

1 HOUR AGO

# BMW Tops this Year's Pied Piper Benchmarking Study



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Pied Piper Management Company LLC sponsored the LinkedIn Motorcycle OEM Network on behalf of the group's 20,000 members worldwide, and has passed along results from Pied Piper's annual industry benchmarking study measuring how effectively U.S. motorcycle dealerships help shoppers become buyers.

BMW motorcycle dealerships were the top ranked brand in the newly released 2017 Pied Piper Prospect Satisfaction Index (PSI) U.S. Motorcycle Industry Benchmarking Study. The study measured treatment of motorcycle shoppers who visited a dealership, with rankings by brand determined by the Pied Piper PSI process, which ties "mystery shopping" measurement and scoring to industry sales success.



Michael Peyton, BMW Motorrad Region Americas VP

Harley-Davidson dealers were ranked second, while Polaris Industries' Indian brand and Audi AG's Ducati brand finished tied for third.

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. For example, compared to their performance five years ago, BMW dealers in 2017 were 50% more likely to mention test rides, were 60% more likely to encourage going through the numbers or writing up a deal, and were 30% more likely to ask for contact information to allow follow-up.

Brands showing the greatest overall improvement over the past year were Husqvarna, BMW, Triumph and Yamaha. Brands with declines from 2016 to 2017 were Ducati, Aprilia, Zero and dealerships selling the Polaris Slingshot. 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.



Sales process steps with the greatest improvement over the past year included involving the shopper with visual aids; attempting to forward the sale, giving compelling reasons to buy from the dealership and going through the numbers or writing up a deal. Aspects of selling that decreased from 2016 to 2017 included asking why the shopper considered the brand, encouraging the shopper to sit on a motorcycle and offering a test ride.

"Motorcycle shoppers today visit dealerships half as many times before buying," said Fran O'Hagan, president & CEO of Pied Piper. Motorcycle shoppers today gather much of their information on-line before ever visiting a dealership, and the result has been a drop from an average of four or more shopper visits before buying, to an average of two visits today. "Successful motorcycle dealerships today not only respond quickly to customer web inquiries, but they also understand the increased importance of every customer visit," said O'Hagan.