

WHAT A CUSTOMER'S PERSPECTIVE? TRY SECRET SHOPPING

For the fourth year in a row, the independent Pied Piper Prospect Satisfaction Index (PSI) study sent 2,014 hired anonymous mystery shoppers into motorcycle dealerships nationwide from July 2009 to April 2010. The PSI process measures how effectively each brand's dealerships help motorcycle shoppers become buyers. For information on the Pied Piper PSI process, go to www.piedpiperpsi.com.

Dealers can pay Pied Piper to secret-shop their own store. The cost is \$99 per salesperson evaluation, and the information is collected and viewed using a Web-based program.

YMU ON THE GAS IN 2010

Within the past year, Yamaha Motor University has introduced the following.