WARRANTY**



**covideo**  
by EasyCare®



# Action Items:

- Train your people to do their jobs!
- Don't let your website turn your buyers into shoppers
- Re-think your spiffs
- Increase gross profit per retail unit by taking advantage of ambush opportunities
- Make sure someone in addition to sales people is following up each unsold customer
- Embrace video email

*“Alan Ram’s training has been a huge part of our dealerships recent success. Our people now have an easy to execute game plan for converting traffic off the phone and internet that gets us results daily.”*

*Tyler Foss  
General Manager  
Sunset RV*



Please call (866) 996-4665 to schedule a 15 minute demonstration of our ADAPT Virtual Trainer and to find out about specific RVDA pricing!

OR

For information on our Management By Fire Workshops

Cell: (858) 248-0100  
[alan@alanram.com](mailto:alan@alanram.com)

 Follow me on Twitter! @TheAlanRam

 Add me on Facebook! Alan Ram



**Alan Ram's**  
PROACTIVE TRAINING SOLUTIONS