



TODAY'S WEBINAR

SPECIFIC STRATEGIES FOR RV DEALER SUCCESS DURING COVID-19: A PANEL DISCUSSION

with Panelists:

Mark Coster
Michael Rees
David Mitchell
Shaun Sorensen



OUR PANELISTS



Michael Rees
President
A World of Training



Shaun Sorensen
CEO
Kenect




Mark Coster
VP
Trader Interactive



David Mitchell
VP
Dealer Spike

Issues Facing RV Dealerships Right Now

- Dramatic slowdown in new sales and new leads
 - Unable to open showroom/facilities due to state order
 - Employees not wanting to come to work due to COVID-19 - calling in sick
 - Cash flow and holding margin
 - Lack of available inventory due to Manufacturer factories shutting down
 - Difficulty selling over the phone and communicating with service customers
- 
- A solid blue horizontal bar at the bottom of the slide.



TRAFFIC





Although COVID-19 may have drastically reduced traffic into your dealership, digital channels like RV Trader have increased:

RV YoY up
^ 41.5%

Source: Adobe & GA UVs May 1-4, 2020 vs. May 3-6, 2019

Leads are also seeing significant growth week over week:

Leads up
^ 34.3%

- 
Calls
 +27.2%
- 
Texts
 +61.9%
- 
Emails
 +35.5%
- 
Chat
 +35.2%

Source: MariaDB, Redshift; includes Emails, Calls, Chats, Texts - April 1-30, 2020 vs. March 1-31, 2020

HIGHEST REGIONAL DEMAND/TOP INVENTORY SEARCHES

Gains in inventory impressions being seen across all regions for RVs, and below is a breakdown by region and class of what manufacturers are seeing the highest regional demand for new or used units month over month:

MIDWEST

Class A:

- ▶ Coachmen
↑ 23.4%
- ▶ Jayco
↑ 22%
- ▶ Fleetwood
↑ 17.8%

Class B:

- ▶ Nexus
↑ 111.4%
- ▶ Gulf Stream
↑ 45.6%
- ▶ Winnebago
↑ 23.1%

Class C:

- ▶ Renegade
↑ 41.2%
- ▶ Winnebago
↑ 26.1%
- ▶ Dynamax Corp
↑ 19.3%

Fifth Wheel:

- ▶ K-Z
↑ 34.7%
- ▶ Dutchmen
↑ 28.5%
- ▶ Heartland
↑ 22.5%

Travel Trailer:

- ▶ K-Z
↑ 40.6%
- ▶ Airstream
↑ 27.5%
- ▶ Winnebago
↑ 26.7%

Toy Hauler:

- ▶ ATC
↑ 26.7%
- ▶ Coachmen
↑ 22.2%
- ▶ Palomino
↑ 9.8%

Pop-up Campers:

- ▶ Sylvan Sport
↑ 53%
- ▶ Jayco
↑ 52.1%
- ▶ Palomino
↑ 44.1%

NORTHEAST

Class A:

- ▶ Jayco
↑ 45.6%
- ▶ Tiffin Motorhomes
↑ 44.7%
- ▶ Fleetwood
↑ 42.4%

Class B:

- ▶ Regency Conversions
↑ 41%
- ▶ Airstream
↑ 36.6%
- ▶ Renegade
↑ 16.5%

Class C:

- ▶ Fleetwood
↑ 75.6%
- ▶ Entegra Coach
↑ 38.9%
- ▶ Gulf Stream
↑ 30.8%

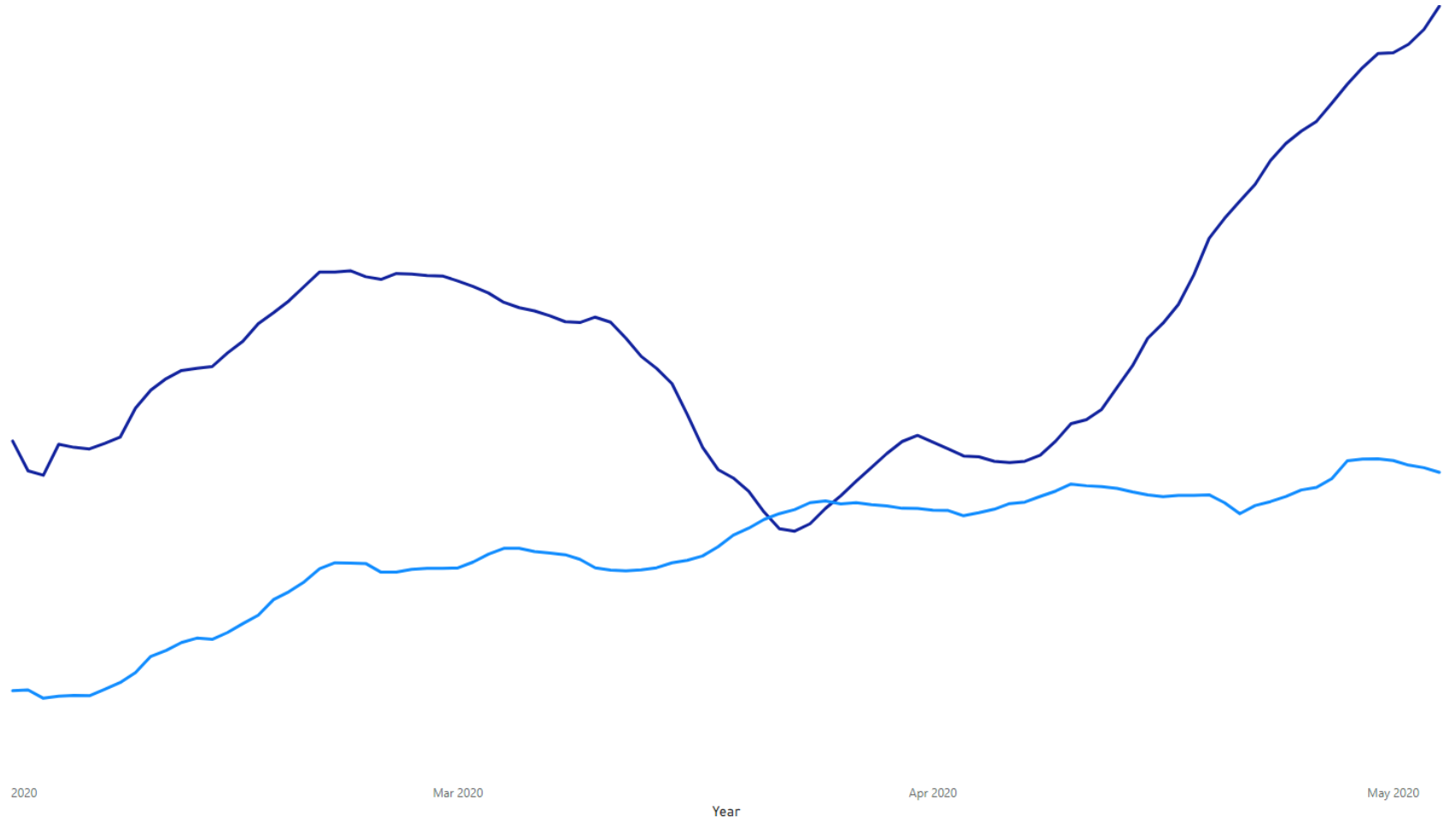
Fifth Wheel:

- ▶ Highland Ridge
↑ 48.1%
- ▶ K-Z
↑ 23.2%
- ▶ Heartland
↑ 17.2%

Pop-up Campers:

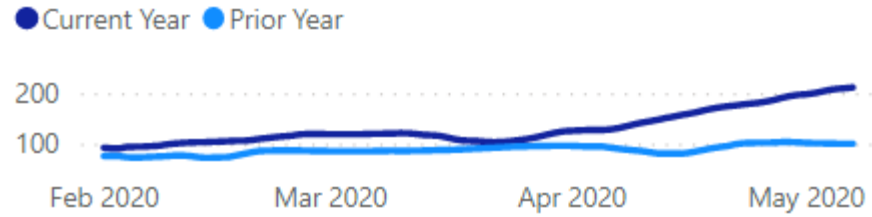
- ▶ Thor Motor Coach
↑ 44%
- ▶ Coleman
↑ 34.3%
- ▶ Jayco
↑ 27.5%

RV Website Visitors

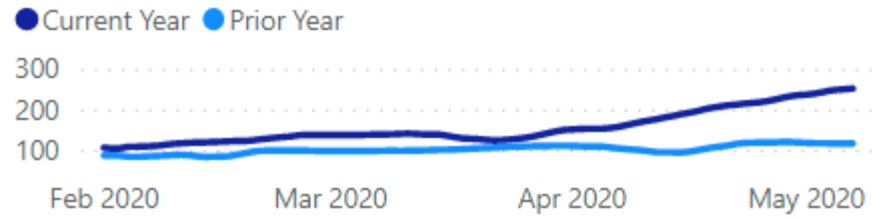


Rolling 7 day average/Site

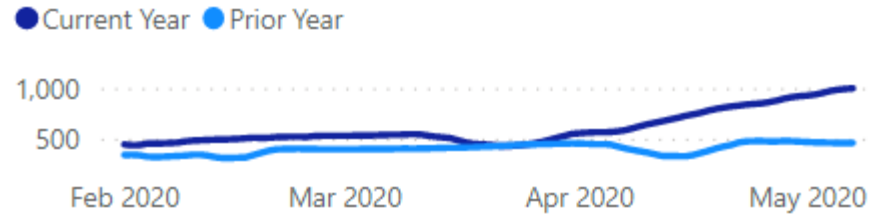
Visitors



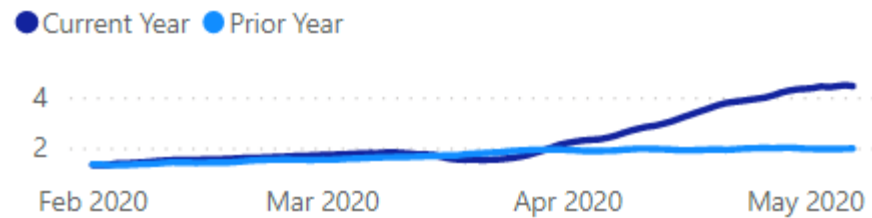
Sessions



Page Views



Leads



Specific Tactics Dealers Are Taking to Thrive During Covid-19

- At Home Delivery of New RVs
- Curbside Parts Pickups Similar to Grocery Stores
- Contactless RV Drop Off with Text-to-pay Payment Collection
- Virtual Service Appointments via Video Conference
- Video or Photo Walkthroughs of New RVs
- New or Used Inventory Hyperlinks Sent via Text Message
- Text Messaging Old Prospects, Warranty Opportunities and 100-hour Service Reminders
- Opening Up New Channels of Communication on their Website (Chat, Text, FaceTime)

Ideas for Effective Customer Communication and Remote Transactions

- Zoom or Facetime calls in Service and Sales
- Convert Your Main Dealership Phone Number To Be Text Message Enabled
 - 98% of Text Messages Are Opened. 95% Are Read Within 3 minutes.
 - Customers Are Already Trying to Text Message Your Main Number
- Virtual F&I and Menu Selling via Zoom
- DocuSign e-Signature for Purchase Agreements, Slips, Storage and Rentals
- Text-to-pay Payments
 - 57% of Payments Collected via Text Message Get Paid within 48 hours



📍 Thurmont, MD
833-930-0691 | Shop RVs »

📍 New Oxford, PA
833-209-4486 | Shop RVs »

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Relax. Explore. LIVE!



New and Used ▾

All Types ▾

All Floorplans ▾

Stock # or Model

Hi there, have a question? Text us Here! ✕

 Text Us!



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Who would you like to text? ✕

SALES

SERVICE

PARTS

RENTALS

Relax. Explore. LIVE!



New and Used ▾

All Types ▾

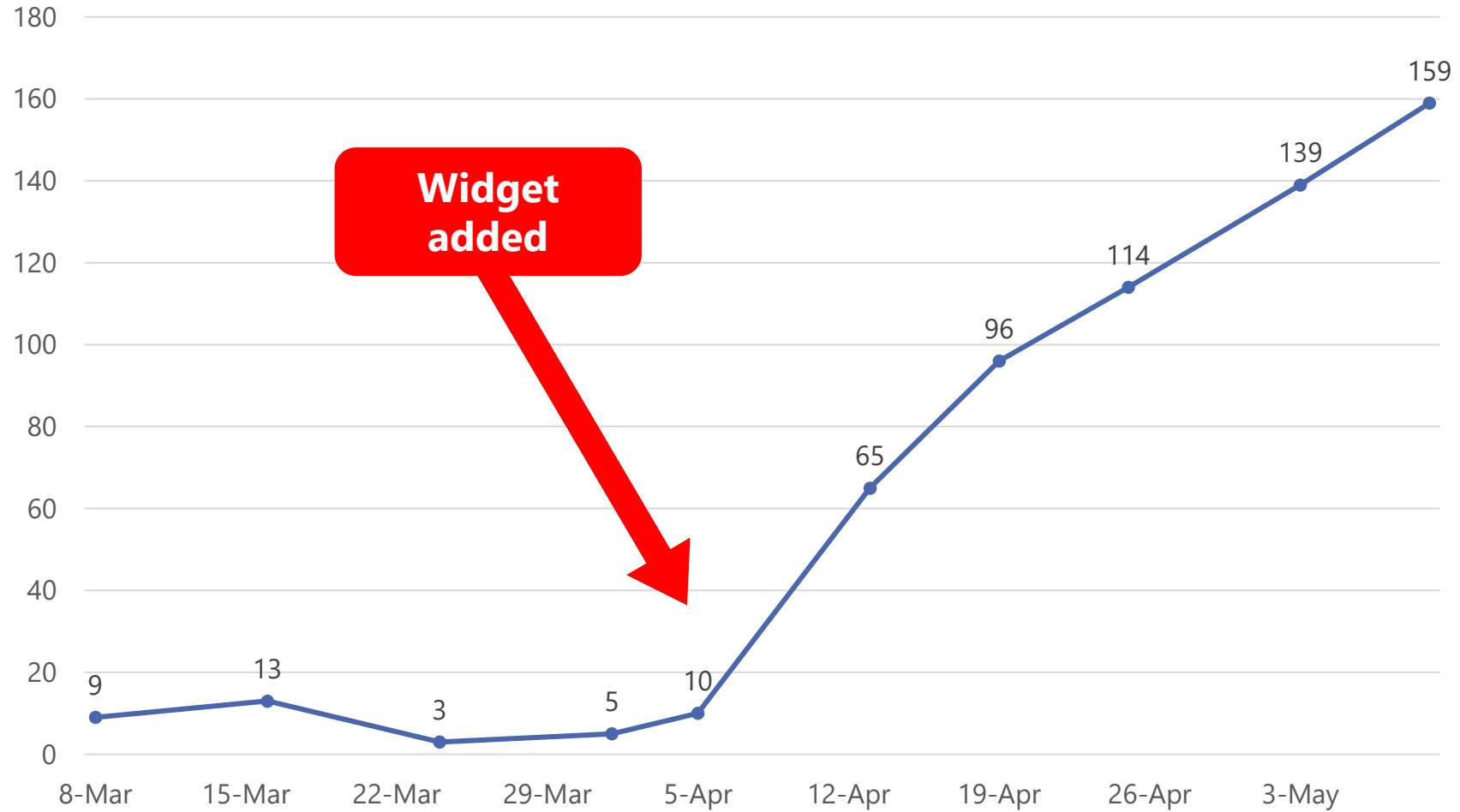
All Floorplans ▾

Stock # or Model

Fueled by [Kenect](#)

✕ Close

Beckley's Camping Center



PPP Loans are Still Available

- Small local banks or FINTECH lenders seem to be moving much more quickly than the big national banks
- White glove service
- Talk to a real person
- \$125B left to loan



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New

To: Wyatt Earp – Product Demo



Thursday

	Wyatt Earp Product Demo	Thu 12:25 pm Hey Wyatt, when's a good time for you to stop by the dealership ...	2m	Stephen Smith Sales	
	Doc Holliday Product Demo	Thu 12:25 pm It would be about \$350 out the door	3m	Stephen Smith Sales	
	Gerry Bertier Product Demo	Thu 12:22 pm I'll send you the details right away	5m	Stephen Smith	
	(803) 555-0143 Product Demo	Thu 12:19 pm Hello, would you mind leaving us a review based on your experie...	8m	Stephen Smith	
	(803) 555-0179 Product Demo	Thu 12:18 pm Hello, this is just a friendly reminder about your appointment tod...	9m	Stephen Smith	
	(803) 555-0141 Product Demo	Thu 12:18 pm Hello, would you mind leaving us a review based on your experie...	9m	Stephen Smith	
	(803) 555-0145 Product Demo	Thu 12:17 pm Hello, would you mind leaving us a review based on your experie...	10m	Stephen Smith	
	Mike Eruzione Product Demo	Thu 12:11 pm You bet.	16m	Cameron Jones	
	Stanley Product Demo	Thu 12:03 pm https://app.kenect.com/admin/widgets What's your earliest avai...	24m	Sales	
	Herb Brooks Product Demo	Thu 11:59 am https://app.kenect.com/admin/widgets I'd like to come take a lo...	28m	Sales	
	Mike Smith Product Demo	Thu 11:57 am https://app.kenect.com/admin/widgets Hello, what time do you ...	30m	Sales	
A week ago					
	Stevie Wonder Product Demo	2/3 1:40 pm No notifications again	10d	Unassigned	

<https://app.kenect.com/admin/widgets>

What is the best price you can give me on the XV1?

12:00 pm

Hey Wyatt, when's a good time for you to stop by the dealership and take a look at it?`

Stephen Smith - 12:25 pm - Sent



Type a message...

Send

MOBILE APP

Inbox & Notifications

