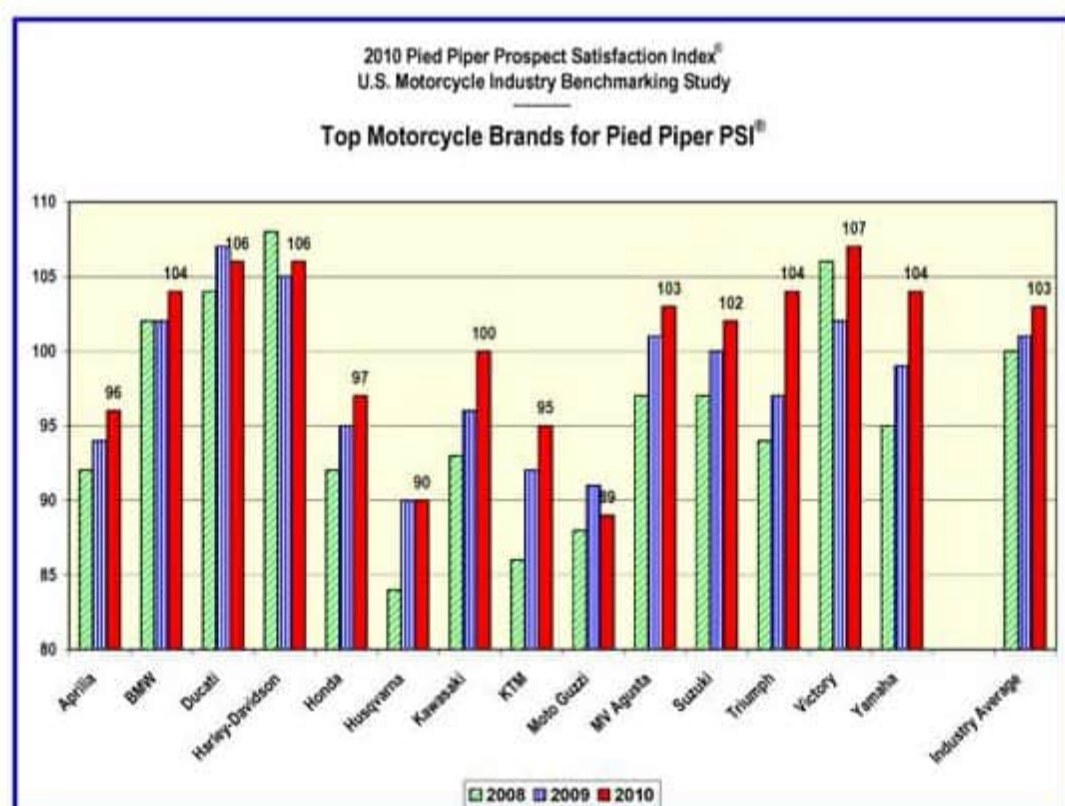
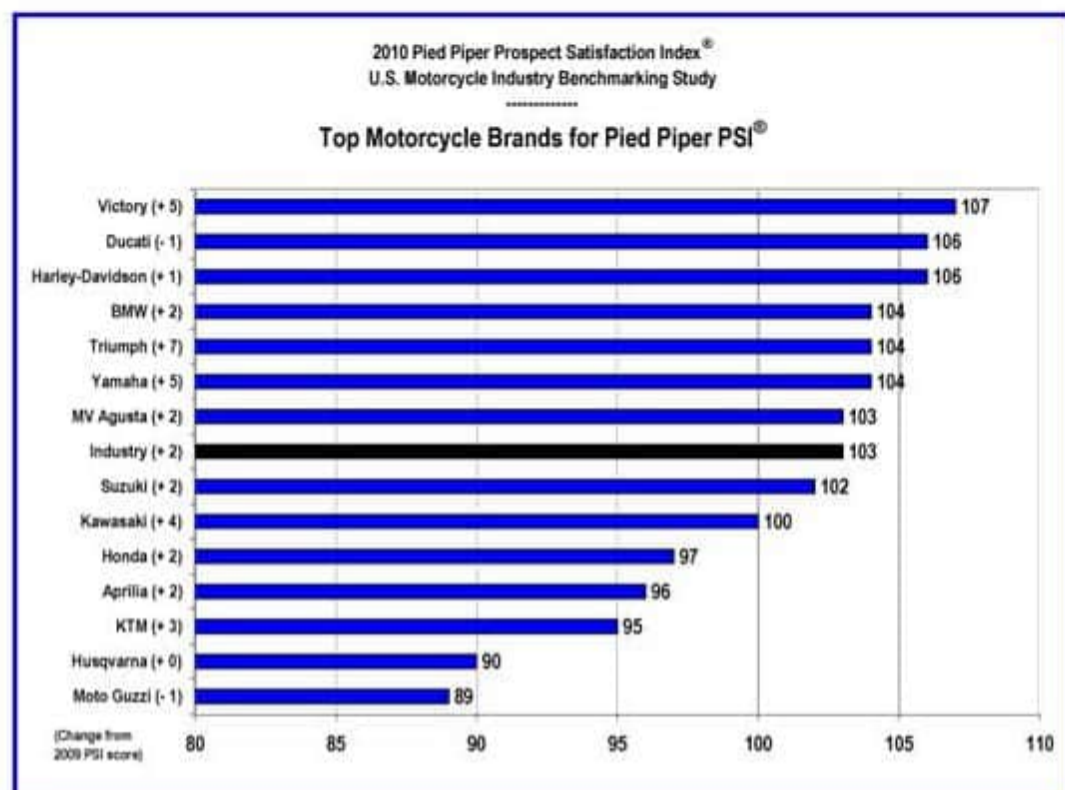


Victory obtains top ranking in Pied Piper secret-shopper study

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Victory ranked highest in the newly released 2010 Pied Piper Prospect Satisfaction Index (PSI) U.S. Motorcycle Industry Study, finishing ahead of Ducati, Harley-Davidson, BMW, Triumph, Yamaha and MV Augusta, all of which scored above the industry average.

Now in its fourth year, the independent Pied Piper 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.

Overall industry performance improved across 84 percent of the individual sales process activities tracked by the study, which also generated higher overall PSI scores for 11 of the 14 major motorcycle brands.

Victory dealerships achieved their first place ranking by substantially improving numerous individual sales process activities, including asking for a prospect's name, asking for the sale, and asking for a prospect's contact information. Victory salespeople also led all other brands in areas such as asking follow-up questions, addressing features unique from the competition, and encouraging prospects to sit on a motorcycle.

The top-ranked PSI brands from 2008 and 2009, Harley-Davidson and Ducati, also led all brands in multiple sales process categories. Harley-Davidson salespeople, for example, were the most likely to remain attentive and focused on a prospect, and were most likely to address features and benefits specific to a prospect's needs. Ducati salespeople were most likely to be able to answer all product questions, and were most likely to ask how a vehicle would be used and by whom. The brands with the largest PSI score improvement from 2009 to 2010 were Triumph, Victory and Yamaha.

The company behind the study, California-based Pied Piper Management Co. LLC, has interpreted some of the results in a press release. Despite last year's downturn, the company says, the PSI study results "suggest that motorcycle dealership salespeople worked harder to help those sales prospects who did visit their dealership." This year salespeople were on average 42 percent more likely to ask about a trade-in, 23 percent more likely to ask about factors preventing purchase, and 22 percent more likely to mention features unique from the competition.

"Sales process improvement leads to retail sales improvement," Fran O'Hagan, the company's president and CEO, stated. "The most successful brands are the ones where prospects hopefully buy during their visit, but if not, they still leave as a fan of the brand and dealership."

Even with the widespread improvement in sales behaviors, there is still plenty of room for further improvement throughout the motorcycle industry, the company concluded. Motorcycle salespeople, for example, still ask for a prospect's contact information only 48 percent of the time, give compelling reasons to buy from their dealership only 35 percent of the time, and mention the availability of different financing options only 52 percent of the time.

For more information about the Pied Piper Prospect Satisfaction Index, and the Pied Piper PSI process, go to www.piedpiperpsi.com. Examples of other recent Pied Piper PSI studies are the 2009 Pied Piper PSI U.S. Auto Industry Study, in which Mercedes-Benz was ranked first, and the 2008 Pied Piper PSI U.S. RV Industry Study (Class A), in which Winnebago's Itasca brand was ranked first.

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.