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**BREAKING NEWS**

Study Rates 'A' Brand Dealers with Consumers

RV Business
Monday, July 9, 2007

Monaco brand dealers were ranked highest in a newly released study gauging how shoppers are treated at retail locations that sell Class A motorhomes.

According to a press release, the 2007 Pied Piper Prospect Satisfaction Index RV Industry Study was conducted between April and June using shopper evaluations at 517 brand dealerships, representing approximately one in three of all U.S. dealership locations selling Class A coaches.

Other brands following Monaco were: Damon, Itasca, Sportscoach, Holiday Rambler, Alfa, Safari, Fleetwood, Beaver, Mandalay, American Coach and Tiffin. Pied Piper said all ranked above the industry average.

Monaco brand dealers scored well throughout much of the study, and ranked first for offering test drives and for providing compelling reasons to buy now instead of later.

Other brands led the industry in specific areas. For example, Itasca dealerships ranked first for mentioning different financing options and the availability of extended warranties; Mandalay dealers ranked first for providing reasons to buy from their specific dealership; Sportscoach dealers ranked first for addressing features and benefits applicable to the shopper; and American Coach dealers ranked first for attempting to forward the sale and for gathering contact information.

"We are pleased by the positive reaction we have received from Pied Piper PSI clients in other motor vehicle industries, and are looking forward to applying our methods to the RV industry," said Fran O'Hagan, president of Pied Piper Management Co. LLC.

According to Pied Piper, many RV manufacturers and dealers have already established effective sales processes, but there are still areas where some dealers will benefit from additional focus. For example, RV salespeople neglected to offer a test drive 67% of the time, and failed to provide reasons to buy from their specific dealership 39% of the time. The salespeople made no attempt to close the sale in any way 35% of the time, and did not ask for contact information 34% of the time.

"Most businesses carefully track sales and take care of existing customers," O'Hagan said, "but 75% to 90% of motor-vehicle shoppers don't buy the same day they visit a retail location, so maximizing prospect satisfaction is an important key for turning those shoppers into tomorrow's buyers."

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