Heidi 11/12/20

1. Where do you do marketing now? Hunting Proclamations – once per year goes out and goes to 4 states – gives all rules etc. for that state – Has ½ page AD – Need this! $1200-1800 per Magazine – (Oregon, Nevada, CA and WA did hunting and big game magazine) $5k - Northwest Sportsman – hits same type of person but sports vs hunting – ½ page ad – once per quarter – 4x year
2. How much are you spending? $2500 Ads, $1800 Website on annual contract – now ($700 of the $1800 is for SEO, Adwords) month to month
3. Do she own the property? Yes, but has real estate company that her husband owns. She owns the dealership. Lease terms? Land? Yes – Owe mortgage on it
4. How many leads MTD, YTD? How many appts set? Show? Sold?
5. Gross Profit?
6. Net Profit?
7. What system to track and follow up? Online CRM
8. What’s your sales process? No follow up
9. What if someone doesn’t buy? No follow up
10. How do they pay for the trailer?
11. Are accessories offered? Paint Protection, Alarm system, Interior protection, pots and pans, silverware, rugs, linens, sheets, pillows, curtains, TV’s, satellite, internet, grills, RV covers, hitches, tow electrical hook ups,
12. Gap Insurance?
13. Extended Warranty?
14. Maintenance Plan? Maintenance intervals
15. How do you get Maintenance work?
16. What Manufactures do you use? Manufactures Warranty? Any kickbacks or incentives?
17. Who are all of your vendors? Oil, Paint, Tires, Batteries, Water, License Plate Brackets, Inside accessories vs outside, portable generators, washer and dryers, lights, freshwater hoses, filters, pumps
18. What happens after a phone inquiry? Internet Inquiry?
19. How long does it take to build a trailer? 1wks – 3wks – help him systematize he can do more – right now he’s overwhelmed. Maybe software will help…
20. How long is your sales cycle? 6 months to a year (1 week to 3 weeks to build) she’s 3 months out right now.
21. Banks: US Bank, SunTrust, Alient Credit Union, Bank of the West, Good Sam Finance Center, USAA,