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New Study Measures RV Buyer Treatment

MotorHome

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Monaco RV dealerships ranked highest in the newly released "2007 Pied Piper Prospect Satisfaction Index RV Industry Study," which measured how shoppers are treated at retail locations that sell Class A motorhomes.

The independent study uses the patent-pending Pied Piper PSI process to evaluate and benchmark shopping experience and salesmanship effectiveness, and provide actionable insights on the hot buttons that turn shoppers into buyers. Following Monaco were Damon, Itasca, Sportscoach, Holiday Rambler, Alfa, Safari, Fleetwood, Beaver, Mandalay, American Coach and Tiffin; 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.

Fran O'Hagan, president of Pied Piper Management Company LLC, said 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 percent of the time.

The "2007 Pied Piper Prospect Satisfaction Index RV Industry Study" (Class A) was conducted between April and June 2007, using shopper evaluations at 517 brand dealerships located throughout the United States, representing approximately one in three of all U.S. Class A RV-brand dealership locations.

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- [July 2007](#)
- [June 2007](#)
- [May 2007](#)
- [April 2007](#)
- [March 2007](#)
- [February 2007](#)
- [January 2007](#)
- [December 2006](#)
- [November 2006](#)
- [October 2006](#)
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