



DEALER EDUCATION GOES SOCIAL PowersportsU™ Reaches 500 “Likes” On Facebook



Michael Canning

IRVINE, CA – March 14, 2013 — Proving once again that education is an ongoing process rather than a one-time event, PowersportsU™ has gone the social media route. In order to maintain an ongoing dialogue with its graduates, the interactive online training program at Powersports University has added a Facebook page. Even though the page is directed to dealership personnel and PSU grads, it has already surpassed 500 “Likes” on the popular social media channel.

Michael Canning, a parts sales associate from Boston Harley-Davidson®, not only passed the tough Performance Machine and Progressive Suspension courses at www.PowersportsU.com, he also became the 500th person to “Like” PSU on Facebook. “PowersportsU is such a great selling tool and has made me more confident in selling the parts from such companies as Performance Machine and Progressive Suspension,” says Canning.

“It’s a program that all stores should use,” he suggests. “Take advantage of the PowersportsU program for yourself... and your customer’s benefit.” Sage advice from a satisfied student.

In addition to the Performance Machine and Progressive Suspension modules Mike mentioned, PowersportsU’s roster of training courses currently includes Kuryakyn, Mustang’s “Seats 101” curriculum, Renthal and Vance & Hines. These programs also

dovetail brand-specific, technically-oriented field training, conducted at major events and rallies across the country.

PowersportsU.com is free to any dealership. To find out more and register, visit www.PowersportsU.com. Keep an eye out for the new PSU 2.0 modules coming later this year, but in the meantime, be like Mike and “Like” PSU on the Facebook page at: www.facebook.com/PowersportsU

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About PowersportsU.com — Many aftermarket products manufacturers are posting sales courses on Powersports University 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 industry.