

H-D Dealerships Top Prospect Satisfaction

Harley-Davidson dealerships ranked highest in the 2007 Pied Piper Prospect Satisfaction Index. The study measured how shoppers are treated at dealerships like yours. H-D dealerships topped the rankings in several areas: Harley salespeople were more likely to ask for a shopper's name, determine a shopper's price range, determine if anything was preventing a purchase, try to forward the sale and to ask for a shopper's contact information. "For the first time, manufacturers and dealers have a clear set of guidelines for improving sales processes," claims Pied Piper president Fran O'Hagan. "For many dealerships, minor changes will generate immediate improvement." For example, only 35% of salespeople gave reasons why a shopper should buy from that specific dealership. Buell, Big Dog and Victory all ranked above average as well. H-D wasn't the only brand to accumulate accolades in the study — Ducati dealerships ranked highly for promoting accessories, Kawasaki dealerships ranked well for promoting financing and Victory dealerships ranked highly for offering test rides. Click on www.piedpiperpsi.com to see how it works. ●