

# Distribution Strategies: Powersports Industry

## The Challenge

As a manufacturer of powersports equipment, parts or accessories, your dealers are vital to the success of your business. Your challenges are to maintain brand value, preserve or increase market share, prevent customer defections and achieve all of this while increasing efficiencies and improving relationships with your dealers.

## The Solution

Reshare's proven enterprise software solution, Distribution Relationship Management, enables you to connect with your dealers and end customers online. Reshare allows you to maximize your revenue stream while reducing your selling and marketing costs. Your dealers enjoy increased market knowledge, additional revenues, improved efficiency and new customers. You have complete control of how products are branded, marketed and sold. Reshare will help you develop cohesive strategies that build a sustainable competitive advantage for you and your channel partners.

## Patented Software

Reshare offers the only patented (US# 6,594,641 and foreign countries) software that enables you to:

- Gain access to valuable customer information
- Sell direct to customers and share revenues with dealers
- Enable customers to locate and select an appropriate dealer
- Credibly demonstrate fairness to dealers
- Maintain existing relationships between dealers and the consumer

## Internet & Channel Experience

With over 20 years of online experience across a multitude of industries, we offer software and strategies that resolve channel conflict, guarantee complete brand control and enhance relationships between all channel partners and end users. We have a deep understanding of the benefits and challenges of distribution. Our mission is to improve relationships and profitability of all channel partners. This translates to increase revenue, market share & profits.

## Return on Investment

As the Internet sector matures, use of eCommerce and online sales increase – what was less than a percent of total US expenditures three years ago approaches three percent today and is expected to reach ten percent within five years. Ten percent of your sales through uncontrolled vehicles on the internet will do more than a little damage to your brand. Not capitalizing on that ten percent will do more damage to your company. You need only multiply your present gross sales by 3%, and your projected five year gross sales by 10%, to see the numbers.

Multi-channel shoppers spend more than single channel shoppers. By way of example, last December the average single channel shopper spent \$591, the multi-channel shopper spent \$995. This translates into additional sales for you both online and off.

Customer Defections attack profitability. Lack of inventory at a retail store often

causes defection to another product, and for die-hard internet shoppers who know exactly what they want, lack of online commerce also causes defection. A Harvard University study shows that by retaining just five percent of your customers, profits rise by no less than twenty-five percent.

## Additional Benefits

- Order processing cost reduction across all channel partners in aggregate of up to 72%
- Increased order size as the result of ease of use and access
- 24/7 ordering availability
- Increased order accuracy
- Decreased bad debt for distributors through use of credit cards
- Direct relationship with dealers that enable you to conduct product research and obtain valuable customer feedback
- Up-selling and cross-selling abilities for other products where collaborative filtering/recommendation technologies are deployed
- Absolute brand control

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