



Posted by Michael Davis,

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Your state's dealer programs

My DOT office has asked me to survey my esteemed colleagues (that would be you) to see what sort of programs you have in place with the motorcycle dealers in your state. Have any of you established any sort of formal dealer or stakeholder programs where the dealers help you distribute information, steer customers towards training, or promote your mission?

IDAHO

Mike, In Idaho, we have a few different approaches to working with our dealers:

Dealer Discount Program (flyer attached)

We solicit participation from our dealers to offer a discount to our graduates (and to our Instructors). In exchange, we include them on a 'Dealer Discount Flyer' that goes to every course graduate throughout the year. We also post this flyer on our website under 'Rider Resources'

<http://idahostar.org/resources/rider-incentives>

We communicate with the dealers via email throughout the year regarding courses and classes that are 'on sale' as appropriate to their region of the state.

Starting this year, that will be in the form of a short email newsletter (PDF of sample attached). This also gives us an opportunity to put in a short article about new course offerings, clinics, or other events. As we can, we have someone from the program stop by dealerships to check on their supply of brochures/brochure holders, and to talk with the folks there and answer any questions they may have about the program.

Hope that helps.

~Stacey "AX" Axmaker

OREGON

Happy New Year Michael!

For a couple decades we have worked to establish and maintain relationships with dealerships in which we have gotten them to buy in to our mission. As a result most of them allow us to put brochures/holders somewhere in their showrooms. We have freestanding poster/brochure holders in larger dealerships and countertop brochure holders for the rest. The dealerships don't ask anything in return for putting our materials out, they do it to support their customers and our mission.

~Ray Pierce

OREGON

Yes sir -- dealers are valuable partners in Oregon. The "TEAM" in TEAM OREGON is anyone who plays a

role in the state motorcycle safety effort. Dealers (and DMV field reps) are on the front lines! We have over 100 dealers who display our brochures; reinforcement mailings go out 3x a year. About 1/3 of those dealers have a poster stand with 22x28" ads on either side, and brochure holders. We offer them for free and provide/replace them upon request. We communicate with dealers 3-4x a year via a newsletter and other announcements. Select dealers are retained year-round to provide maintenance and storage services for our more remote sites. We offer paid advertising in our student workbook, 25-30 dealers participate. We also reserve a half dozen courses a week at strategic locations for last-minute dealer requests, e.g. someone's hot to buy a bike but doesn't have a license, we can get them in within 3-10 days. This is not something we broadcast; think of it more as a customer-service ace in the hole.

~Pat Hahn

MISSOURI

THANKS for the feedback everyone. It's a huge help and I've got some great ideas to develop details. I will not pay T&T until I have a report.

~Michael Davis

VIRGINIA

Michael, here is VA it is up to the training site to contact the dealers. Most of the training sites have established with them.

~Bruce Biondo

MARYLAND

Michael, In Maryland we do not have any formal programs, however, it is something we are considering.

~Philip Sause

MISSOURI

Okay I've officially got a ton of great ideas. Thanks everyone. To return the favor, I'm nearly done writing my "Make Up Assignment" that's used when instructors fail to meet a certification requirement. I'll post it when I'm done so you can steal any ideas from it you like.

~Michael Davis

NEVADA

Just one training site has a relationship with a Honda dealership. Honda prints discount cards that are distributed to that sites class graduates. That's about it. NV doesn't have a "dealer's association" so if we did anything with any of them I would have to go dealer by dealer to get something going. It's on the back burner for a while.

~Pete Vander Aa

CONNECTICUT

We have no formal program, although many dealers local to the training sites are happy to distribute our info. In return we offer our students coupons that the dealers leave with us.

~Nicholas P. Just

KANSAS

Kansas has done hangtags which talk about law, training, etc. for the dealers to place on bikes and they are very cooperative--

~Norraine Wingfield

MICHIGAN

This is all great stuff I have been reading here! We too are trying to build a relationship with Michigan's Dealers Association and further engage Michigan dealers to take a more active approach to motorcyclist safety. Currently there is not much of a relationship or collaboration going on with the dealers. There seems to be this myth that dealers will lose a bike sale if they breathe a word of safety (training, endorsement, gear, etc...) to the potential buyer. I really like some of the ideas you have all mentioned.

~Chad Teachout

MARYLAND

The MD Motorcycle Dealers Association is on our Coalition. Most dealers seem to be eager to support motorcycle safety.

~Andrew Krajewski

MICHIGAN

Michael, if you have a chance, if you put together a summary of "dealership collaboration" ideas, would you share it with us? Just reading the submissions gave me some great ideas too.

~Chad Teachout

IDAHO

Sounds like a great project for the SMSA (and put on the website as a resource)...

~Sunshine Gillett

MISSOURI

If I put anything together like that I'll gladly post it. I haven't been asked by DOT to do anything that formal...they just asked me to think of additional ways we could reach out the dealer stakeholder group. I figured why reinvent the wheel when somebody on this list is already light years ahead of us?

~Michael Davis