



SUMMER SCHOOL ENDS!

PowersportsU™ Roadshow Rolls Into Parts Unlimited NVP & Points North



PSU "Prof" Eric Anderson will be speaking to reps and dealers at the Parts Unlimited/Drag Specialties NVP in Madison, Wisconsin, and then onto see the dealers at the Washington State Motorcycle Dealers Association annual shindig after that!

August 15, 2012 Irvine, CA — The PowersportsU™ summer roadshow wraps up as “The Prof” Eric Anderson travels to parts north for the Parts Unlimited NVP and then onto the WSMDA (Washington State Motorcycle Dealers Association) annual meeting right after that. The goal of these “Summer School” sessions is to solicit feedback directly from the distributor’s road reps and the dealership personnel attending these functions.

“They are all potential PSU students... it is my job to get them to enroll,” explains Anderson. “I also need to know what we can do to make PowersportsU’s online interactive e-learning curriculum better for existing graduates.” As Anderson always adds when he is in his lab coat regalia at these functions: “Education is an ongoing process, not a one-time event. Better still, PSU education is FREE.”

Course graduates not only benefit from access to online training 24/7, they can also score some swag via PSU’s “Earn As U Learn” program. Anderson is also quick to remind everyone attending these dealer events that PSU is developing even more coursework. “Look for DragonFire and then Roland Sands Design training coming soon... very soon!” Longer range, look for Vance & Hines FuelPak video electives and Xtreme Machine wheel training to round out the PowersportsU master’s degree program.

“True e-learning requires constant interaction with the information,” asserts Anderson. In addition to touching the information, self-checks and other retention testing elements are incorporated into the classes. “This is done to ensure that you can implement this training in your dealership for tangible results after you complete all three modules of a PSU course.”

If you are headed to the NVP or the WSMDA events, be sure to educate Professor Anderson as to what you would like to see upgraded for PSU 2.0. In the meantime, be sure to “Like” the program on Facebook at <http://www.facebook.com/PowersportsU> if you are serious about continuing your powersports education.

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About PowersportsU.com — Many aftermarket manufacturers are posting 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 industry.