

Stillwater Powersports rolls out new way of selling with its new The WriteBack partnership

Stillwater Powersports launched a new way of selling powersports during the 2014/15 winter. At the same time, it also announced a change-up of the way it also sells F&I products.

The WriteBack sales and F&I processes are linked. “Because Stillwater Powersports isn’t unlike any other dealer out there, their expenses kept increasing while profit wasn’t going up fast enough. “They had been attending our sales training classes just about every year for the past five years and then it was time to launch a new selling system that I created. His F&I manager had been in the car business for nearly 25 years so I thought that if I can get this guy to perform then it’ll work with anyone. You know the saying? You can’t teach old dogs new tricks. That’s what I was worried about, and now he’s probably the top guy in a metric store in the nation.” “We signed on and it’s worked like Tommy said it would,” Sumrall said. “Our partnership with Tommy and The WriteBack moved us so far ahead that we had to plan another expansion, and we’re not a small store.”

The relationship between The WriteBack and Tommy Ady Sales Training is representative of Sumrall’s commitment to improve the sales and service experience at a dealership by reducing the amount of time a customer spends in the store.

“Our closing ratio has gone up, salespeople are happier and easier to train and then our F&I manager wraps everything up. People will buy more stuff than you can ever sell them. You just need a good way to show them the options, and The WriteBack has those options. Today, the average person values their time more than ever before.”

Sumrall also acknowledged that there are people who like to spend time at a dealership.

“We also want to cater to those people as well,” he added. “Our goal is to provide our customers with the best experience possible.”

After more than 15 years in the retail motorcycle business, Sumrall also knows that many people do not like spending a lot of time at a dealership when they purchase a bike.

“The one thing people hate about buying a motorcycle is the amount of time they spend,” he said. “Why should anyone hate anything about buying a motorcycle? It should be one of the happiest days of their life.”

Now, with The WriteBack, Sumrall is taking sales procedures to a whole new level as well.

Recognizing that the average consumer today spends as much as 13 hours online researching a

motorcycle and their trade-in, the team at Stillwater Powersports is streamlining both the trade evaluation and sales process.

“There are a lot of online tools that help a customer evaluate the value of their trade, what they don’t know is what an individual dealer will actually pay,” said Sumrall.

So within the first five minutes, the client’s trade is valued. The next part of the process is finding the right motorcycle, which many clients have already researched online.

“And that may take ten to 15 minutes, because you have to show them some of the accessories that they might want,” said Sumrall. “Then in another couple of minutes they get our best price. That takes away any kind of long negotiation process.”

While the F & I department is taking care of financing, the bike is being washed and detailed.

“The whole idea is to get a client in and out of the dealership within an hour,” said Sumrall. “Of course, if someone wants to spend more time, we will always accommodate them. But if one of our clients wants to save time, and get everything done quickly, we are now able to offer that service.”