

Pied Piper Leads the Way



From Dealership University's perspective, it's difficult to solve problems if you aren't aware you have any. That's where Fran O'Hagan, owner and founder of Pied Piper Management Company, comes in. The five-year old company has created independent industry-wide benchmarking based on real shopper intercept research, industry and trans-industry comparisons that allow dealers and manufacturers to identify strengths and weaknesses and improve their overall performance.

specific to dealers of each brand. Having researched one out of ten dealerships nationwide, Pied Piper evaluations provide valid and accurate ratings that show how a dealership performs in comparison to all and similar dealerships across the country.

With access to this valuable information, dealerships can become industry top-performers. But is that enough? From comparisons of the powersport industry to the automotive and RV industries, Mr. O'Hagan concludes: "The good news for us is that there is plenty of room for improvement." Taking a step-by-step look at the sales process in each industry, distinct trends become apparent.

According to the company's studies, salespeople in the automotive industry introduce themselves 91% of the time; in the RV industry, 85% of the time; in the powersport industry, only 68% of the time. Similar disparities exist in terms of test rides, asking for the sale, and collect-

ing customer contact information. In terms of licensing and liability, of course, the powersport industry faces certain challenges that other industries do not. But Mr. O'Hagan

explains, "Plenty of dealerships have figured a way around all the challenges. If you get a shopper to agree to a test drive, even if they don't take one, it moves you closer to a sale." The research doesn't imply that the sales processes in other industries are without flaw, but suggests that dealerships can learn not only from other dealerships, but also from other industries.

How do you improve your dealership's performance?

Mr. O'Hagan answers, "you measure, benchmark, then improve, reward, and repeat." Dealership University agrees, and that's why they've made Pied Piper evaluations part of the University experience. Once a dealership's performance has been measured, they can begin training for improvement—and reap the rewards that follow. ■

What is Pied Piper's Prospect Satisfaction Index?

PSI is based on facts and science, instead of opinions and mystery shopping reports. The patent index uses 200+ different factors to quantify not only salesmanship effectiveness, but the service experience at a given dealership as well. The processes in these domains are divided into sections that are investigated individually. The experiences of real shoppers are examined in detail.

How is service experience information for PSI collected?

Pied Piper surveys real shoppers as they leave the store, asking questions that concern not only their service experience, but salesperson performance and facility condition as well. The data is compiled and sorted, compared to industry benchmarks, and shopper evaluation reports for the dealership are delivered. If the dealership carries multiple brands, then they can order evaluations

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