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MOTORCYCLE EXPO 2018

Motorcycle Trade Expo 2018 was another busy show for our team. Whilst some exhibitors reported 'slow days' we enjoyed meeting a steady stream of customers and prospects alike throughout the 3 day event.

An interesting and fun attraction on our stand this year was the "Catalyst Check Sheet Challenge". Participants used Platinum Online and the electronic check sheets feature to appraise a Yamaha MT-125. Congratulations to the winners of the challenge, Rob Heatley of Hampshire Motorcycle Centre and Neil Mossman of Total Triumph. A huge thank you to Arnolds Motorcycles (Loughborough) for lending us the motorcycle.

Many thanks to our team (Charles, Jeff, Matthew, Mike, Nigel and Sarah) for all their hard work in making the show the success it was.



Visit: www.motorcycle-expo.com

THE BIKE MARKET

Advertising your vehicle stock on "The Bike Market" is free of charge for Dealers using Catalyst!

Ian Sidney at The Bike Market tells us...



"The Bike Market aims to be an independent bike buying guide, featuring a free used price guide, bikes for sale and all manner of other useful bits. We are super excited to be working with Catalyst to offer you a chance to showcase your bikes on www.thebikemarket.co.uk completely free of charge.

Growth has been strong through 2017 and 2018 looks to be even more exciting so tick the box and send us your bikes for sale today. We also love to hear feedback on the site and are happy to answer any questions you might have: ian@thebikemarket.co.uk"

To setup the service we will require a signed data permission form from each Dealer that wishes to advertise with "The Bike Market"

Visit: www.thebikemarket.co.uk

A word from Charles...

Welcome to 2018 everyone! The New Year brings new challenges and opportunities with which we need to deal. January had been very busy for us with a variety of items to work on, including Motorcycle Expo at Stoneleigh Park.



It was good to meet up with both existing and prospective customers to show what Platinum can do for your business. We continue to strive to make it as easy as possible to use Platinum whilst retaining the power and flexibility that you need to drive your businesses forward.

One of the useful features that have been released recently is the ability to take multiple pictures of an item and upload them to your Platinum system in one go. Adding the pictures to your vehicles or workshop jobs is now more convenient and quicker, and this is just one of the improvements that have been done. Clicking on the Help option on the taskbar of your Platinum and going to Software Support, What's New in Platinum, will show you the items on which the programming team have been working so that you can see the new options that have become available.

Articles on the Knowledge Base will give you guidance for these new features and the Support team can always provide you with further guidance and training on these new features remotely over TeamViewer, at Catalyst, or on-site depending on which option suits you best.

As ever, Your Success is Our Priority.

"Your Success is our Priority"



VEHICLE ADVERTISING

Catalyst Dealers can now export vehicle records to Visordown (Motorcycles only) & Bumper (Cars, Caravans & Motorcycles)

Don't forget, Motorcycle Dealers can also feed to Catalyst FindIt, Bike Catcher, Auto Trader, eBay Motors Pro & Gumtree, MCN & MCN Under 125cc & The Bike Market.

Caravan Dealers can feed to Catalyst FindIt, Auto Trader, eBay Motors Pro, Practical Caravan, Out & About Live & Caravans For Sale.

Advertising on our national Catalyst FindIt site is completely free to advertise your Bikes, Cars, Caravans and various Agricultural machines.

Catalyst FindIt has recently been given a facelift. It's slicker, prettier and more flexible than ever before, plus it's mobile friendly so fits perfectly on your smartphone.



CATALYST USERS WIN AWARDS

Total Triumph Taunton were recently announced as the Dealer of the Year at the Triumph UK annual season launch event.

Congratulations must also go to

Youles Motorcycles Blackburn, who were awarded Mystery Shop of the Year, in addition to Staffordshire Triumph, who were presented with the Customer Satisfaction - Service award.



Visit: www.catalyst-uk.com

SOCIAL MEDIA

Facebook or Twitter?

Whichever you prefer, we are on there!



Please like our Facebook page and follow us on Twitter to see our latest enhancements and news. Also, take a look at our Youtube channel for tutorial videos on various areas of the system which have recently been updated!

www.twitter.com/CatalystDMS
www.youtube.com/CatalystDMS
www.facebook.com/DealerManagement



SMS TEXT MESSAGING

Keep your SMS credits topped up, the more text messages you purchase the cheaper it is.

Back in March 2017, our supplier changed the way credits were managed.

Sending a text message in the UK will use 2.1 credits, while sending text messages in Ireland will use 3.35 credits per message.

500 UK Text Messages (313 EIRE) = 1,050 Credits (£40.00+VAT)
2,500 UK Text Messages (1,567 EIRE) = 5,250 Credits (£180.00+VAT)
5,000 UK Text Messages (3,132 EIRE) = 10,500 Credits (£300.00+VAT)
10,000 UK Text Messages (6,268 EIRE) = 21,000 Credits (£480.00+VAT)



Call 0116 230 1500 or email sales@catalyst-uk.com

TRAINING COURSES

Here at Catalyst we recognise that with such a comprehensive system it can be challenging to absorb all of the system's potential. The solution? Catalyst Training Courses! With excellent staff and onsite facilities, it is the easy way to digest all that you need to know with a particular module. The courses have been tailor-made to ensure that every individual leaves as an expert. Got a new staff member joining or need some refresher training? Get them booked in today!

FEBRUARY

- Tuesday 6th - Stock Control in a Day
- Tuesday 13th - The Customer Retention Centre
- Tuesday 27th - The Joy of Accounts

MARCH

- Tuesday 13th - Logistics in a Day
- Tuesday 20th - A Guide to Workshop Control
- Tuesday 27th - Vehicle Sales in a Day

APRIL

- Tuesday 10th - Stock Control in a Day
- Tuesday 24th - The Joy of Accounts

Our masterclass courses typically run from 10am-4pm on Tuesdays....

....Full day courses are £140 per person

Book a Private Training room for £300 for up to 6 people!



COURSES GO FAST SO MAKE SURE YOU BOOK YOURS TODAY!

STAY IN THE KNOW

Keep up to date with Catalyst news and Platinum updates by subscribing to our RSS Feeds. You can use your Outlook email as an RSS Reader and get instant updates to your inbox. You can subscribe to various RSS Feeds for:

• Catalyst News • Platinum News • Parts & Prices News • Developer News



Simply visit our Catalyst website using the link below to find all the information you need on how to subscribe.

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tel. 0116 230 1500 email. sales@catalyst-uk.com web. www.catalyst-uk.com

Catalyst Computer Systems Ltd, Granite House, 58 Loughborough Road, Mountsorrel, Leicestershire, LE12 7AT

