

Via RSS Reader
Via Email

Search

POPULAR POSTS

- Four-wheel market share: Who gained, who lost for 2009?
- A truly big mistake
- Holding a high-tech motorcycle piston in your hand
- Heads up on a new federal regulation that will impact dealerships
- A Web site that could be gold this selling season

PAGES

- Home
- About
- Authors
- Subscribe
- Subscribe to eNews
- Advertising Info
- PowerSportsBusiness.com

CATEGORIES

- Aftermarket
- Dealer Consultants
- From the Editors
- Legal Experts
- OEM Executives
- Service Providers
- Uncategorized

TAGCLOUD

ATV dealerships



POWERSPORTS BUSINESS

THE FIRST READ OF TODAY'S POWERSPORTS LEADERS ...

By **FRAN O'HAGAN - PRESIDENT, PIED PIPER MANAGEMENT CO.**

MARCH 2ND, 2010

Print This Post | Email This Post

Holding a high-tech motorcycle piston in your hand



Imagine you're shopping for a motorcycle and visit two dealerships. At the first dealership, the salesperson tells you all about the impressive engineering that went into the motorcycle he's trying to sell you. When you visit the second dealership, the salesperson reaches over to his desk and places an aluminum work of art into your hand. He points out how short the piston's skirt is—kind of like a pancake fastened to a connecting rod—and how the closest copy in the auto industry would be on a Formula One car; yet here it is in your hand, and it's part of the motorcycle that you've just decided to buy.

We've always heard that "a picture's worth a thousand words," and the facts say that salespeople who *involve* their customers, rather than just "telling" them something, will sell more motorcycles. Yet we also know that today

half the time (46% to be specific) U.S. motorcycle salespeople use no visual aids at all in their sales efforts.

It doesn't have to be a piston in a customer's hand either. Do your salespeople use photocopies of magazine articles? Play videos of the customer's desired motorcycle in action? Encourage the customer to sit on the bike and adjust the mirrors? Point-out some interesting and unusual product design details?

The most successful motorcycle dealerships find ways to stand out from the crowd and build a relationship with their customers. Using visual aids is a great way for salespeople to make their product—and the shopper's visit to their dealership—memorable, which is a first step to gaining them as a customer.



Related posts:

- Do customers always know best?
- Give customers another reason to buy
- Should you question your best salesperson's priorities?
- 'You really don't want to buy that brand'
- How to sell 29 percent more motorcycles

Dealer Consultants

2 Comments



By **Jeff SKI Kinsey**, March 3, 2010 @ 9:19 am

>> The most successful motorcycle dealerships find ways to stand out from the crowd and build a relationship with their customers. <<

True. Too many dealerships use the "thump" approach to increasing sales. You know the drill, where they call the sales team in to the office and "thump" on them to make more sales. Without understanding that Sales is process. Not a destination.



By **Milt McNally**, March 6, 2010 @ 8:55 am

Frank

This is EXACTLY what Triumph did before the introduction of the Rocket III. Each dealer got a piston to show the massive size of the new engine. IT WORKED!!!