



## DEALER SECRETS TO SUCCESS

**“Discover How This Small Indiana Dealership Grew From a \$100,000 a Year Into a 6.1 Million Dollar Mega Dealership in Just 13 Years!”**



**Jon, Joshua, Tonia, Jason and Grover David Anderson, co-owners of Andersons’ Sales & Service, Inc.**

Grab a seat...you’re about to read an exclusive interview with Jason Anderson of Andersons’ Sales & Service on what successful business strategies he and his four siblings (Grover David, Jon, Tonia and Joshua) used to rapidly turn this once small family-run business into one of the largest dealerships in the entire state of Indiana...

**Question: You’ve seen remarkable success since your father, Grover, purchased the business in 1990. How did your family make Andersons’ Sales & Service grow so rapidly?**

Jason: “It was just a matter of treating the customers with respect and giving them quality service. And then our best advertising has been word of mouth. If you treat your customers right, they want to go out and tell all of their neighbors so that has worked extremely well for us.”

**Question: What are some of the specific things you do to make your customers so happy?**

Jason: “We try to acknowledge our customers soon after entering our showroom. We make sure we get all of their questions answered on the new equipment. If they are in for parts, we make sure they get what they want, but our experience allows us to offer some suggested parts they may not think of, such as extra gaskets or O-rings. We always give the customer optional, less expensive parts through the aftermarket if they are available.

If they purchase a new piece of equipment, we make sure it is filled with gas. Within a week after their purchase, we send them a follow-up letter. We also offer fast and convenient delivery of both our new equipment and the equipment we pick up for repairs.

In service, we make sure the customer

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## How to Keep the Right Merchandise in Stock and Become a Better Inventory Manager

Keeping your inventory accurate is one of the most important aspects of your business because if you don’t have enough inventory, you’ll lose sales. If you have too much, you’ll tie up valuable cash in an overstocked inventory. Not to mention, your merchandise is what defines your store and tells the customers who you are.

That’s why it’s essential for you to ALWAYS order what your customers really want to buy. That might seem obvious, but most dealers make the critical mistake of ordering merchandise based off what they like or what they think is going to be a hot seller instead of what the customer truly wants. Whether we want to admit it or not – we’ve all made this mistake.

As an example, you’ve probably been to a trade show where you found a great new widget that you really liked. Or maybe your supplier labeled it the “hottest seller on the market”. So you were really excited and decided to order a whole bunch. But all too often, those widgets end up sitting in your store collecting dust because your customers don’t have a need for them - even though you think they are really cool. This is where pride and personal taste can cost A LOT of money...

The truth is that it doesn’t really matter what you like or what your suppliers try to push on you, the only thing that’s important is what your customers want.

So how do you figure out what your customers really want?

Actually it’s quite simple... every time one of your customers buys something from you they’re voting. These votes are cast with their wallets. So it’s essential for you to keep track of their votes and add them up. This will tell you what your customers really want.

Once you tally the votes, you’re going to find that some items sell very fast, some items sell very slow, and some items don’t sell at

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## Andersons' Sales & Service: OPE and Powersports dealership continues to watch business soar...

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knows what is wrong with their machine and what the cost will be before we make the repair.”

**Question: From 2001 to 2003 your business grew by 1.6 million, what factors contributed to this growth?**

Jason: “One thing is that we were doing a lot of expansion at the time and opened up our showroom to make it look much more appealing inside. We’ve always tried to keep up with the industry trends. And, as much as it’s been talked about, a lot of women do come in and make major purchases so having a nicer looking showroom helps. We painted our floor and the outside walls to brighten things up so it makes things much more welcoming to the average individual.

Another thing that helped increase sales during that time was a boost in our motorcycle sales. We added Honda powersports to our business in 1997 and in the beginning we experienced a slow start in sales. Our motorcycle business really didn’t take off until 2001.”

**Question: So basically your biggest jump was from the time you and your siblings took over the business. Is there anything that you all discussed that really started things going?**

Jason: “When we took the business over from our parents, the business had just seen a time



**One of the keys to Andersons' success was reducing the amount of product lines they carry. This allows them to specialize in the knowledge of select products and provide expert customer service.**

of major increases each year. 2000 was our largest year ever. We thought, ‘whoa, can we top that without having dad involved in the business?’

Dad pretty much got completely out so we lost a huge part because he dealt with a lot of sales. The overall expansion was one thing that we really wanted to do. I know at the time dad wasn’t really into computerization.

When we took over the business, we had four computers. We now have 13 and it’s not enough. We’ve really pushed the integration with electronic parts look-up and more computers to help more people. That in itself allows us to help more customers in a shorter time period.”

**Question: What are the most effective methods you’ve used to attract new customers?**

Jason: “Well the first and most important is treating customers right the first time.

When we took over the business, we greatly increased our advertising. We have a couple of billboards out by the interstate, which is about 20 miles away. We do advertising in the Louisville area so we have definitely expanded.

I still don’t think advertising is as good as the word of mouth from our customers.

We’ve come to decide that we’ve outgrown our local area and a lot of new customers are going to be driving a good distance to come to us so we have targeted the extended areas.”

**Question: A large portion of the population in your area comes to your business for their OPE and Powersports needs. What do you feel you have done to set yourself apart from the competition?**

Jason: “One thing that we’ve decided to do is cut down on the number of product lines we carry. For instance, John Deere lawn tractors are our lawn tractor line. We don’t have any other competing lines in here to confuse a customer. The same thing goes for powersports. When we got into powersports we decided we were only going to take on one line of equipment and that has worked out very well for us.

We’ve been able to focus more on the attention that’s required to be a top-notch service department through our training. They are only getting trained on one particular brand rather than having to remember where all the specialty tools are and where all the manuals are to several different models and several different brands. So being able to focus

### Andersons' Sales and Service

**Location:** Madison, IN

**Opened:** 1990

**Owners:** Grover David, Tonia, Jon, Joshua & Jason

**Employees:** 22 full time & 3 part time

#### Merchandise:

lawn mowers, utility tractors, ATVs, motorcycles, hand-held equipment, personal watercraft

#### Top 5 Brands:

Honda, John Deere, Stihl, Encore, Lawn Boy

on the few lines that we have allows us to give better customer service because we have better product knowledge of the equipment we carry.”

**Question: Most dealers have too much to do and not enough time to get everything done. What have you done to save time and manage that time more effectively?**

**“We are able to do things now, with the help of Ideal, in a fraction of the time.”**

Jason: “Well we have Ideal Computer Systems so of course we are saving time.

That’s one of the things that has really eased our burden. It wasn’t very long ago that we were doing so many things manually and you had to get here early and stay late. We are able to do things now, with the help of *Ideal*, in a fraction of the time. Our end of the day reports is something that used to take two or three of us a good 45 minutes to an hour to make sure all the numbers were written down in the right places and put away where they needed to go. In the old computer system we previously had, we had to pull five reports to get the information we needed and in *Ideal* we just have two reports and it takes one person about 15 minutes. There is actually enough integration in *Ideal* where it could be done even quicker than that.”

**Question: What have you been able to do with that extra time that you have saved?**

Jason: “Spend time with our families of course! We get to go home on time and get to come to work just a few minutes before we open. That’s the most important time you can have.”

**To read Part 2 of the Andersons’ interview including:**

- 3 ways they show customer appreciation.
- 2 ways they avoid accumulating dead inventory.
- How they make a family-run business work.
- 3 major concerns they had when evaluating business management software, how they reached their final decision, and more...

**Log on to:**

[www.idealcomputersystems.com/news/andersonspart2.pdf](http://www.idealcomputersystems.com/news/andersonspart2.pdf)

**Or you can access the complete interview transcript at:**

[www.idealcomputersystems.com/news/andersons.pdf](http://www.idealcomputersystems.com/news/andersons.pdf)

## Ideal Celebrates 20 Years of Service

20 years ago OPE and Powersports dealers were stuck



managing their businesses without software that was customized specifically for their dealerships. This problem led Jon Herman, a successful OPE dealer, and Dennis Haefner, an established computer programmer, to team up and on October 31, 1985, Ideal Computers Systems, Inc. was established.

Since that time Ideal has seen rapid growth and has expanded its markets to include other industries, but its core foundation remains the same - to improve the quality of business owners’ lives in the OPE and Powersports industries by giving them more time and profits so they can do the things they enjoy. Through continuous research in industry trends and listening to over 20 years of feedback from OPE and Powersports dealers, Ideal has worked hard to provide you with a completely integrated system that is efficient and easy to use. You can rest assured that you are getting the very best in on-site training and installation and immediate access to the most knowledgeable support in the industry.

With over 1,000 installs, **Ideal** users have been able to boost profits by as much as 200%! Now’s your chance to find out what **Ideal** can do for you...

Don’t wait another day without finding out how you can take control of your inventory, manage your service department more efficiently, speed up the sales process, boost profits, and more!

Call **800-737-1620** to schedule a personal one-on-one on-line demo with an Ideal sales representative. 📞

## Keeping the Right Items in Stock: The importance of tracking customer purchases...

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all. And unless you already keep track of this information, you’ll probably be surprised by which items are moving the fastest. So it’s extremely important to track and tally your votes!

If you identify inventory that’s dead or moving slow, you need to put those items on clearance and get them out of your store. That’s right. Take the loss and get them out fast — so you can get something in your store that will make you money.

It’s still important for you to find new

merchandise and constantly test new products to see if they sell. But before you decide to order new merchandise, ask for the market data on the item so you can see how well it’s selling and make a decision from there. If they turn out to be great sellers, then you should consider stocking that item on a continual basis. If the new item doesn’t sell, put it on clearance and get it out as fast as you can!

Now you might be wondering how you are going to keep track of all your customers’ votes and calculate the totals in a timely

manner. Well that’s where good Business Management Software (BMS) can be a lifesaver.

Since a good BMS tracks all your sales, you can easily pull up detailed reports that show you exactly what’s selling and you can use those figures to properly stock the items your customers want. By using a BMS to track sales, you will be able to keep your customers satisfied and now you can put the money that’s normally locked up in dead inventory to good use. 📊

## DID YOU KNOW ?

# You Can Save Hours of Time by Generating Purchase Orders Based on Sales History and Send Them to Your Suppliers Electronically Through *Ideal*

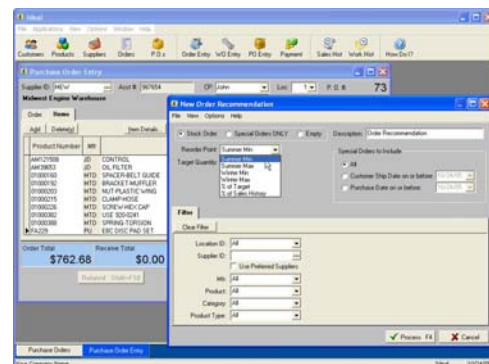
*Ideal 6.0's* in-depth inventory control features allow you to set order points, track special orders, and place orders based on sales history. This allows you to reduce errors, lower inventory costs, reduce lost sales, and save hours of time because you can place orders in minutes, instead of hours...

Once *Ideal* creates your purchase order you can send it to most suppliers directly from *Ideal*, or simply import the order into your supplier's website. If you're manually placing orders by fax or keying them in on your supplier's website, just imagine how much time you would save with *Ideal's* electronic ordering features!

Here's an ever growing list of OPE and Powersports suppliers that *Ideal* can send purchase orders to:

<http://www.idealcomputersystems.com/news/POsuppliers.html>

For additional information about how *Ideal* can help your business, call **800-737-1620** to speak with a sales representative. ☎



***Ideal's* Purchase Order and Order Recommendation Screens**