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

MARCH 29TH, 2010

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Should you question your best salesperson's priorities?



Every dealership has a top-performing salesperson, selling more motorcycles than anyone else; maybe selling more than two or three other salespeople combined. We know that between seven and nine out of 10 new motorcycle shoppers walk back out the door without buying, and ironically your best salesperson may drive more of these potential customers away from your dealership than anyone else.

Salespeople are typically paid on commission, and the best salespeople often learn to quickly "size-up" a shopper to determine whether the shopper is likely to buy today. Or stated another way, they decide whether the shopper is likely to put commission money into their pocket today. If not, the best salespeople will be courteous, but they often won't want to spend a half hour devoted to a shopper who isn't ready to buy, since to do so might

mean missing the next "up" who might be ready to buy today.

But is that approach best for the dealership? Clearly what's best for the dealership is to try to sell a motorcycle today. But it's also important to sell the dealership and the brand too, so that the shopper eventually *will* buy from this dealership, and also will tell others about the dealership. The end result will be more total sales for the dealership.

To be fair, there are plenty of excellent motorcycle salespeople out there who do have their priorities aligned with the dealership, and already sell both the product and the dealership.

What happens at your dealership?



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By Eric Wangen, March 30, 2010 @ 2:21 pm

I have had this happen to me as a consumer, I have a dealer within 20 miles of my home, I spent 1/2 an hour wandering around the sales room floor before I got fed up and left. I now travel 40 miles and across a state line to another dealership to do my business. I'm even willing to deal with the extra "out of state" stuff rather than ever going back to the local place. That first experience was 3 ATVs and 2 scooters ago!