



RVX: The RV Experience

RVX to Launch 'Sales Navigator' for Dealers

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by: RV PRO Staff

The RV Industry Association will be launching the “RVX Sales Navigator” during RVX: The RV Experience, March 12-14 in Salt Lake City, Utah. The RVX Sales Navigator is a platform that dealers can start using as soon as they return to their stores post-event. Only dealers who register and attend RVX will be granted access using their RVX registration credentials, according to the association.

Using extensive consumer trending data from multiple sources, the RVX Sales Navigator will help dealers identify consumers they may not already know in their local markets, raise awareness of RV products and the lifestyle, and more importantly, draw them to their dealership and set them on their own path to purchase.

The RVX Sales Navigator is being developed in collaboration with a large retail marketing and branding firm who have helped key national consumer brands raise awareness and identify ways to sell more products to today’s consumers. These consumers, no matter what age, are influenced by certain characteristics, according to RVIA.

Based on these consumer trends and buying habits, RVIA believes that by using the RVX Navigator, dealers will be poised to develop a strong brand identity for their store and the products they sell.

The RVX Sales Navigator was built exclusively for RV dealers to help them create and effectively communicate a narrative about the value of the outdoor and RVing lifestyle to consumers in their local market. Using demographic and psychographic compositions of current consumer types, this system will feature ecommerce, community outreach, dealership experience and loyalty tools. RVIA stated that the platform will help RV dealers identify and engage with brand new consumer prospects during the awareness, engagement and conversion phases of customer acquisition.

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