



DEALER SPIKE

HIGH PERFORMANCE SERIES • PLAYBOOK 3

Turn Buyers into Repeat Buyers

The hardest sale is the first one. You already made it. Here's how to turn every customer you've earned into the next sale, the next service visit, and the next referral.



The Hardest Sale Is Already Behind You

If you've followed this series, you've done the hard part. You made your store easy to find, and you brought buyers in and won the sale. Here's the good news: the most valuable customer you'll ever have is the one who just bought from you.

They already know your store. They already trust you. They've already handed you their contact information and shown you exactly what they're into.

Winning a brand-new buyer takes time and money. Selling again to someone who already bought from you costs a fraction of that, and it happens more often than most dealers realize: the next unit, the service work in between, the parts and accessories, and the friends they send your way.

Most dealers pour their energy into finding new buyers and let the ones they've already earned drift away.

This eBook is about the opposite: getting more from the customers you already have. It costs less, it's easier, and you may already have the tools to do it.

RETURNING CUSTOMER: 6 YEARS

TRADE-IN OFFER: SENT



Loyalty Isn't Luck

It comes from three things you can build: reviews, referrals, and follow-up that shows up at the right time. Get these right, and your happiest customers do your marketing for you.

Win Over the Next Buyer

A repeat customer who's had a good experience over years of ownership writes the kind of review that wins over strangers: specific, warm, and credible. Those reviews are a big part of how new shoppers (and AI) decide who to trust before they ever visit.

+14.33% higher inventory turnover
for dealers with good
reputation management¹

It's the small, personal touches that earn the best reviews. Stark Street Lawn & Garden, an Oregon power equipment dealer, ensures that every unit is fully ready and delivered into the customer's hands. That extra care shows up in what customers say online and to their friends:

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Simple and easy. I bought it online...and when I showed up, they hooked it up to my truck. They'd already assembled and tested it.

Awesome interaction from beginning to end."

LOYAL CUSTOMER

Stark Street Lawn & Garden

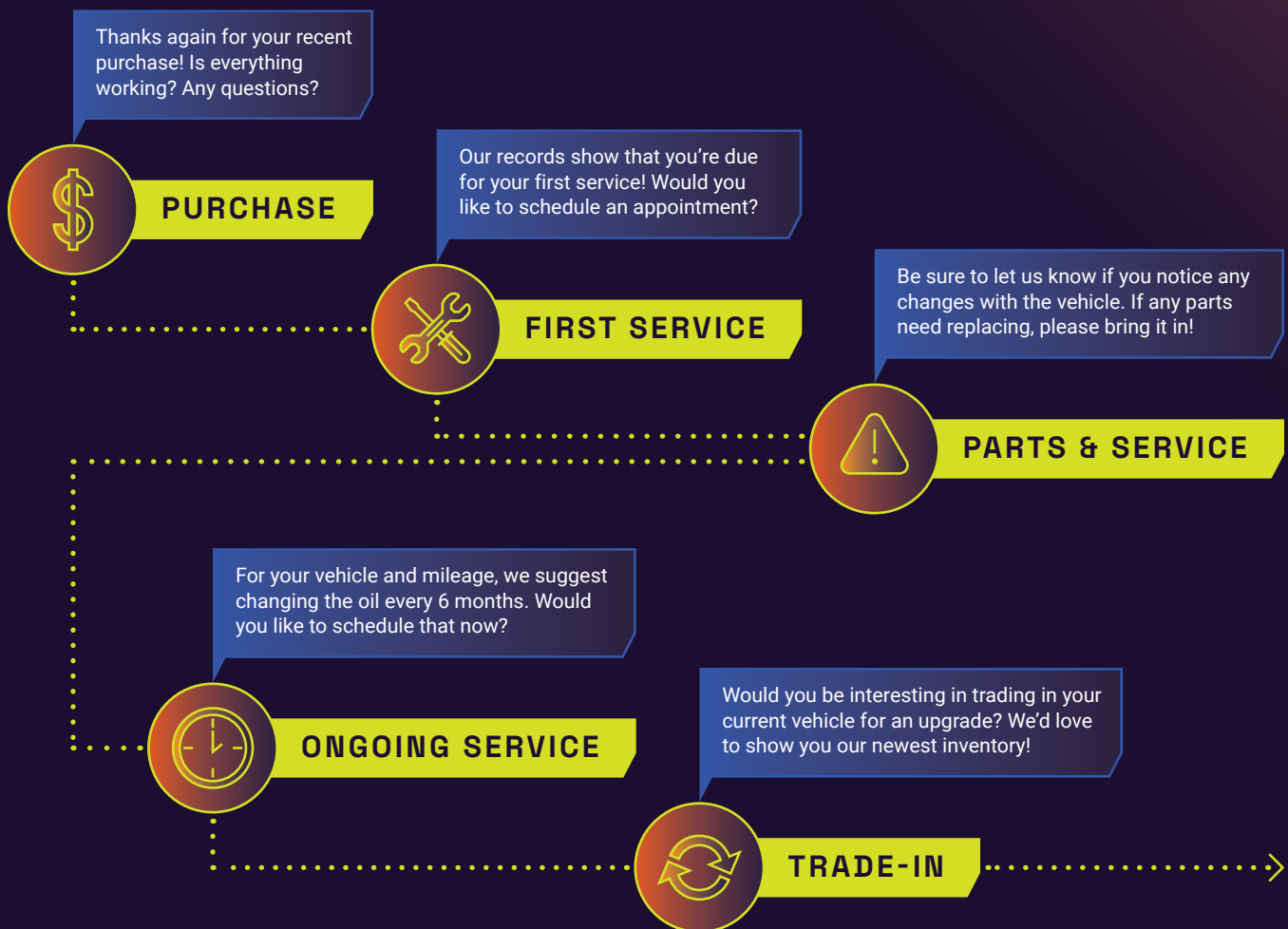


1. *The State of the Dealer: 2026.*

Follow Up at the Right Moment

The difference between good service and spam is timing. Here's what staying in touch looks like when it's done well:

- ◆ **24–48 hours:** "Everything working? Any questions?" A quick check-in that shows you care after the money changed hands.
- ◆ **A Couple of Weeks In:** Helpful tips and how-to resources for what they bought (useful, not sales-y).
- ◆ **Around 90 Days:** A nudge toward that first service, a check-in, or the accessories that go with their purchase.
- ◆ **Seasonally:** Winterization, pre-season inspection, storage tips—the right message for the right time of year.



This is the part that comes full circle: keeping customers happy feeds your reputation, your reputation helps new buyers find and trust you, and those new buyers become the next customers you keep. Retention isn't the end of the journey—it's what powers the whole thing.

Build Loyalty with Less Effort

These loyalty behaviors sound like a lot of work.
They're not, if you use the tools built for it.

Two things do most of the heavy lifting: the revenue that service and parts bring back, and automated campaigns that handle the follow-up for you.

Parts & Service: Built-in Repeat Revenue

A good service experience is easy to book online, sends confirmations, lets customers reschedule without friction, and hands off cleanly from the website to the service lane. Make it easy, and customers come back to you instead of the shop down the street.

+9.6% growth in parts²

+2.5% growth in service revenue²

Automated Campaigns: Follow Up on Autopilot

Every follow-up (service reminders, trade-up nudges, seasonal tips) can run automatically, triggered by what each customer actually did. The catch: automated campaigns only work if you can reach people, which makes your customer email list the most valuable asset you own. The best dealers build it everywhere they interact with a customer, not just at the sale.

+30.85%

higher inventory turnover with automated email campaigns²

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The fastest way to build an audience base for your email marketing is to **create a company-wide culture of asking customers for their email addresses** across all of your departments—from the unit sale to your parts counter and service transactions.”

BRAD CANNON

Director of Email Automation, Dealer Spike



Want to learn more about automated follow up?

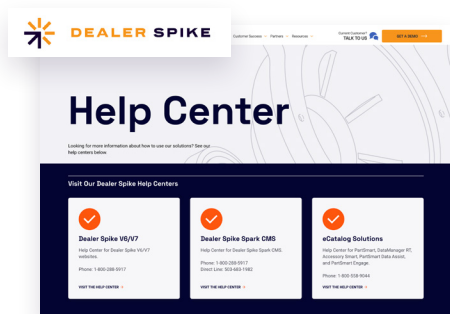
[Check Out Our Guide to Automated Email Marketing](#)

2. *The State of the Dealer: 2026.*

You May Already Have the Tools You Need

Here's the best part: if you're a Dealer Spike customer, the tools to do all of this are already in your corner: automated email that sends service reminders and seasonal offers on the right schedule, review requests that go out after a good experience, and customer data that tells you who's due for a trade.

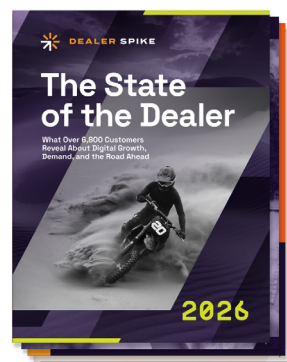
Most dealers are using a fraction of what they already have. The dealers who get the most out of their customer base aren't spending more—they've just switched on the follow-up, the review requests, and the service marketing, and let them run.



Turn On the Features that Keep Customers Coming Back

Explore the tools already in your Dealer Spike platform, with step-by-step resources to set up and use them.

[Visit the Help Center](#)



See How It All Fits Together

This series is drawn from The State of the Dealer: 2026, our full look at what separates the fastest-growing dealers from the rest. Revisit the complete report to see where your store stands.

[Download the Report](#)

About Dealer Spike

For nearly 20 years, Dealer Spike has been the digital partner built specifically for dealerships.

We serve 6,800+ dealers across North America in powersports, marine, trailer, agriculture, heavy truck, heavy equipment, and outdoor power equipment, partnering with 200+ OEMs and driving more than 3.1 million units sold through our platforms.

We put our promises in writing: 24-hour support resolution, 99.97% uptime, and a minimum 30% increase in leads, guaranteed. From high-performance websites and inventory management to AI-driven marketing and discoverability built for how buyers search today, we make selling inventory easier and faster.

From first click to customer for life, Dealer Spike has one job: **help you sell more stuff, faster.**

Dealerspike.com

