



EDUCATION IS A PROCESS, NOT AN EVENT!

Powersports University Passes Some Milestones In Dealer Training/Posts Survey Form

March 29, 2012 Irvine, CA — A record number of dealership personnel and other industry professionals enrolled in a PowersportsU™ training course during the holiday season. Spurred by new coursework from Kuryakyn and incentivized with some swag such as new iPad's, the ranks of Powersports University course graduates surpassed 5,000 in December. In fact, more than 300 students passed the Kuryakyn courses in that month alone.

"More students, more graduates and a more elevated level of professionalism were the direct result of Powersports University's 'Gift That Keeps On Giving' sweepstakes," notes PSU "Dean" Eric Anderson. "Certainly the graduates of these interactive on-line training modules understand that selling more effectively in these tough times requires better training... it also requires you to do a better job of displaying, merchandising and selling products than the competition. Of course the incentives offered by the participating brands are nice perks to pass the training courses as well!"

Speaking of swag, the pros at PowersportsU™ are proud to announce the winners of the incentive program that ran through the holidays. These lucky industry people were automatically enrolled each time they completed three courses for any of the participating brands through December 31st. The winners were then notified in late January and presented with their prizes during the Dealer Expo in Indianapolis in February.

Grand Prize Winners Of New iPads:

Shannon Clapham, JMP Cycle Kawasaki, Wood River, IL
B. Kagen, Instructor, Goodyear, AZ

Renthal Twinwall Bars, Grips & Intellilevers Packages:

Michael Hunter, Service Manager at Cycles 128, Beverly, MA
Fred Overstreet, F&M Powersports, Gravette, AR

Vance & Hines FuelPak:

Charles Reeves, Customer Service Rep at Mid Connections, Sioux Falls, SD

"We are not done, by any stretch of the imagination," adds Anderson. "Education is a process, not a one time event. We have updated the www.PowersportsU.com home page, including adding a video wall and we are currently conducting an online survey to find out what dealers need to broadening their professional horizons even further."

To learn more about the free dealer education available to any qualified industry professional,

visit www.PowersportsU.com. Past graduates are also encouraged to add their feedback:

[Click Here to take the Two-Minute Survey](#)

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About PowersportsU.com — Many aftermarket product manufacturers are posting sales courses on PowersportsU to enable wholesale and retail sales personnel to improve their skills and product knowledge. Initial courses cover the basics of “The Brand,” “Technical Features & Benefits” and “How to Display & Sell.” Knowledge is power and in these days of increasing competitive pressures, it has never been more important to become totally familiar with what you sell. Powersports University is here to help with product knowledge and selling skills, tips and techniques delivered to you via the Internet 24 hours a day... at your convenience. Enroll now and be on your way to better success in the actively changing powersports