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The WriteBack Demonstrates How It Is Now Increasing Accessory Revenue

Dealerships in the powersports industry are quickly becoming familiar with The WriteBack's entry into helping a dealership's retail business, however, not as many realize that they're simultaneously creating innovative functionality's that any dealer can use to make motorcycle accessory sales easier, faster, more profitable and more convenient for consumers.

The WriteBack has already released an intuitive accessory sales tool that allows dealers to offer OEM accessory packages at the time of sale without unnecessary and time consuming trips back and forth to an accessory department. While there are over 10,000 powersports that are in The WriteBack database, they are preparing a February launch in conjunction with subscribing Polaris dealers and the recently announced Accessory Retail Reward Program during the XP Sales Event. An example of what it does is when the dealership prints out The WriteBack with pricing and payment information for the customer, The WriteBack also includes multiple package options for the customer to choose from at the same time they're saying yes to buying the unit. If the example was for a 2014 RZR XP 1000 then the package being immediately offered and preferably sold to the customer would be presented at an MSRP of \$2149.99 along with up to 21 different payment options at the same time. The WriteBack allows the customer to not only see the purchase price and 21 various payment options for the RZR but also pricing and payment options for the Polaris promotional accessory package.

The technology and integration that allows The WriteBack to recommend accessory packages is something that any manufacturer could use but the current one being used is with Polaris. Our guess is that there are many manufacturers that are watching this area of The WriteBack's business. Founded by Tommy Ady, The WriteBack is the only company offering technology of this type in the powersports business. You can easily see why manufacturers are almost certainly paying close attention.