



Notes From The Prof:

DragonFire Courses Go Live At PowersportsU™

June is the season for Dads & Grads, so it is the perfect time to announce that DragonFire is the latest brand to go live with an interactive online training program at Powersports University™ (www.powersportsU.com). Learn how to better merchandise UTV parts and accessories, pick up a little of the DragonFire story and become a true Side-X-Side sales professional at the swipe of a mouse and a couple of keystrokes.

If you are serious about advancing your career, or just a little curious about what DragonFire has cooking, PSU has something for you. In addition to three all new training modules, DragonFire even offers a couple of elective courses. Want to learn more about DragonFire's Can-Am components for the Maverick and Maverick Max? How about the hottest accessories for the RZR XP1K? DragonFire's extra credit videos take a closer look at the very latest developments.

"We want to support our dealers in any way we can," says DragonFire Sales & Marketing Manager Megan Dible. "In this era of increasing competitive pressures and customers with less discretionary income, it has never been more important to become totally familiar with what you sell. And it is free! Taking the DragonFire course at PSU is a no-brainer."

Tough to argue with logic like that!

To find out more details or to enroll in the new courses including DragonFire, visit www.PowersportsU.com and be sure to like us on [Facebook](#).

[Sent 6/18/15]