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The Power of Fun

SPORTLINE POWER PRODUCTS

Glenn Kelsey - Owner

Success Magazine: What made you decide to purchase Sportline?

Glenn Kelsey: First and foremost, Sportline was a successful business before we owned it. When we looked to acquire the business, we found the right business practices, a healthy culture, skilled employees, and an excellent customer base. In addition, Sportline has first-rate brands, a good location with access to both the Capital Region and the North Country, and in keeping with this month's theme, one of the country's largest and most successful motorcycle rallies—Americade.

SM: What background did you have prior to Sportline?

GK: I had the privilege of working for several multi-national corporations where I managed business units with operations in the US and overseas. During almost thirty years, I was faced with a wide array of business opportunities and problems, which gave me a strong background to manage my own business.

SM: You recently expanded your operation and doubled the size of your showroom. What plans do you have for this expansion?

GK: The expansion, which provided additional footprint to every department in Sportline, was undertaken to improve the customer experience within our current products. We have changed the traffic patterns in the store, eliminated bottlenecks, created an improved retail environment, and a better workplace for our employees to serve our customers. We

believe that this will, in turn, provide continued growth.

SM: Your expansion has made your business one of the largest powersport dealers in the area. What product lines does Sportline offer consumers?

GK: I always joke that we only have products that carry one or two people and go fast! We are a full line powersports dealership with brands that include Kawasaki, Honda, Suzuki, Polaris, and SeaDoo. Their products include motorcycles, ATVs, personal watercraft (jet skis) and snowmobiles. We also offer some non-traditional products like scooters, trike conversions, and trailers through our Kymco, Champion, and Triton brands. And to complement our vehicles, we have a fully stocked parts and accessories department and we service everything that we sell. If it involves powersports, it can be provided by Sportline.

SM: Your business is family oriented. Who is your target market?

GK: We target customers that may enjoy our products. Our demographic is incredible and that's what makes this business so much fun. We serve customers as young as three years old to those over eighty, male and female, and of any background. Imagine being part of an eight-year-old getting his first ATV or motorcycle. It's a day he or she will never forget, and we are part of that.

SM: What differentiates Sportline Power Products from your competitors?

GK: Our customers tell us it is our professional attitude and approach in a friendly, low pressure atmosphere. We have skilled employees, great brands, a large selection, and a desire to serve the customer.

SM: Why is excellence in customer service so critical to your operation?

GK: Our customers NEED to go to the grocery store. Our customers WANT to come to Sportline. We must exceed their expectations regularly to keep them coming back. After all, it is about fun.

SM: You have built a very strong sales, service, and support team. How has that contributed to your success?

GK: Every employee is critical to our success—their attitude, their skills, and their passion to serve is translated to the customer every day. Hopefully, my passion to serve the customer is executed every day in every transaction with every customer by all our employees.

SM: What future plans do you have for Sportline?

GK: First, we need to continue to improve on what we do today. Next, we will continue to look at products which serve our customer base. Remember, there were no ATV's, snowmobiles and jet skis fifty years ago. I truly believe that we can be part of the personal transportation solution that the world needs. Vehicles suited for one or two people, that are economical and green, yet still fun.