

2021 SALES TRAINING GUIDE

The Sales Training Guide is a paid opportunity for companies to educate retail staff about their products and to offer sales tips. The Guide is an advertising supplement published annually in Bicycle Retailer and Industry News' January edition.

WE RECENTLY SPOKE WITH STEVE HELLIN, CEO OF BIKEEXCHANGE USA & CANADA.

Steve joined BikeExchange in March of 2020 just before COVID-19 related lockdowns and travel restrictions were enacted.

Q: What is BikeExchange?

A: BikeExchange is an online marketplace operating in 8 countries around the globe and 100% focused on cycling. Our platform connects brands, distributors, and retailers via a single destination marketplace. We fuel the passion for riding by making it easier to buy and sell bikes, parts, accessories, and apparel. We see everyone as a cyclist, and are happy to serve all shoppers from the occasional rider to the elite athlete and everyone in between.

Q: How has COVID-19 affected your business?

A: We have seen tremendous growth in online traffic, e-commerce, and inquiries year over year. In 2020, our site traffic was as high as 700,000 visitors per month. Since April, our e-commerce has tripled year over year, and the value of inquiries (i.e. leads sent to shops) is up nearly 6x versus the same period last year. The pandemic has clearly prompted a boom in bike sales and accelerated the shift to online shopping and buying.

Q: How does BikeExchange Help Retailers?

A: BikeExchange enables retailers to sell online (for both shipping and buy-online, pickup in store), but also to promote products available for in-store purchases. Ultimately it's about reaching more consumers, and especially the modern educated consumer. With BikeExchange, retailers can transact online, but also embrace the "ROPO" effect - i.e. consumers who research online and purchase offline. When a local consumer finds your shop on BikeExchange, you are not just making a transaction, but you are acquiring a new customer for future purchases, plus regular repair and maintenance services too. BikeExchange reduces your cost of customer acquisition, and shortens your sales cycle as many shoppers will have already researched their purchase on BikeExchange.

One of our retailers, Endurance House Delafield saw 125% growth in sales after joining BikeExchange. Their case study is available here: www.bikeexchange.com/promo/testimonial

Question: What if a retailer is already selling on their website?

A: No problem! If they're not selling on their website we can enable that with our webstore offering, but if they are then BikeExchange is complementary to their own website. We provide another channel to reach a much wider audience of cycling-focused shoppers.

Q: I thought some brands aren't allowing online sales?

A: We recognize that different brands have different internet sales policies that may restrict shipping or any e-commerce or even listing of certain products. The BikeExchange platform makes it easy to comply with these policies, and easily change availability settings based on product and model year. Our retailers can allow shipping of some products, click and collect on others, and also advertise products available for in-store purchase only.

Q: With the surge in bike sales and pandemic related supply chain issues, many shops are very low on inventory. How does BikeExchange work with shops that have little to no bikes in stock?

A: There is actually a lot we can do for shops who are waiting on new inventory. We recommend they get connected, and get online now and start selling parts/accessories or apparel. BikeExchange can also handle pre-orders on bikes coming in later. Shoppers can put a 20% deposit down on pre-orders to reserve the bike and pay the balance in store. Start the conversations with customers now, and be ready for a quick sale when new inventory arrives.

Q: What about owners with more than 1 shop?

A: BikeExchange makes it easy for retailers with multiple locations and/or inventory in a central warehouse. Our multi-store feature enables a "parent" store to have inventory reflected across multiple "child" stores. Each individual store will display their unique inventory plus shared inventory sourced from the parent store or central warehouse. This setup facilitates click and collect programs and enables easier management of inventory across multiple locations.

Q: What's new for BikeExchange in 2021?

A: We fully expect the COVID-accelerated move towards more online shopping to continue in the bike industry. Our goal is to make it easier for our retail members to acquire new customers and grow both their online and in-store business. We are rolling out and enhancing additional services for shops including digital marketing where we promote shop inventory across Google Shopping and Facebook Ad platforms to reach even a wider audience. Our concierge service works with customers to answer basic questions and helps them find the right bike for their needs. Additional payment options like Afterpay for splitting payments, and deposit-only transactions give customers more flexibility when making a purchase.

Q: How does a retailer get started?

A: Signing up and getting integrated with BikeExchange is easy. We have integrations built with popular POS systems including Lightspeed and Ascend, and several popular e-commerce platforms including Shopify, BigCommerce, Magento, and WooCommerce. For shops using another system we have other options for integration or manual ad creation. A shop can typically be selling online in a matter of days once they sign up with us.

For a limited time, shops can sign up at <https://www.bikeexchange.com/promo/retailsignup> with promo code BRAIN21 and pay only \$1 for their first month subscription. With BikeExchange there are no long term contracts, so retailers can cancel at any time.





BIKE EXCHANGE

WHERE THE WORLD RIDES

Join BikeExchange Today and Grow BOTH
your Online and In-Store Sales!



Gocycle[®]

No compromises



How to sell a Gocycle

1. Become an authorized Gocycle dealer
2. Get to know the Gocycle
3. Get your customers on it and when they return with the Gocycle Grin, do what you do best!

Contact Richie Gitler to get started

Email: richie@gocycle.com • **Phone:** 612.237.4922

The most critically acclaimed folding e-bike of 2020





FOURTH GENERATION GOCYCLE GLOBAL REVEAL

02.16.21

Kickstands



**Greenfield's
Freeport, New
York, facility,
making quality
die castings
since 1966**

For more than 35 years, Greenfield Industries has been manufacturing bicycle kickstands in our plant in Freeport, New York. We support both our local and national economies through our network of vendors and suppliers and, in turn, their suppliers.

- We supply the finest-quality products at very competitive prices, so there is no reason to buy imports.
- Our employees, and the employees of our vendors, are your customers. They support you and your local economy, and that of your suppliers as well.
- Let's all do our part and buy American-made products, whether it is from Greenfield Industries or the many other fine companies that manufacture products here in the USA.

— **Peter Greenfield, President**

Selling Tips

Ask yourself a couple questions, shop folk: How many of your personal bikes have kickstands? Do you roll your eyes when your customers ask: "Why doesn't it have a kickstand?" It's time to start thinking in the same terms your customers do: Kickstands are a necessity, not an option, on the kinds of bikes they ride and buy.

Not every customer who comes to your store wants to buy a high-zoot road bike or a mountain bike with six inches of travel. Hybrids, whether entry-level mountain bikes with road-ready tires or 700c commuters with flat handlebars, are the bread-and-butter bikes most stores sell every day. While margins on these bikes are generally good, adding accessories with each sale is the best way to add profit when your customer is heading to the cash register.



Quality control is a big part of the Greenfield process, with technicians checking every step of the way.

Here are a few tips to keep in mind when adding a kickstand to each and every sale:

- Size up your customer. Generally speaking, your top prospects for adding kickstands to their shopping list are new riders who seek comfort and convenience. They want to ride around the neighborhood, to the store or the coffee shop. They don't want to leave their new purchase lying on the ground or propped up against a building.
- Put kickstands on several bikes, especially those most used for test rides. Customers immediately feel at ease with a bike that's upright and easily available.
- Sales staff: When showing off a kickstand-ready bike, you should naturally kick it into place so that customers see and feel how useful the stand can be.
- A kickstand sale is a great way to keep your customers browsing through your store while your service staff bolts on the kickstand. It also introduces your customers to high-quality and responsive service — a key to future sales and profits.
- A final point: You can't sell what you don't stock. Double check your inventory before spring arrives. Order your kickstands early from any of Greenfield's many distributors and be sure to keep a supply in stock as the season progresses.



Thank you

**It's retailers like you who've made
Greenfield the top selling kickstand
in the U.S.A.**

Even in a tough economy, more and more retailers continue to see the outstanding value of American-made light alloy Greenfield kickstands. And once again, it's the support of American retailers that has made Greenfield's #1 status possible. For that, we just want to say thanks.

Using only certified non-corrosive alloys, Greenfield Industries produces the most solid, stable cast aluminum kickstands possible – all from our Long Island, NY factory.

Consistent quality. Reliable service. 30+ years and still standing.



Greenfield Industries, Inc.

99 Doxsee Drive
Freeport, NY | 1520-4782 USA
516/623-9230
Fax 516/623-6275
www.greenfieldny.com

MADE IN THE U.S.A., WHERE WE STAND BY OUR QUALITY.





MOVE BETTER

Elevate your in-store experience and drive sales with a Hyperice retail program. Hyperice's warm up, recovery, and body maintenance technology is trusted by athletes worldwide and relied on by cyclists and wellness enthusiasts of all levels. Hyperice is an Official Partner of USA Cycling and the global leader in the rapidly growing recovery category. Differentiate your location and stay cutting-edge with this in-demand recovery technology, designed to help your customers achieve top performance with the tech used by the pros.

[Hyperice.com](https://www.hyperice.com)

Hypervolt POP Display

Engage your customers while you service their bikes with a Hyperice POP display. Create a unique, dynamic, and educational in-store experience around Hyperice's full suite of percussion, compression, vibration and thermal fitness tech.



Hypervolt (Bluetooth®)

The first percussion massage device to deliver so much power so quietly, the original Hypervolt changed the game for premium percussion devices worldwide.



Normatec Pulse 2.0

The Normatec Pulse 2.0 uses dynamic air compression and patented technology to flush out soreness and bring oxygenated blood to the limbs. It works as both a high-tech warmup and a dynamic way to recover faster post workout.



Hypersphere Mini

Perfect for travel, the TSA carry-on approved Hypersphere Mini targets the tightest areas with precision to help athletes move better whenever and wherever they need it.



Venom Back

The Venom Back focuses heat and vibration on your core and back. Since almost all athletic movement involves your core, the Venom Back is ideal for easing overall muscle soreness and stiffness in the body.



Hypervolt GO

Portable percussion at 1.5 pounds, the GO was designed with the active lifestyle in mind. With surprising power and near-silent operation, the Hypervolt GO provides serious relief at home or on the road.





RIDE UNCHAINED

Gates entered the bicycle market in 2007 with the launch of the revolutionary Carbon Drive belt system – originally developed for single-speed mountain bikes. With relentless innovation, Gates Carbon Drive now delivers our widest product range to power bicycles throughout the performance spectrum. The low-maintenance and high strength system is now found on everything from beach cruisers to cargo bikes and from fitness training cycles to full suspension mountain eBikes. Today, buyers seek Gates Carbon Drive equipped bicycles – making it easier to ride with less hassle.



	<p>NEW SIDETRACK</p>	<p>CDN</p>	<p>NEW CDC</p>
<p>DESIGNED FOR...</p>	<p>Seasonal, recreational cyclists looking for their first belt-driven bike</p>	<p>Seasonal, recreational cyclists who commute occasionally</p>	<p>Cyclists who bike or eBike for many kinds of urban and suburban trips</p>
<p>PRODUCT DIFFERENTIATION</p>	<p>Entry-level performance and price vs. chain; few gears</p>	<p>Balance between performance and value for pedal bikes</p>	<p>Balance between performance and value for eBikes</p>
<p>DEBRIS-SHEDDING RATING</p>	<p>2</p>	<p>3</p>	<p>4</p>
<p>eBIKE MOTOR COMPATIBILITY</p>			
<p>GEAR COMPATIBILITY</p>	<p>Single-speed (SS), 3-Speed, 7-Speed Internal Gear Hub (IGH)</p>	<p>SS, 3-11 Speed IGH</p>	<p>SS, all IGH, Pinion</p>



Learn more in our Product Guide.



<p>CDX</p> <p>Cyclists who ride pavement or dirt throughout the entire year</p>	<p>EXPANDED CDX:EXP</p> <p>Strong cyclists up for the toughest, grittiest pavement or dirt adventures</p>
<p>High-performance and versatile</p>	<p>Ultra-high performance and longevity</p>
<p>SS, all IGH, Pinion</p>	<p>SS, all IGH, Pinion</p>



MAXIMIZE YOUR GATES CARBON DRIVE

Visit GatesCarbonDrive.com/BRAIN to download our Product Guide and Tech Manuals, get links to instructional videos, and sign up for our eNewsletters and new product alerts.

HANDLING THE BELT

Do not crimp, twist, backbend, invert, bundle or zip tie the belt. Do not use the belt as a strap wrench or chainwhip. Do not roll on or pry on the belt.



Read the entire Gates Carbon Drive Owner's Manual before using, replacing, or installing the Gates Carbon Drive belt. Improper installation, adjustment, alteration, service, or maintenance can result in property damage and serious bodily injury, including death. Gates requires a hand brake as the primary braking system.

GATESCARBONDRIVE.COM/OWNERSMANUAL

GARMIN®

~~I give up.~~



TACX® NEO 2T SMART

Tacx

Tacx

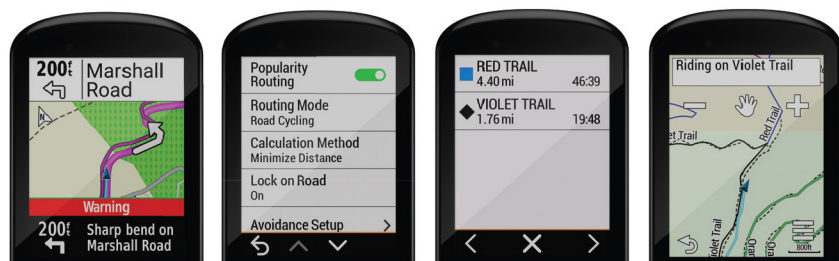
ALL-SEASON CYCLING GEAR

Garmin has the gear for cyclists who want to stay in the saddle all year long. From bike computers that provide navigation and performance monitoring to Tacx® smart trainers that let customers experience a realistic ride without leaving their home, all-season cycling begins and ends with Garmin.



PERFORMANCE

Garmin offers a wide range of GPS bike computers that capture basic performance stats such as speed, distance and elevation. Add a Garmin heart rate monitor and riders can tap into a variety of physiological data, including performance condition and stress score. Select models incorporate smart coaching with daily suggested workouts and can gauge the effectiveness of your training load or help you track recovery time. They also let you sync custom workouts and training plans right to the device. Some models even track mountain bike metrics, so thrill-seekers can keep track of jump count, jump distance and hangtime. Sync workouts from TrainingPeaks®, TrainerRoad® and the Garmin Connect™ app, right to your Edge® device.



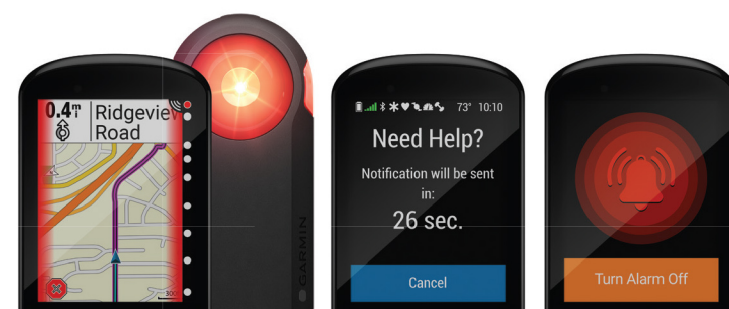
NAVIGATION

Garmin was the first to put GPS navigation and maps at riders' fingertips and has continued to push the innovation in its mapping capabilities. Devices with the preloaded Garmin Cycle Map have wider coverage than ever before, including worldwide MTB data from Trailforks, not to mention elevation data, points of interest and searchable addresses. Other features include off-course recalculation, which lets riders go off-course to explore and then easily find their way back. And the ability to create custom courses in the Garmin Connect app, then sync them to the Edge device, means no cyclist will ever run out of places to ride.

TrainingPeaks is a registered trademark of Peaksware, LLC.

¹When paired with a compatible smartphone; see Garmin.com/ble. For safety and tracking features requirements and limitations, see Garmin.com/safety.

²Tacx Premium or Premium HD subscription required



AWARENESS

Your customers don't have much control over other drivers on the roads, but one thing they can do is enhance their ability to see and be seen. If there's one piece of gear nearly every rider can benefit from, it's the Varia™ rearview radar. It can be used independently or integrated seamlessly with compatible Edge devices to warn riders of approaching vehicles from behind, up to 153 yards (140 meters) away. Garmin has also stepped up its game in lights, with the Varia™ UT800 smart headlight. When paired with a compatible Edge with light sensor, it automatically adjusts its beam intensity based on speed, ride profile and ambient light. Because of this light's variable models and smart capabilities, it can shine brighter for longer, producing the lumens needed for up to 4 hours. Additional cycling awareness features¹ – including bike alarm, group messaging, and tracking and incident detection – are baked right into compatible Edge devices.

CONNECTIVITY

Garmin doesn't just make smart cycling devices. They also provide an entire ecosystem of products that work seamlessly with one another to make the riding experience as deep as possible without sacrificing convenience.

Compatible Tacx indoor trainers, such as the NEO 2T Smart, work with Tacx software or the Zwift app to vibrate and simulate the feeling of riding on different road surfaces, including cobblestone and gravel. The all-in-one Tacx® Training app communicates with your customer's paired smartphone, tablet or desktop so they can explore the world with a large collection of training films², upload rides right from their Edge, race live opponents, create their own workouts and much more.

