

# PDA ROAD GEAR

"Don't sell out of your own pocket. Truck enthusiasts spend tons of money on their weekend toys."

- PDA Road Gear (Denver, CO.)



## PDA ROAD GEAR • ALPINE RESTYLE = PERFECT TIMING

PDA Road Gear has been a highly successful expeditor in the Denver, CO market since 1981. However, about three years ago, PDA embarked on a new direction. Owner Pat Dunahay's vision included a new retail showroom that felt more like a speed shop than an electronics store, and a metamorphosis into a premier mobile electronics vehicle integrator. The culture shift included recruiting several new highly talented sales and installation team members.

With these changes, the timing was perfect to introduce Alpine's new Restyle products.

In mid-May, general manager Cade Dunahay attended the Alpine Restyle Summit in Dallas, TX. Despite the abundance of tequila he consumed at the Gas Monkey Bar & Grill party, Cade really got it. He immediately realized that the "Weekend Warrior" persona identified at the summit is the PDA customer.

Upon returning to Colorado, Cade immediately informed his team that they were going to become the "Alpine Restyle" destination in the region. Within a week of returning from Dallas, Cade had already taken deposits on three [X009-GMs](#).

He was identifying and targeting truck enthusiasts before they had even reached the front door. His greeting was simple, "Wanna see the coolest radio ever?"



The strategy works. PDA's average sales ticket is up substantially versus 2013. If the 9" is not right for the customer, they present the 8" or 7" options. According to Cade, Alpine premium AVN sales have already surpassed 2013 results, even though these new units have only been shipping for about three months.

According to Cade and lead salesman Lee, the secret to their success is simple:

- Know the customer. Alpine's Restyle initiative really focused PDA on who the customer is. The old 8" was just another AVN unit with a bigger screen. Restyle branding is different. It helped crystallize our focus on who the customer is. Alpine is the only AV vendor that is really focused on being relevant to the truck enthusiast.
- Don't sell out of your own pocket. Truck enthusiasts spend tons of money on their weekend toys.
- Watch for "Weekend Warriors". Top of mind awareness is key. Know the 9" and 8" Perfect Fit applications. Make it a game on the sales floor. We prompt each other.
- Use the Alpine website. Lee recently sold an [X009-FD1](#) to a Raptor owner over the phone by using the Alpine website as a presentation tool.
- Enthusiasm is key. Present the X009 to every customer that walks in the front door. Alpine makes it easy to fall back to an 8" or 7" if the 9" is out of the customer's budget.
- It's easy to sell fearlessly when you have a team with the skills to install whatever we sell.