


Harley-Davidson Tops 2013 Pied Piper Prospect Satisfaction Index

06/05/2013 | By: Dennis Chung

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Harley-Davidson dealers outscored dealers from other brands to take the top spot in the **Pied Piper Prospect Satisfaction Index** U.S. Motorcycle Industry Study for the second consecutive year.

The annual study measures the effectiveness of motorcycle dealerships, rating them on how they perform in different categories, such as inviting customers to sit on a floor model, offering demo rides and asking for a customer's contact information. The study was conducted from July 2012 to April 2013 with data collected by 2,503 hired "mystery shoppers".

We've included the full scores below as well as the scores from past years. One caveat however: Pied Piper PSI has rejigged its study questions and adjusted the weighting and scoring for the 2013 study to achieve an average score of 100. This resulted in a significant scoring changes compared to **last year's study** and a wider range between the highest and the lowest scores.

Harley-Davidson dealers ranking highest score of 111 while **KTM** dealers ranking last at 73. Last year's study had Harley-Davidson leading the way with 108 while **KTM** again ranked last but with a score of 92.

Harley-Davidson dealers outperformed all other manufacturers in 18 different activities including encouraging customers to sit on motorcycles, asking for contact information and helping overcome obstacles to a purchase.

Second place in the 2013 Pied Piper study was Ducati with a score of 107. Ducati dealers offered customers a brochure nine out of 10 times to lead all manufacturers. By comparison, less than half of Suzuki, Kawasaki and Honda salespeople offered brochures. Ducati dealers however were less than half as likely to offer a demo ride as BMW, Triumph and Harley-Davidson dealers.

2013 Pied Piper Prospect Satisfaction Index					
Brand	2013*	2012	2011	2010	2009
Harley-Davidson	111	108	104	106	105
Ducati	107	105	102	106	107
Triumph	103	103	102	104	97
Victory	102	103	105	107	102
MV Agusta	102	100	98	103	101
Star	101	98	N/A	N/A	N/A
Husqvarna	100	95	90	90	90
Industry Average	100	103	101	103	101
Suzuki	99	99	100	102	100
BMW	98	105	101	104	102
Kawasaki	96	99	96	100	96
Yamaha	91	102	101	104	99
Moto Guzzi	89	94	87	89	90
Honda	88	98	96	97	95
Aprilia	79	99	95	96	94
KTM	73	92	93	95	92
*Note: a new weighting and scoring system was adopted for 2013.					

Overall, the study found salespeople were more 19% more likely to offer demo rides than they were last year. Salespeople were also 49% more likely to point out features that make their motorcycles unique from competing models, and 33% more likely to encourage customers to go through the numbers for a deal.

There were some regressions however. Dealers were 30% less likely to conduct a walk-around demonstration, 26% less likely to overcome shopper objections and 61% less likely to offer compelling reasons to buy now rather than later.

Other interesting results from the 2013 study is a significantly higher score for **Star** Motorcycle dealers than **Yamaha** dealers, and the low scores for both **Aprilia** and **KTM** compared to other manufacturers.

But how do a manufacturer's PSI score reflect on sales results? According to Pied Piper,

dealerships scoring in the top quarter sell 22% more motorcycles than those in the bottom quarter.

"Any motorcycle dealership faces plenty of challenges that are difficult, if not impossible, to change," says Fran O'Hagan, president and chief executive officer of Pied Piper Management Co., LLC. "In contrast, how a sales team sells is something a dealership can improve immediately."

[Source: Pied Piper Management Company]