

## DEALERSHIP SUCCESS CHECKLIST

We have put this checklist together to make it easier for you to get your Crossfire dealership up and running as quickly as possible. Please review the following action items and tick them off as you go.

- ☐ Complete Dealer Agreement and place first stock order to setup your showroom
- ☐ Speak with Wells Fargo to discuss [floor plan finance](#)
- ☐ Setup account with Zip Finance if you want to offer finance for customers <https://zip.co/au>
- ☐ Check your details are listed on our website [www.crossfiremotorcycles.com/dealers/](http://www.crossfiremotorcycles.com/dealers/)
- ☐ Order Crossfire flags, banners, brochures and marketing material
- ☐ Follow Crossfire on social media so you can repost relevant content on your social media channels.  
Our accounts: [Facebook](#), [Instagram](#), [LinkedIn](#), [TikTok](#)
- ☐ Get two quotes for Crossfire branded building and showroom signage and send to us for approval (and reimbursement)
- ☐ Get password and login to [Media Assets](#) section of Crossfire website and review resources
- ☐ Book time with us and your sales team for on-line product training
- ☐ Book time with us and your mechanics for on-line product servicing training

Determine your annual marketing budget and started developing your local area marketing plan including:

- ☐ Schedule a day to run an opening or launch event
- ☐ Send out press release for local news publications (template attached)
- ☐ Update your website with Crossfire dealer logo and products
- ☐ Setup social media platforms Facebook / Instagram / Google Maps / Tiktok / LinkedIn
- ☐ Set calendar reminders to post at least 2 times/week to social media (see our channels for ideas)
- ☐ Test your local [Gumtree](#) or other local classified platforms as marketing strategy
- ☐ Contact your friends, business acquaintances and past customers and invite them to visit
- ☐ Consider offering opening special(s) eg. Value add or bonus with each sale for limited time
- ☐ Identify local area signage opportunities (canvas banners available)
- ☐ Identify relevant local events to promote products e.g., Agfest / Easter Show
- ☐ Source photos and testimonials from customers for social media (and email to us for sharing also)
- ☐ Consider local area advertising and sponsorships
- ☐ Send photo(s) of your dealership/showroom when setup so we can promote you via our channels
- ☐ Develop a marketing calendar of events and social media topics
- ☐ Book a date to review your marketing plan with Crossfire

When you are done, please complete below and send back to us:

Dealership: \_\_\_\_\_ Name: \_\_\_\_\_ Date: \_\_\_\_\_





**FOR IMMEDIATE RELEASE – May 15, 2022**

**XXXXXXX has been appointed as local Dealership for Crossfire Motorcycles and ATVs.**

**Crossfire dealership brings locals access to top quality recreational vehicles at affordable prices.**

Australians love the great outdoors and recreational vehicles like motorcycles and ATVs are a great way to see more of it. XXXXXX is excited to announce that Crossfire recreational vehicles have been added to their local product offering.

“Teaming up with Crossfire was a natural choice for us. Their products represent great value for money and meet our stringent standards for value, reliability and performance. We’re confident that our customers will embrace the brand as we have and enjoy the freedom to explore more.” says XXXXXX Managing Director, XXXX XXXX.

The Crossfire range of vehicles includes over 11 motorcycles ranging from a CF50 for young beginners up to a high performance water cooled CFR250. New to the range are the three ECR electric motorcycles that offer amazing performance and new levels of fun. ATVs are also popular with eight different models available ranging from a beginners 90cc ATV with automatic transmission up to a workhorse farm ready 250GT model. For those seeking an adrenaline fix, the Blazer 200R is the ultimate off-road go-kart.

Side by Side vehicles or UTV’s as they are more commonly known are a huge growth segment in Australia and Crossfire offers six different models including both petrol and full electric configurations.

Ends –

Crossfire Motorcycles Pty Ltd (Crossfire) was established in 2008 with a vision to set the standard in the recreational vehicle industry for product quality, customer service and value for money. They have built their business through building a network of trusted dealers to deliver service, stability and long-term commitment to our customers.

Crossfire embraces innovation and works hard to evolve their products as well as introducing new products into the marketplace. We offer quality products, such as Motorcycles, ATVs /Quad Bikes, UTVs/ Side by Side vehicles, Go-Karts as well as parts and accessories. [www.crossfire.com](http://www.crossfire.com)

Dealer was established in XXXX with a goal to serve the local area with a range of recreational vehicles that customers would love.

For more information, please contact XXXXXX on 1300 XXXXXXXXXX or via [email@email.com](mailto:email@email.com)

Showroom Address and opening hours.

## Marketing Content Calendar

	Topic	Headline	Call to action (where to send them)
<b>October</b>			
<b>Promoting:</b>			
Week 1			
Week 2			
Week 3			
Week 4			
<b>November</b>			
<b>Promoting:</b>			
Week 1			
Week 2			
Week 3			
Week 4			
<b>December</b>			
<b>Promoting:</b>			
Week 1			
Week 2			
Week 3			
Week 4			
<b>January</b>			
<b>Promoting:</b>			
Week 1			
Week 2			
Week 3			
Week 4			
<b>February</b>			
<b>Promoting:</b>			
Week 1			
Week 2			
Week 3			
Week 4			
<b>March</b>			
<b>Promoting:</b>			
Week 1			
Week 2			
Week 3			
Week 4			