

# Need New Blood & More Profit?

## 3-Step Plan to Sell to Women, Youth and Hispanics

Presented by: LESLIE PREVISH  
PREVISH MARKETING  
303-500-3318  
Leslie@Previshmarketing.com



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 | Lightspeed.



# Why did you come to this seminar?

Future ~~Profit?~~

Don't end up like  
**CIRCUIT CITY**  
1949– 2008



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**Why**

**Reasons to Target**

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**How**

**3-Step Roadmap**

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**When**

**Now and Future Actions**

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# My career pursuing new customers



15 Years Harley-Davidson  
*3 Retail then 12 Corporate*  
*Created Marketing to Women role*

2 Years at Trek Bicycles  
*Women and Town segments*  
*Dealer Training*



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# Who are these people?



Typical Harley riders. Great people!



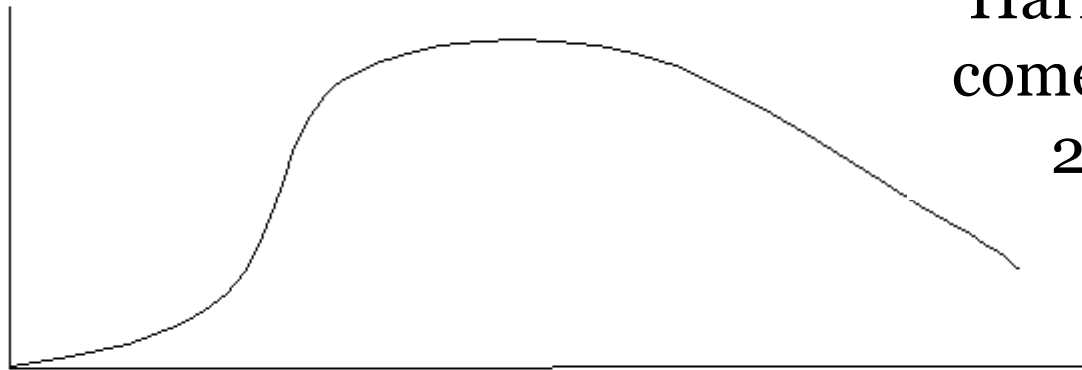
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Average Harley customer age was increasing every year.

Where would Harley sales come from in 2050?



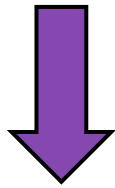
# Harley Stock: 1986 – Today



#1 Brand Tattoo



Leslie's  
401k



\$8  
Mar '09



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# Harley's Outreach Marketing Evolution

**2013: Outreach segments growing 2x rate of Core**

**2007: Marketing to women role**

**2003: Research ramps up**

**1998: Plan for women?**



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# My Women's Team Rocked



- +\$7M in sales to women
- 25,000 women to Garage Parties
- Launched Pink Label, Fit Shop, SuperLow, Jumpstart
- Transformational Experiences





# Why target Women, Hispanics and Youth?



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# Women: More buying power now and into future

85% of household purchases

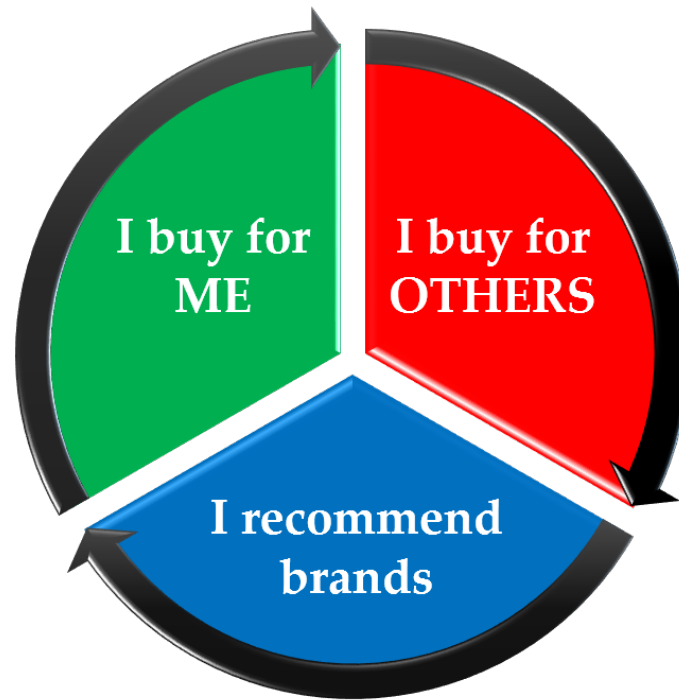


57% of all college degrees



# The Female Trifecta

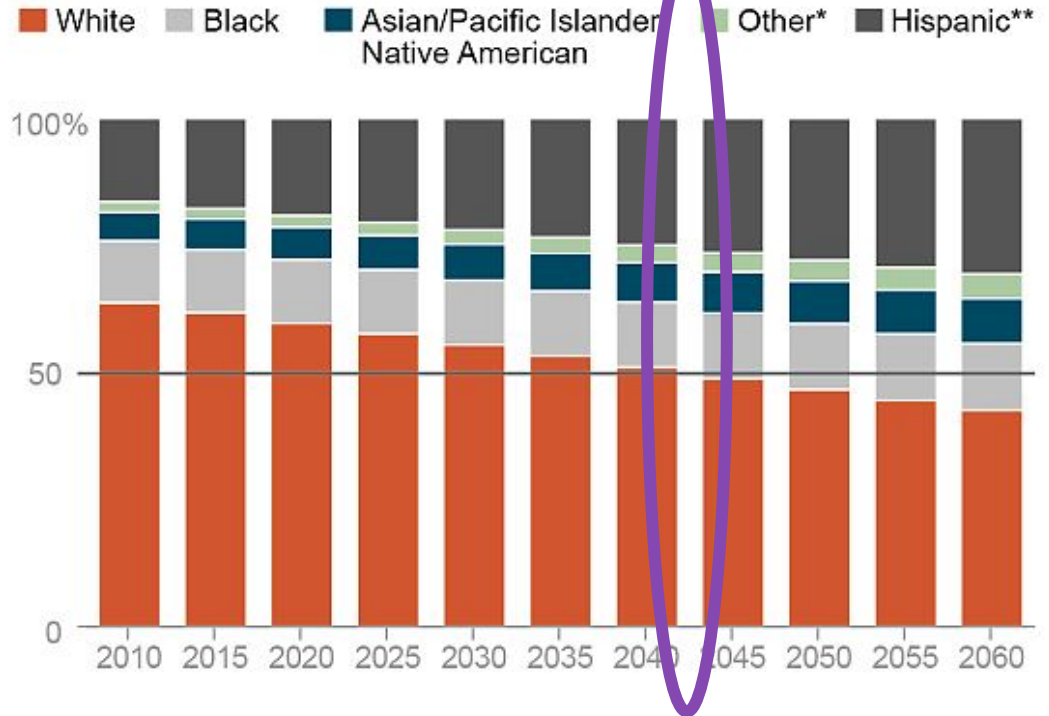
## She's worth more than you think



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# By 2043, Whites will be minority



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# Youth ... bring in or your biz will fizzle out.

21% or \$1.3 trillion of annual spending NOW

50% of US workforce in 2020

75% of Global workforce by 2030



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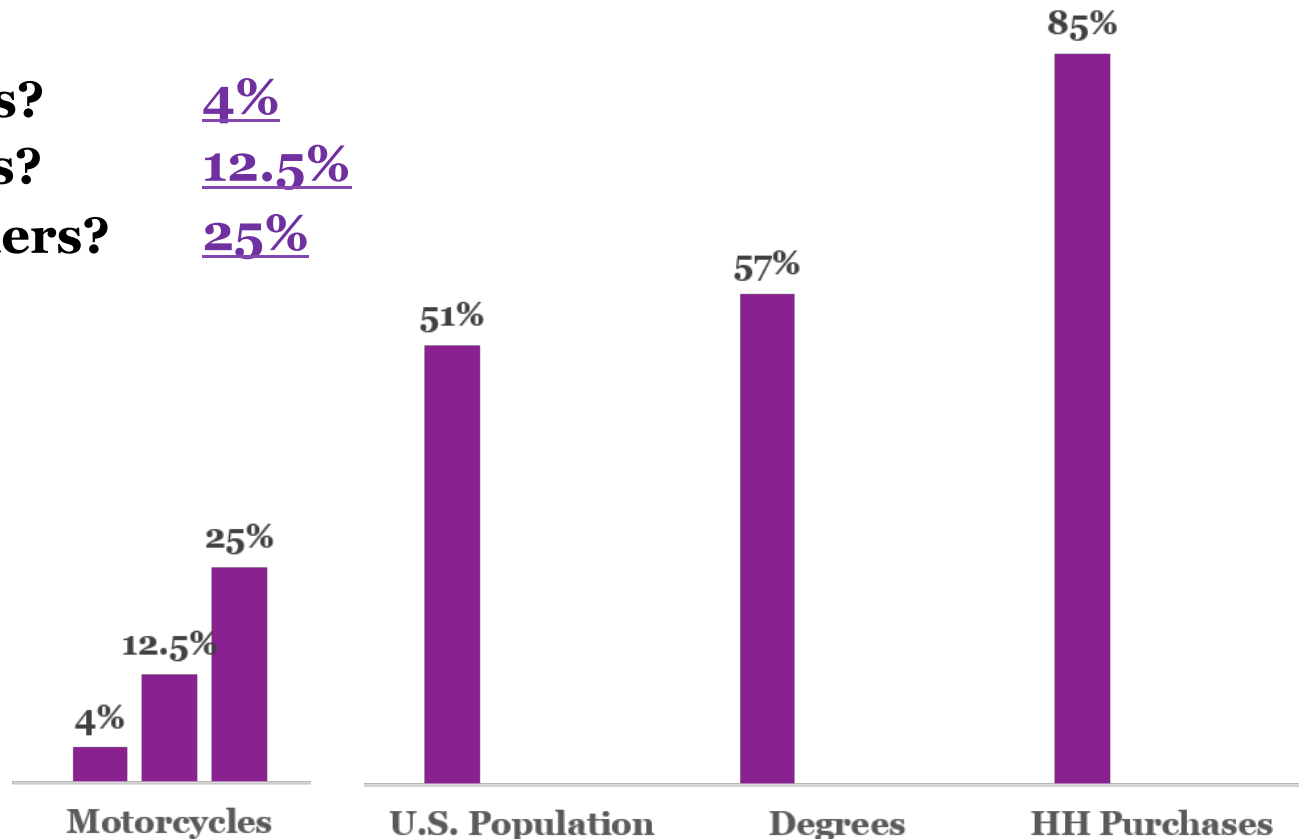


# Outreach Segments in Powersports?

## Example for Women & Motorcycles

*Similar issues with ATV, Snow, Watercraft, Hispanic, Youth*

1990, MC purchases?	<u>4%</u>
2012, MC purchases?	<u>12.5%</u>
2012, total of all riders?	<u>25%</u>



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# Lifetime value of a customer?

$\$500/\text{yr} \times 40 \text{ yrs} =$   
 **$\$20,000$**

+11 Friends/Family?  
 **$+$   $\$220,000$**



# 3-Step Roadmap



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# 1. Discover & Define

## Be Strategic

Do you really have the \$\$\$ to target  
ALL women, youth, Hispanics?



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# Cost of Non-Strategy?

## Brand launching product

- Prod Development salaries
- Marketing, Retail costs
- *Cost of product itself?*

**\$1,000,000 +**

## Dealer marketing

- Marketing salary
- Marketing budget
- Staff hours at events?

**\$150,000 +**

*Strategy without tactics is the slowest route to victory.*

*Tactics without strategy is the noise before the defeat.*

(Sun Tzu)

**NEED BOTH STRATEGY & TACTICS!**



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# Videos

Click on link, watch and describe type of customer each brand is targeting ... or attempting to attract

[Woman and Her Truck](#)

[Serious Huntress](#)



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# 1. Discover & Define

# Research

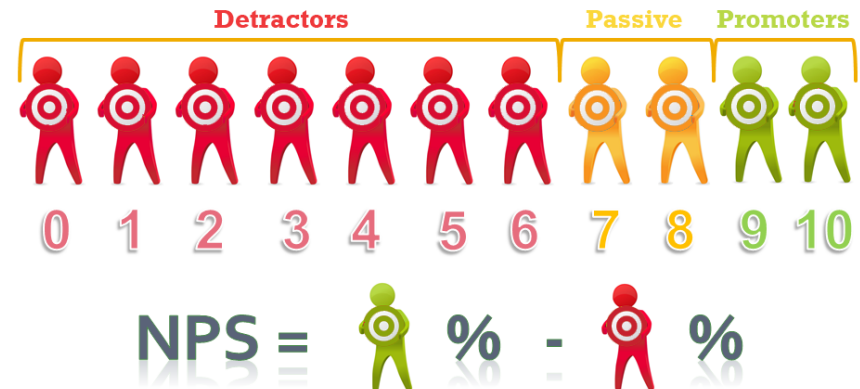
Info from POS, CRM, corporate partners or industry?

5-10% of your marketing budget

- Not just “research” at events wearing staff shirt

Survey Must Haves

- 1) Satisfaction
- 2) Re-purchase Intent
- 3) Net Promoter Score (NPS)



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## 1. Discover & Define

# Clear Focus

Who is customer NOW?

Target in **FUTURE?**

- Single adventurous Boomer women?
- Middle-aged Hispanic dads?
- Thrill-seeking young men?



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## 1. Discover & Define

# Profile

## *Ex: Young Women & Motorcycles*

*- Aim for 3-4 strategies; process to develop 1 ...*

### Top reasons “YES!”

- Freedom
- Confidence



### Top reasons “NO!”

- Lack of skills
- Want community



### Message

- Come learn with us

### Strategy

- Provide experiences to learn and connect

### Tactics

- Host fun, “intro” event
- Ask current customers to invite new ones
- Partner with gym, salon

# 1. Discover & Define

## *Ex: Hispanic Dads & Watercraft*

### Top reasons "YES!"

- Family
- Easy to learn



### Top reasons "NO!"

- Awareness
- Time/Money



### Message

- We support and welcome Hispanics



### Strategy

- Go to where Hispanics hang out



### Tactics

- Sponsor Hispanic family organization

# 1. Discover & Define

## *Ex: Youth and ATV's*

### Top reasons "YES!"

- Fun thrills
- Friends into it



### Top reasons "NO!"

- Where to ride
- Need invite



### Message

- ATV's are the most fun on any wheels



### Strategy

- Provide occasions to ride with friends

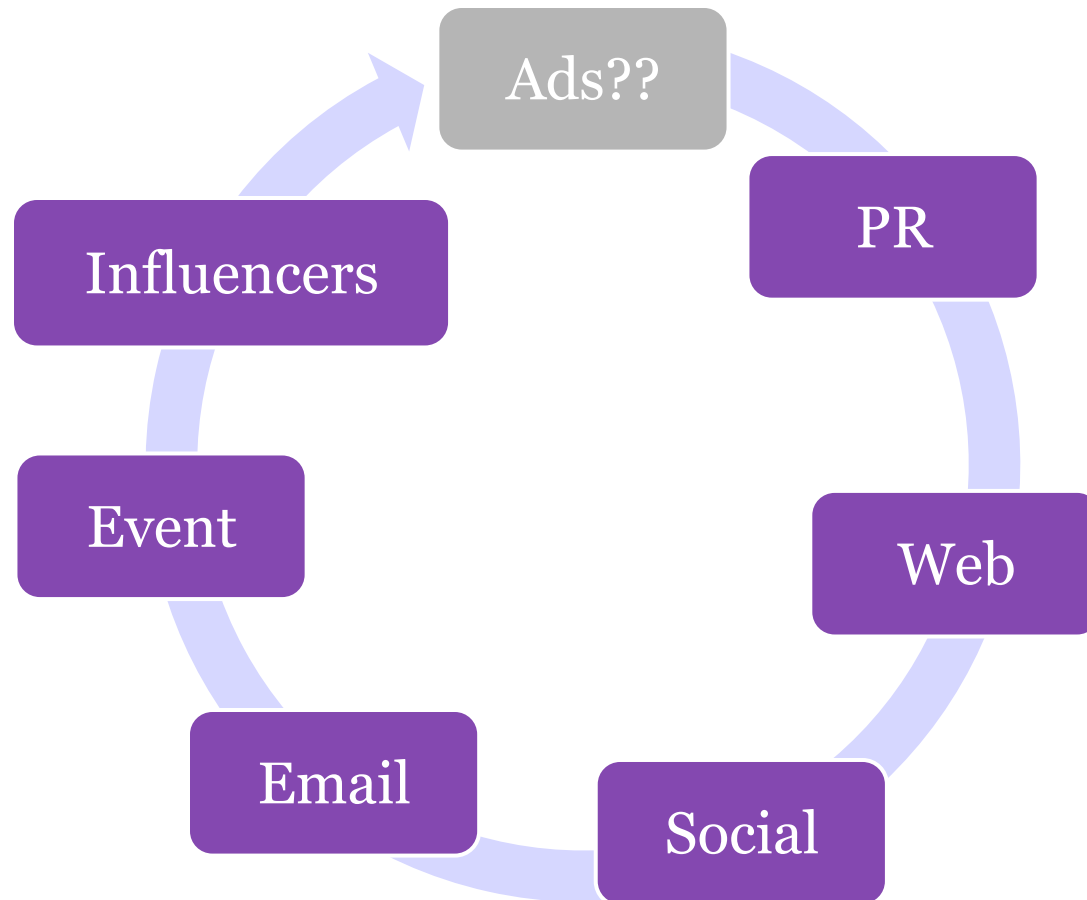


### Tactics

- Event w/outdoor org
- Friendly competition?
- Activities for families

## 2. Plan

**Promote via targeted marketing avenues ... not necessarily ALL.**



## 2. Plan

*Ex: Sponsor event outside industry,  
i.e. Cinco de Mayo Festival*

Promote  
Before

All avenues

Prep staff

Execute  
Onsite

FUN!

Collect leads

Follow up  
After

Nurture  
Leads

Track ROI

**Common sense. Common practice?**



## 2. Plan

# Types of Organizations to Support

Inside & outside industry

Align with your mission

Choose a few, consider reach of each



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HISPANIC  
CHAMBER OF COMMERCE OF METRO DENVER



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## 3. Act & Track

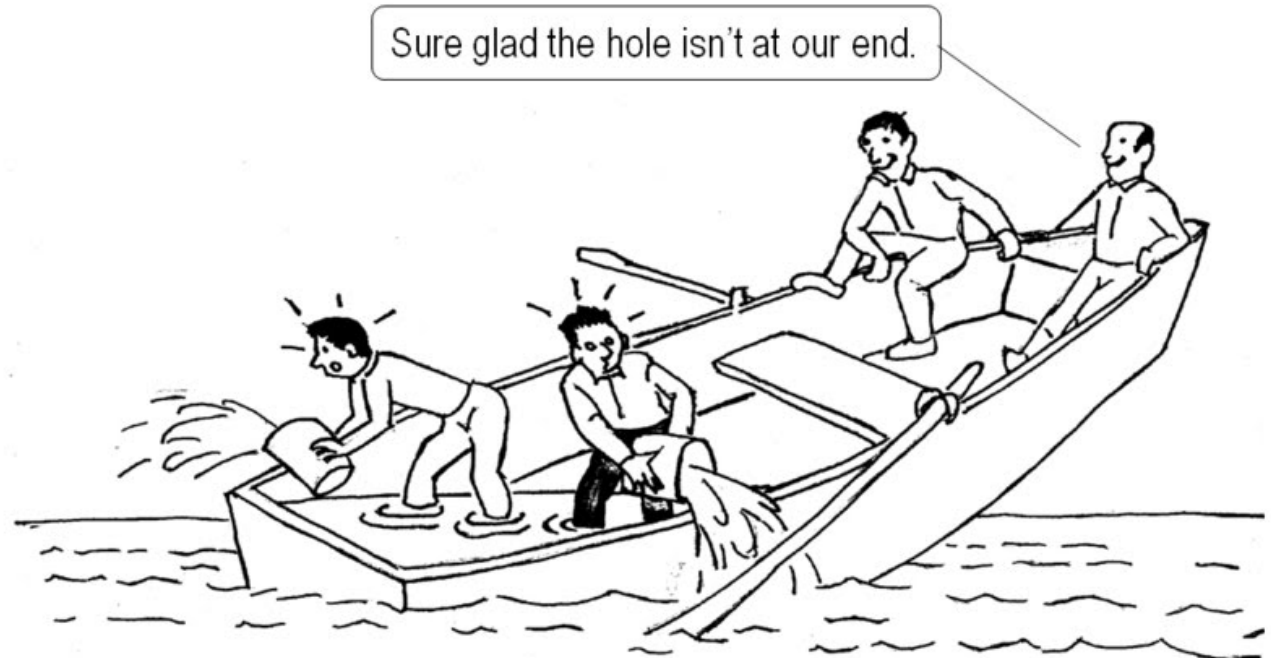
Specific and measurable goals  
Write down and post in your office

### Set Goals

1. Engagement
2. Sales
3. Referrals

## 3. Act & Track

Top-down, bottom-up support  
Dedicated, diverse, enthusiastic staff  
Monitor and adjust plan



# WHEN? Now.

AMA, MIC, industry and corporate partners

Update your customer survey

Analyze data you have now



I ♥ Data



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# WHEN? Next 12 months ...

Choose one segment: Discover & Define

Plan 3 strategies to Act & Track

Identify staff to lead and adjust

Pilot, then scale

Stop “spraying and praying” ... Be accurate and precise!



**precise,  
but not accurate**



**accurate,  
but not precise**



**precise  
and  
accurate**

# Be strategic and thrive



Or die ...



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# THANKS!

**Pick up a Handout  
PSB Blog**

**Download presentation**

**Be STRATEGIC!**

**Leslie@previshmarketing.com**



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