

BMW Motorrad Dealers top Pied Piper mystery shopping report

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MONTEREY, CA – BMW Motorrad dealerships are tops among mystery shoppers in Pied Piper's 2017 Prospect Satisfaction Index survey. Harley-Davidson Dealers were ranked second on the 2017 report, and Indian Motorcycle and Ducati tied for third.

The annual study measures treatment of shoppers who visit a dealership. The researchers tie scoring results with a brand's sales success.

Performance for the 2017 ranking varied considerably from brand to brand, the research organization stated.

- Dealers selling Indian, Ducati and Harley-Davidson were most likely to provide reasons **why a shopper should buy from their dealership**, rather than just selling the product. Dealers selling KTM, Zero and Can-Am were least likely to promote the benefits of buying from their store. Nationally, sales personnel evangelized their dealership 47 percent of the time.
- Dealers selling Kawasaki and Harley-Davidson were most likely to **ask for the sale in any way**, while KTM, Husqvarna and Zero personnel were least likely to ask for the sale. Nationally, personnel asked for the sale 72 percent of the time.



BMW Motorrad VP-Americas Michael Peyton accepts Pied Piper award for 2017 (Image: Pied Piper)

- Dealers selling Harley, Triumph and Polaris were most likely to **ask for a shopper's contact information**, but Dealers selling Yamaha, Husqvarna and Honda were least likely. Nationally, Dealer personnel asked for contact information only 58 percent of the time.

Sales personnel must maximize the time they have with a customer, researchers noted. Whereas shoppers previously visited a dealership four or more times before buying, today that's down to an average of two visits, because shoppers do much of their intelligence-gathering online first. "Motorcycle shoppers today visit dealerships half as many times before buying," said Fran O'Hagen, president and CEO of Pied Piper. "Successful motorcycle dealerships today not only respond quickly to customer web inquiries, but they also understand the increased importance of every customer visit."

Pied Piper PSI shoppers anonymously visit a retail location, go through a sales process without buying, and then report their findings for more than 50 separate elements of the sales process, including the dealership's welcome to the customer, inventory display, salesperson professionalism, product knowledge and sales skills.

According to Pied Piper, achievement on the index can be tied to sales performance. "Dealers who improved their average Pied Piper PSI scores by 10 points or more from year to year saw retail sales increase 9 percent during the same time period," the organization states on its [website](#). "On the other hand, dealers for whom PSI dropped by 10 points or more saw their retail sales drop 6 percent."

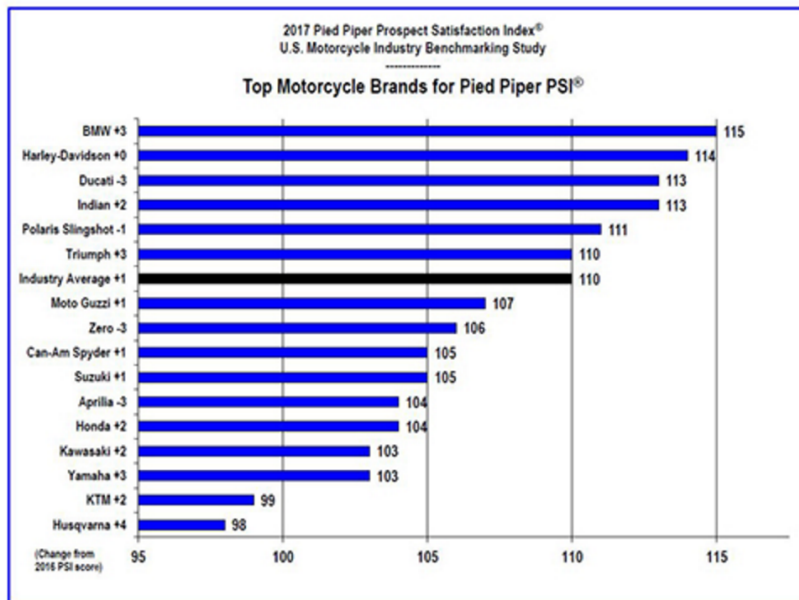
For the last several years, BMW Motorrad Dealers have collectively been on an upward trajectory in the annual index. "Five years ago, BMW dealerships performed below the industry average, with a PSI score of 98, but since then the BMW average PSI score has improved every year as sales behaviors have changed," the research organization stated.

Compared to their performance five years ago, BMW Motorrad Dealers are now 50 percent more likely to mention test rides, 30 percent more likely to ask for a customer's contact information for follow-up purposes, and 60 percent more likely to encourage a customer to go through the purchase numbers or write up a deal.

Brands demonstrating the greatest improvement over 2016, in addition to BMW, were Husqvarna, Triumph and Yamaha. "Eleven of 16 brands improved, which generated an

industry average PSI score of 110, a one-point increase from 2016 and the highest score Pied Piper has measured for an annual motorcycle industry study,” the organization stated. Brands that declined in performance year to year were Aprilia, Ducati, Polaris Slingshot and Zero.

From 2016 to 2017, the survey showed that Dealers are improving on their ability to engage the shopper using visual aids, attempt to forward the sale, provide compelling reasons to buy from the dealership, and take the customer through the sales numbers/write up the deal. But, compared to 2016, fewer Dealer sales personnel ask a shopper why he or she is considering a particular vehicle brand. Also, fewer encourage the shopper to sit on the bike, or offer a test ride.



Source: 2017 Pied Piper Prospect Satisfaction Index® U.S. Motorcycle Industry Benchmarking Study

www.piedpiperpsi.com