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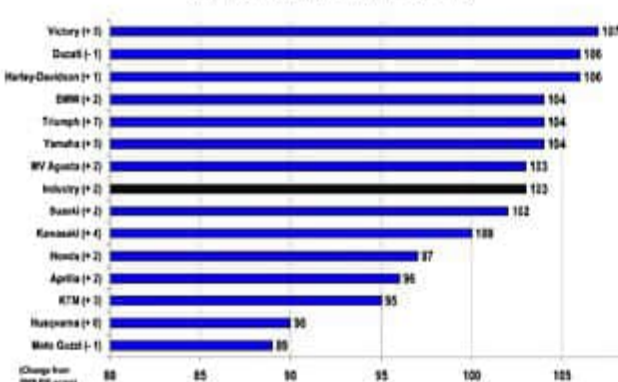
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Victory, Ducati, Harley-Davidson Top Pied Piper's Dealer Satisfaction Survey

Tuesday May 11, 2010

Top Motorcycle Brands for Pied Piper PSI®



If you've ever looked forward to motorcycle shopping but wound up feeling insulted by the sales process (or the lack thereof), Pied Piper's Prospect Satisfaction Index might hold some interest.

Using 2,014 anonymous mystery shoppers, the study tracks major motorcycle manufacturers and their ability to sell their brands to prospective buyers. The study's top 14 finishers can be seen in the graph above; click to enlarge.

[Victory](#) came out on top of this year's survey with 107 points, and they earned the number one position for asking follow-up questions, addressing features unique from the competition, and encouraging prospects to sit on a motorcycle. [Harley-Davidson](#) finished second with 106 points, as their salespeople were "... the most likely to remain attentive and focused on a prospect and were most likely to address features and benefits specific to a prospect's needs." Third finisher [Ducati](#) was distinguished by salespeople which were "... most likely to answer all product questions and were most likely to ask how a vehicle would be used and by whom."

The study suggests that on-highway retail declines in excess of 40 percent might have forced dealerships to try harder, and the biggest improvements from 2009 to 2010 came from [Triumph](#), [Victory](#), and [Yamaha](#), who gained 7, 5, and 5 points respectively.

Not to be confused with post-purchase studies that shed light on product satisfaction, the Dealer Satisfaction Survey nonetheless offers an important measure of how well the retail motorcycle industry ushers in-- or repels-- prospective buyers.

That said, have you ever had a good, bad, or ugly dealer experience you'd like to share? Let us know [by using this form](#), or post a comment below... don't be shy, we want to hear (brand) names and explanations of exactly what made the experience good or bad!

Sources: [webBikeWorld.com](#), [Pied Piper Management Co., LLC](#)

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- [2010 Harley-Davidson Lineup](#)
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Graph © Pied Piper; click to enlarge

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Comments

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(1) **Scottie says:**

May 11, 2010 at 12:58 pm

Hope they remember the bad times when (if) bike sales improve.

(2) **Joe says:**

May 11, 2010 at 1:56 pm

I'm shocked to see Honda down so low in this poll.

(3) **Fred says:**

May 11, 2010 at 3:04 pm

My last 2 bikes are Victory's because they listen when you have feedback, they ask you to test ride the bikes, and they stand behind the bike. My next one will be a Victory too.