

OPINION

Wyckoff's book on dealer operations is worth a read

John Wyckoff is my kind of guy — gruff, cranky, opinionated and usually pretty interesting to listen to. He makes sense most of the time — well, heck, nobody's perfect, and I wouldn't agree with them even if they were.

That old line about a person being the personification of a dictionary definition works pretty well in John's case.



JOHN WYCKOFF

Look up curmudgeon and cantankerous, and you're likely to find his picture there.

John's been around longer than most, spending more than 40 years in the powersports industry as a business owner, consultant, sales trainer, author and speaker. He founded and ran Intersport Fashions West, now Fairchild Sports, eventually building it into one of the leading apparel manufacturers before selling it.

John is a regular columnist for one of those other motorcycle trade magazines — *Motorcycle Product News*, I believe — so, you wouldn't expect us to agree on much, anyway. Even though we argue and compete, John's been a big help to me as I worked to learn the powersports industry from the inside. He's provided some wonderful

insights and even pointed me in the right direction once or twice.

I would have found my own way without his help, of course, but it did save me some time and effort. (Just kidding, John. Lighten up.)

All of this is by way of introducing John's latest teaching effort, his book entitled, *MYOB-2, Mind Your Own Business, 2nd Edition. The Complete Guide to Profitable Powersports Dealerships*.

I'm a bit remiss in writing about MYOB-2— John introduced it during the Dealer Expo in February — but it's a timeless book, in a very real sense. And it's a good read; you should pick up a copy. John wrote the first book many years ago, and this is a very good update effort, one that addresses many major new trends in the industry.

The book is available online at www.windsormediaenterprises.com, www.myob-2.com, or from Windsor Media Enterprises, LLC, 620 Park Avenue #317, Rochester, NY 14607.

QUICK AND EASY

Wyckoff's 179-page paperback is segmented into 40 easy-to-read, tightly-targeted chapters. Do the math — that's only about four pages per chapter.

One nice thing about the book

From The Editor



JOE DELMONT

that should be a real plus for you busy dealers is that you don't have to read the chapters in order. Just pick the one that's most appropriate for you today and go through the chapter in a few minutes.

You can do that easily while you have your morning coffee or while there's a break at your parts desk.

Perhaps one of the most important chapters is the first one in which John provides a check list for evaluating your store. I've adapted the list as an easy way to evaluate what we are doing at *Powersports Business* (Thanks, John.). I'm betting you'll be able to do the same thing, even if you're not running a dealership.

Thinking about creating a website for your dealership or upgrading the one you have? Look at Chapter 31, "Your Web Site." It's six pages and provides interesting thoughts on the function and growing presence of the Internet, as well as tips on what to include on your site.

Does it tell you in detail how to

build and manage your site? No, but that's not the purpose of *MYOB-2*. The book stimulates thought and helps you identify problems, but it doesn't give you all the answers. That's your job, after all, to develop your own solutions to your own problems once you have a new perspective.

In related chapters, he also talks about e-commerce and other, "non-traditional" bricks and mortar ways to sell powersports products.

John also does some other big picture thinking when he discusses the success of mall retailing, new competition and dealer consolidation.

Throughout the somewhat eclectic organization of his book, John also explains the value of Yellow Page advertising and how to select a wholesale distributor.

Pick up a copy. Even if you only spend a few minutes with the book, it can lead to major improvements in your business operations. **PSB**

Questions? Comments? Story tips? Contact Joe at jdeltmont@ehlertpublishing.com or 763/383-4422.