

# Mountain Lakes Resort RV Program

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# What is the RV program?

- Program designed to cater to our local RV owners by building a relationship with RV dealers and RV storage facilities.
- We will talk about: Servicing dealers, packets, incentives & Stats

# How many dealers

- 51 active RV dealers/ 75 total dealers
- 15 active RV storage facilities/ 65 total
- 12 RV shows worked 2015

# Number of leads/ tours

- 2505 Leads in 2015 (112 storage, 47 box, 522 RV shows, 1824 RV certificates)
- 587 Tours of 2015 23%
- 125 Sales for 2015 21%

# Servicing Dealership

- Dealers are serviced once every other week.
- During peak season we spend every other weekend at a different dealership barbequing, making popcorn, and having giveaways.
- Take incentives once a quarter. Pizza, donuts, etc.
- Gift or token of appreciation once a year.  
Example: Coffee mug, personalized calendar

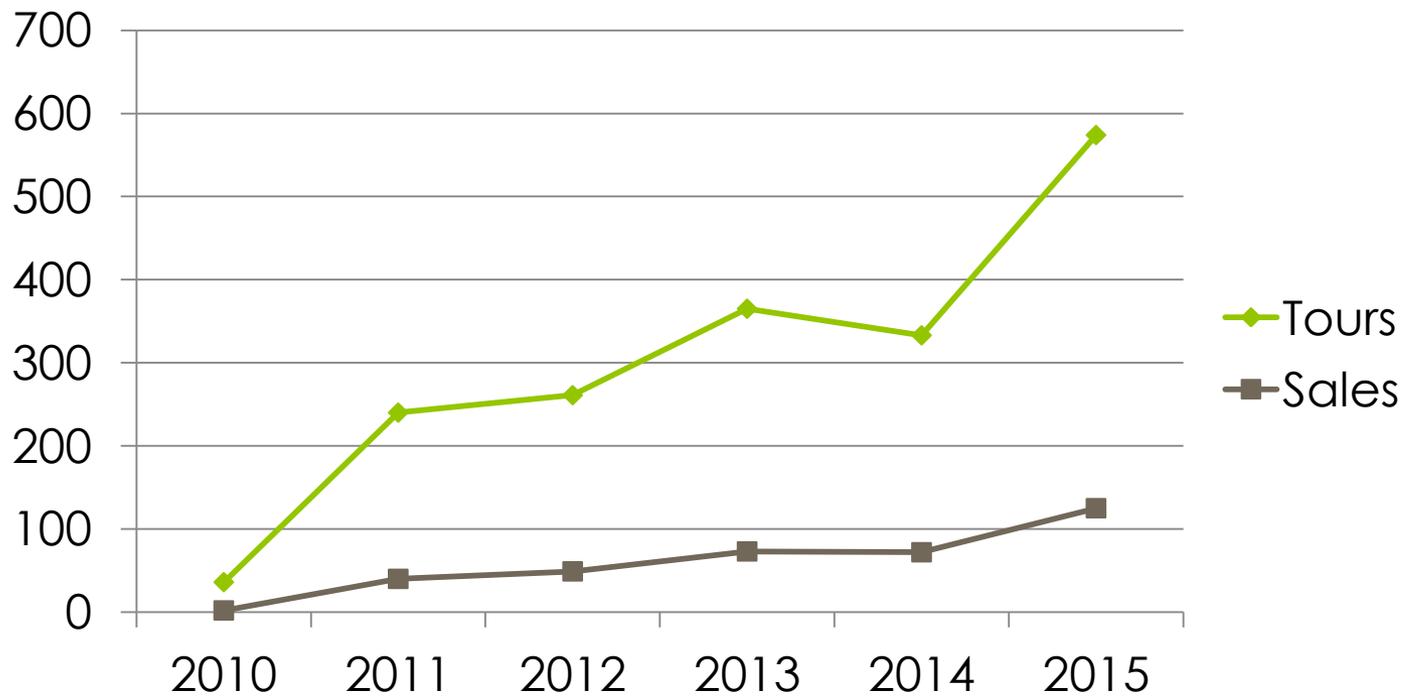
# Dealer Packets

- Signed RV certificate (Lets us contact potential customer despite Do Not Call)
- Brochure (Detailed book with high glossed pictured & descriptions of amenities)
- DVD (Video of resort amenities and activities)
- \$100 give away incentive (Must tour resort within 60 days of purchase)

# Dealer incentive

- The RV dealer is paid \$75 for every qualified tour that results from the leads they provide.
- Employee of participating dealership are allowed a complementary 2 night stay in our cabin.
- 10 net sales gets \$1000 incentive & 20 net sales gets \$2000 incentive in a calendar year.
- RV dealership can host an exclusive 10 day showing of their products at our resort.

# Program progression



# How we improved

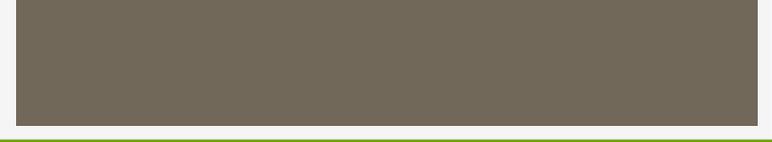
- 2010: 36 tours/ 2 sales
  - ❖ RV program was not serviced regularly. Reps were paid \$50 per tour. No incentive was given to customers to camp in a timely manor
- 2011: 240 tours/ 40 sales
  - ❖ I started servicing RV dealers weekly. Received a better response from the RV dealer. Was able to relate well with dealership staff.
- 2012: 261 tours/ 49 sales
  - ❖ Implemented incentive to customers. \$100 for touring our resort within 90 days of purchasing their RV.

# How we improved cont.

- 2013: 365 tours/ 73 Sales
  - ❖ Started participating in RV dealer's lot shows, RIVA, RV dealer off site shows.
- 2014: 333 tours/ 72 sales
  - ❖ Implemented RV storage program. Started pitching RV storage facilities and RV repair facilities to participate in the program. Customers receive 3 days/ 2 nights.

# How we improved cont.

- 2015: 574 tours/ 125 sales
  - ❖ Shortened length of \$100 cash incentive to 60 days to claim in order to induce urgency to visit our resort.



# Thank you

- Questions/ answers