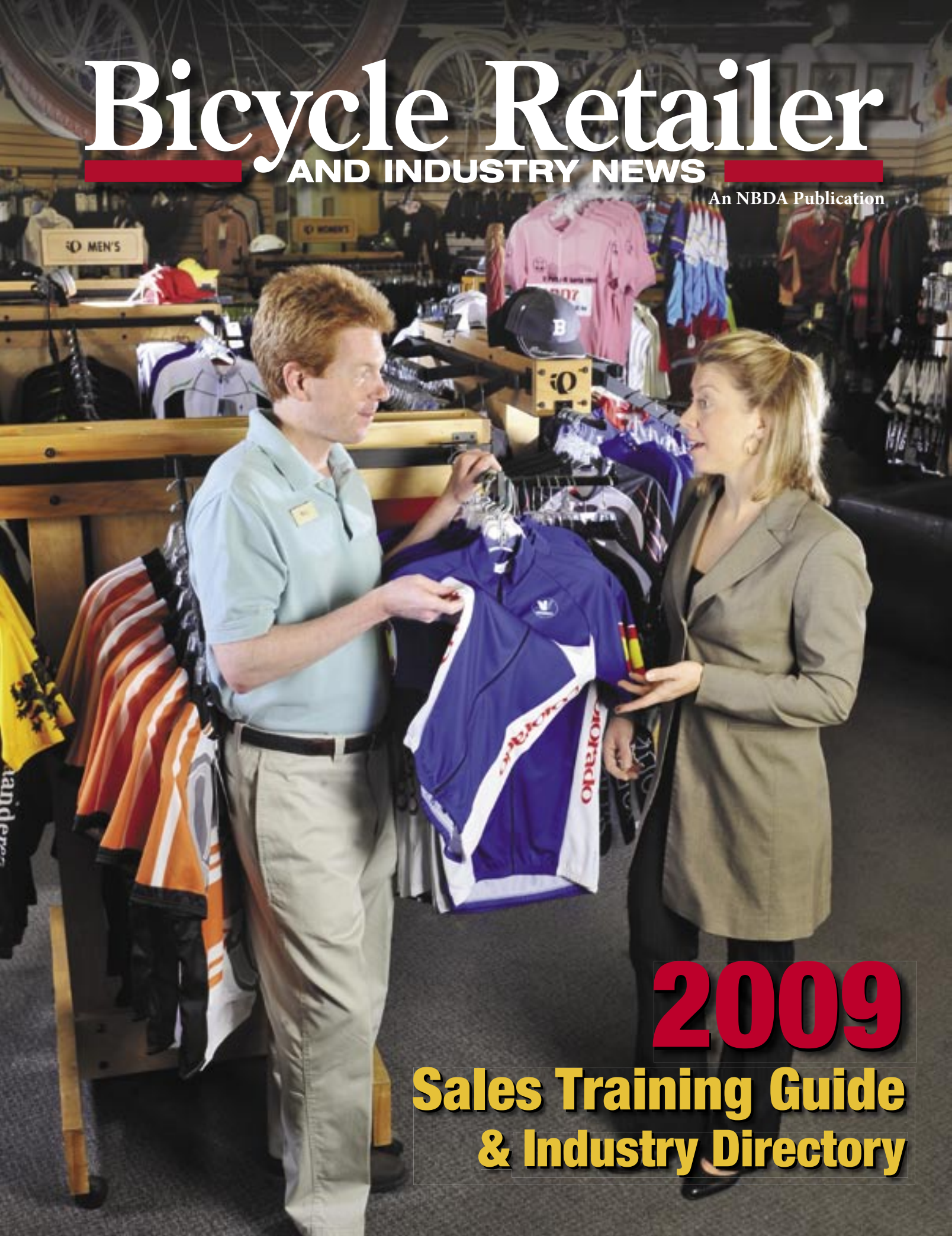


Bicycle Retailer

AND INDUSTRY NEWS

An NBDA Publication

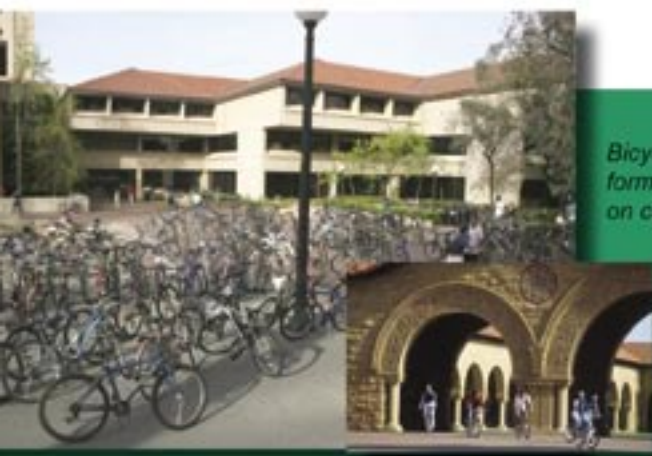


2009

**Sales Training Guide
& Industry Directory**

"I love Greenfield"

"We tried generic kickstands, but the results weren't good. Greenfields bend, and never break, when we customize. We like the longer screw, and the stand's adaptability. The rear mount makes it easy to fit most any bike."



Bicycles are the main form of transportation on campus. Hurried students on their way to class utilize what is known as 'kickstand parking'.



Christian Parker
Campus Bike Shop
Stanford University
California, USA



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516.623.9230 fax 516.623.6275
e-mail: info@greenfieldny.com

Made in the U.S.A.
Where We Stand By Our Quality



At Greenfield, feedback from independent dealers is like music to our ears. Independent dealers stand behind every product they carry and so do we.

Remember: you can be certain it's a genuine Greenfield when you see "Made in the USA," our embossed logo, and satisfied customers.



Display packaging is available for the burnished aluminum and matte-black KS2 kickstands as well as the rear-mounted SKS2 kickstand.

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Marty Caivano shot our cover photo and the image below at University Bikes in Boulder, Colorado.



Photo by Marty Caivano

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Sales Training Guide

Four Steps to Increased Sales

Follow the HAND for Happy Customers

Every process works better with a structure. The process of selling is no exception. With structure, it's much easier to move from the greeting to the close, especially if you are interrupted.

It's better for you and for the customer. Part of great service is meeting each customer's needs in the shortest time. Follow the HAND process. You'll sell more and have happier customers.



The HAND Sales Process

✓ H = Hi, hello, how are ya?

The ice-breaker. What you say is not as important as how you say it. Non-enthusiast customers are a bit intimidated walking into your store. Make them feel right at home with a friendly, enthusiastic greeting.

Ask them about their bike rides, chat about the weather, whatever. This leads to the key question: "What brings you into the store today?"

✓ A = Ask questions

Asking the right questions for each product category works in two ways. First, it gives you all the information you will need to narrow the product choices you will present. Second, it makes the customer feel important in the process. Start showing product without a thorough analysis of their needs, and they will feel like they're getting a "cookie cutter" solution.

So ask at least three easy-to-answer questions. "What do you have now?" not "What do you want next?" You're the expert; they came to you for advice.

✓ N = Narrow the choices

Now use your expertise to make their choice easier. Rather than showing every option, your job is to use what you've learned in Step A to narrow their choices to two, or at most, three.

When you present the product, start with the most expensive one first. Then explain what you lose when you spend less. Assume they want the good stuff. That's why they're in your store instead of Mass Mart.

✓ D = Direct the sale

You need to let the customer make the final choice, with your guidance. "So we've got two great choices, either of these would be great for you." Let them respond. "Which one do you like better?" Wait.

Once they express a preference, ask "Would you like to get it today?" If they don't have a preference, ask them why. You may need to back up a step if you're on the wrong track.

Bottom line: Customers come to your store because they appreciate the difference between quality and junk. So show them quality, explain the value and gracefully help them buy it.



Train Your Staff...Grow Your Business

Selling Cycling started the staff training movement in 1995. Now you have many choices when it comes to training retail staff.

Selling Cycling is the ONLY program that trains staff to sell what's best for EACH AND EVERY CUSTOMER, not any particular brand.

That's why we Selling Cycling enjoys the support of every major brand.

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For more information go to: www.growthcycle.net

Selling
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CONTACT Ray Keener • (866) 442-2466 • ray@growthcycle.net



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Sales Training Guide

GORE
BIKE WEAR™

Category: Technical Bike Wear

Apparel Offers High Margins, Fast Turns

How will selling technical bike wear increase your business? The margin on clothing is higher than the margin on bikes. Buy one less bike and make an additional \$1,500 on the same investment!

	Bike	Clothing
MSRP	\$10,000	\$10,000
Margin	35%	50%
Profit	\$3,500	\$5,000

The rapid turnover of clothing creates a consistent cash flow for your shop. Consumers always need new clothing for the changing seasons.



Top Tips for Selling Technical Bike Wear

- ✓ Cycling clothing is a great “up-sell” business for any bike shop. Every cyclist needs the proper attire (pants, jerseys, jackets, gloves). And the category creates additional, profitable sales. If you sell a helmet in the winter time, sell a helmet cap. If you sell shoes during the rainy season, sell shoe covers.
- ✓ Knowing your customer helps fit your garment collection to their needs and wants. Ask these questions: “Are you more of a road rider, off-road rider or a commuter?” “What’s your performance level? How often are you on the bike? Do you compete?”
- ✓ Create an attractive and exciting window display. For example, a mountain bike with an off-road style jacket, pants and gloves.
- ✓ Change your window display often to keep consumers intrigued and interested in what is coming next.
- ✓ A nice window display helps create a complete concept for the consumer. Reinforce what they saw in the window within the shop. This helps the consumer feel connected and inspired to purchase the garments.
- ✓ Don’t hide your garment selection in the back of the store. The consumer comes into the store for the bikes and will search for them.
- ✓ Display easy-to-sell products, like gloves and hats, close to the register for an easy up-sell.
- ✓ Create a front-of-store presentation on a wall. Consumers like to see their options and what they can purchase.
- ✓ Ensure your garments stay clean by keeping them away from the repair shop.
- ✓ Avoid overfilled racks.
- ✓ Show garment families or color concepts within a product line. This shows consumers how they can combine garments.
- ✓ Use vendor partner-supplied POP fixtures. Consumers like to see recognizable brand names.
- ✓ Avoid carrying too many clothing brands. Provide a sample of “good, better, best” for specific riders.
- ✓ Every shop that carries clothing needs a fitting room with a mirror. Consumers, especially women, like to try on garments to determine fit and comfort.
- ✓ Develop incentives for your staff to sell more clothing. Garment companies often offer incentive programs.

Benchmark of the XENON product family.

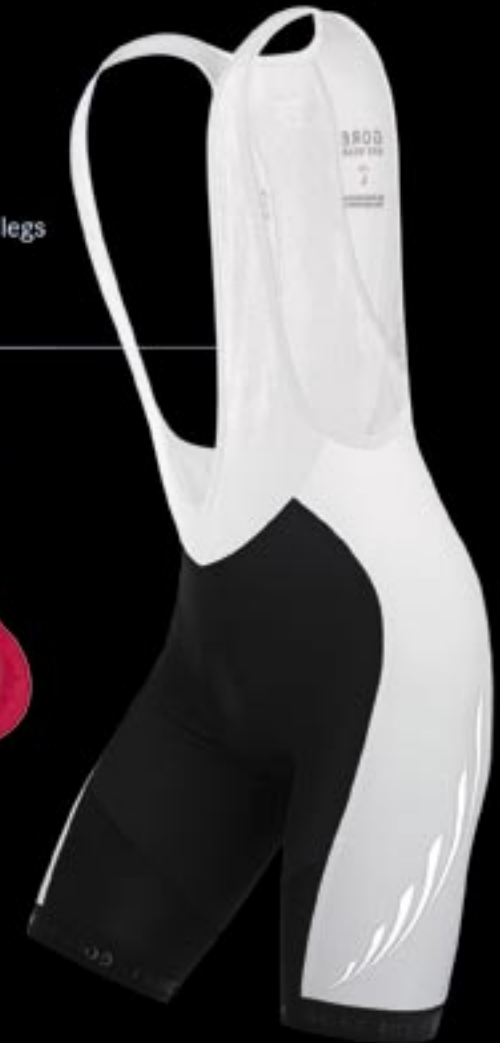
The new XENON SONIC Bib Shorts. Lightweight, aerodynamic, visible.

Specific material mix

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- Highly abrasion resistant functional fabric on inner side of legs
- Skin friendly and soft mesh construction of bibs

XENON SONIC Seat Insert

- Designed for elite cyclists
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- Different gel foam densities, ergonomic 3D cut
- Optimum heat dispersion for performance and comfort



Call (800) 455-4184 today and learn more about the GORE BIKE WEAR™ collection.



For more information go to: www.gorebikewear.com

Sales Training Guide

Category: Commuter Bikes

Emphasize Durability and Comfort Features

It's abundantly clear that the industry's current growth area is hybrids, urban bikes, or whatever you call bikes designed for transportation, commuting and utility cycling.

The beauty of commuter sales is two-fold: It brings new people into your store and creates opportunities for more accessory sales. Give these newbies your best care and they'll be loyal customers!



Top Tips for Selling Commuter Bikes

- ✓ Commuter bikes are designed to fit a wide variety of riders. When in doubt, help the rider sit more upright. Customers should come back to buy other accessories, not with concerns about improper fit.
- ✓ Durability is more important than light weight when you're depending on the bike for transportation. Offer bikes that meet the most rigorous safety standards globally.
- ✓ Don't paint the customer into a corner. Cruisers are eye-catching, but hybrids have multiple function. Using them for commuting, fun and fitness gives maximum bang for the buck.
- ✓ If you meet price resistance, put the cost of their new bike in terms of how many tanks of gas they will save. You can't do this with road or mountain bikes!
- ✓ As with all bikes, sell the frame first! A high-quality frame can be upgraded over the years and worn out items can be replaced. A full complement of rack and fender mountings are a must.
- ✓ Comfort is more important than speed. Recommend front suspension models with lockout forks for their versatility and pothole-absorbing qualities.
- ✓ Sell strength. Double-wall rims for durability and puncture-resistant tires. Emphasize the lifetime frame warranty, customer support and mechanical abilities your store offers.
- ✓ Sell security like locking quick releases to secure wheels and seatpost. Remind them to budget for a top-notch lock as well as the usual helmet, accessories and clothing.
- ✓ Outfit a floor model with all the accessories to show them what's available. Don't forget a rack, panniers, fenders and lights. Stay away from flashy colors and bold logos that scream "come steal me!"
- ✓ Don't fixate on a bike brand; sell your shop as a brand. Few customers come in with strong brand preferences, and the ones who do can be steered if you can show them greater value.



Tested in urban environments around the globe, Marin Bikes is respected as the market leader and innovator in Commuter and City bikes. Strong price points, durable design and timeless styling, Marin Bikes set the standard in quality and performance. A lifetime warranty and excellent customer service make Marin the right choice for retailers and consumers alike.

For more information go to: www.marinbikes.com

2009 New Dealer Program : Free Freight & Best Level Pricing with your first order. To learn more about the partnership opportunities with Marin Bikes, please contact us at (800) 222-7557 or Partners@MarinBikes.com

MARIN
BIKES CALIFORNIA

Sales Training Guide

Performance + Customer Service + Value =

Category: Mountain Bikes

Take Time to Build Customer Rapport

Buying a new mountain bike should be a positive experience. The interaction between the consumer and retailer builds a relationship and creates loyalty for future purchases. A salesperson is able to direct, influence and facilitate. Ultimately, the consumer should make the final decision.

Mountain or road bike? Fat or skinny tires? Now, with more than 13 sub-categories and multiple price points, selling a bike has become more challenging. Being knowledgeable about the category you are selling will give you an instant advantage with customers.

Top Tips for Selling Mountain Bikes

✓ A mountain bike purchase is an investment of both time and money. Get to know your customers and their specific needs; this will make the purchase an enjoyable and memorable experience.



✓ Ask questions that will be answered with an affirmative 'yes.' This tendency toward positivity will increase the likelihood of making the sale. Get them excited about their purchase.

✓ Learn about your customer. Ask plenty of questions. Remember that by coming to your store, your customer has illustrated that they value your opinion and are looking for a quality product from a reputable dealer.

✓ Introducing many sub-categories of mountain bikes can confuse the customer and kill the sale. Ask where and how they ride, then talk in terms of "how much travel." Next, suggest the category you think they need rather than trying to "educate" them about every one.

✓ Present suitable bikes in groups of three. Know that the customer will, more often than not, pick the median of the choices presented.

✓ Do not overwhelm your customers with technology. Factors like color, saddle and a friend's opinion are often overlooked and can go a lot further than tech talk. Remember, confused customers don't buy bikes.

✓ Consumers understand that more money will buy a better bike. In order to move up in price, they need to envision how their riding will be enhanced with a higher-end bike. Talk about more confident handling, surer cornering and quicker, more precise stopping, rather than dwelling on component spec.

✓ Promote the after-sale relationship between your store and the customer. Make sure they understand your commitment to them and the benefit they receive by purchasing a bike from you.

✓ Follow up on your sales. Give customers a call to remind them that you are there to help. Ask them about their riding and if everything is as they hoped. This may be a time to suggest some key accessories.

✓ Be honest. Customers trust honesty and by telling the truth you may lose the occasional sale, but you will win the customer.



Our formula for successful selling.



For more information go to: www.norco.com

Sales Training Guide

Category: Road Bikes

Fit Is Essential When Making the Sale

Road bikes have been the major growth area for cycling since 2000. The appeal is clear: The racing scene is exciting, road bikes are our best fitness machine and so many riders have the need for speed!



Top Tips for Selling Road Bikes

✓ Discover the rider's intentions and what they want from a road bike. Do they have Lance fever and have Tour aspirations? Are they training for a local charity ride? Do they want it to commute quickly? How the bike is going to be used helps narrow down a wide variety of bikes that are available.

✓ Once you determine the usage, make sure you educate them on the different materials that are available. Take the exact same parts and put them on a carbon, aluminum, steel or titanium bike and the ride experience will be completely different.

✓ Weight and frame material: Everyone is looking for a lightweight bike and it's possible to get such a bike made from any of the big three materials.

✓ Make sure you explain the differences in carbon, aluminum and steel. Get a feel for what ride characteristics they're looking for. Again, each ride is different from the others.

✓ Fitting a road bike: While stand-over clearance is usually on the tip of the rider's crotch, seat height can

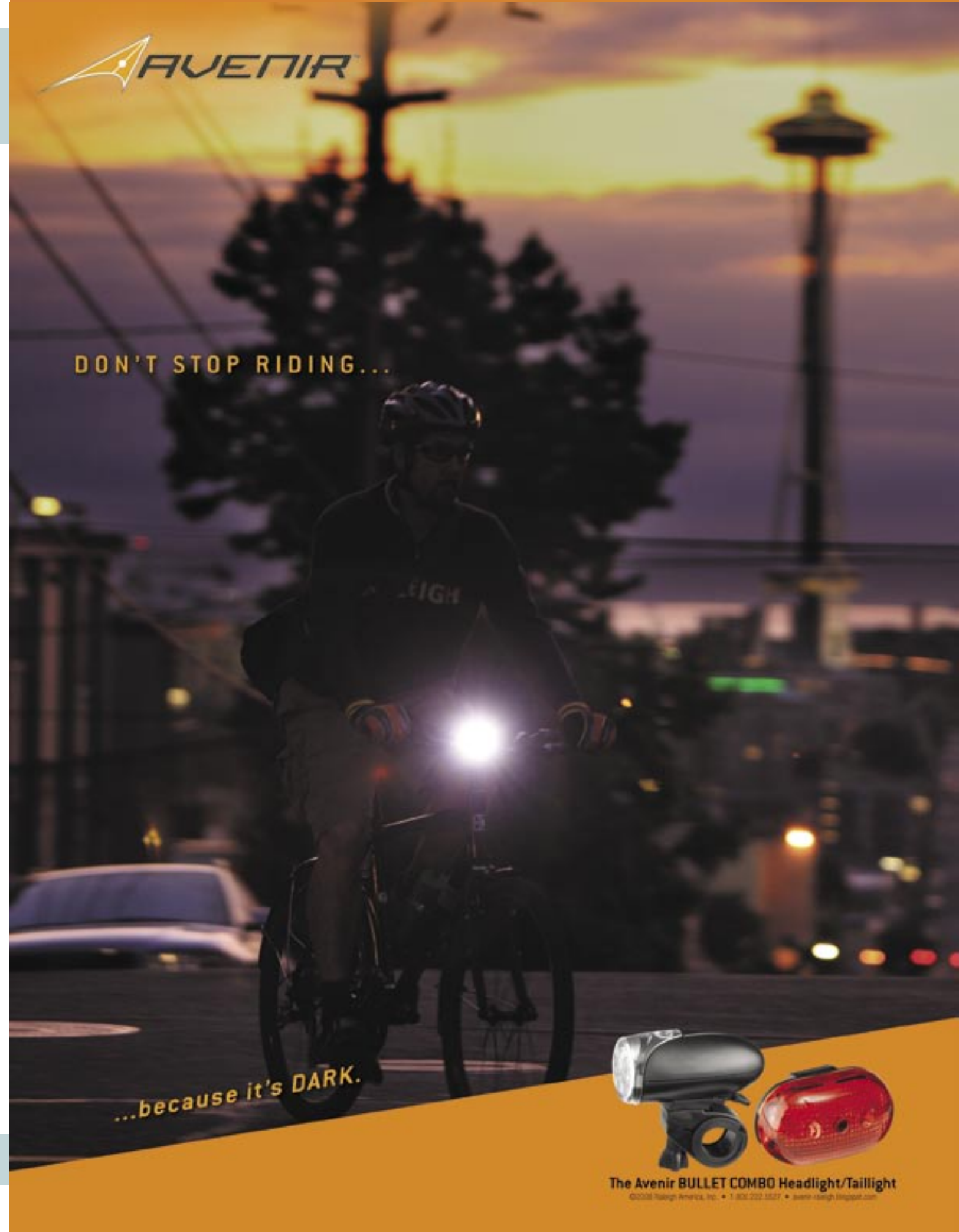
be easily adjusted with the seatpost. Obviously, don't sell a bike that the customer is standing on tip-toes to stand over it. Use reason.

✓ Reach to the handlebar is a far more important measure for a comfortable ride. Too stretched out or too bunched up are undesirable traits in a ride and there are only so many stem options available. The more comfortable someone is on the bike, the more they'll ride it.

✓ Gears: Go back to what their intentions are. If they plan on racing, they'll want to stick to an 18- to 20-speed race bike. If they are into a more casual ride, touring or commuting, there are great bikes out there with gear ranges that will get 30 speeds, enough to get up that hill and move on the flats.

✓ Color: Don't laugh. As silly as it may sound with all the technology that is out there, the appearance of a bike is very important. If it's visually unappealing to the consumer, odds are they won't ride it as much or even be interested in buying it.

For more information go to: www.avenir-raleigh.blogspot.com



The Avenir BULLET COMBO Headlight/Taillight

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Sales Training Guide

Category: BMX

Getting to Know Your Customer Is Key

Selling BMX shouldn't be alien territory. The BMX scene is huge, with a wide range of brands, functional bicycles and components, along with a diverse scene that's easy to grasp.

It might take some homework on the Web and steady communication with your customers, but a friendly bike shop with a knowledgeable staff and stocked BMX section is something the BMX customer is sure to remember.



Top Tips for Selling BMX

✓ BMX is not just for kids. Both dealers and consumers assume that 20-inch BMX bikes are "little kids' bikes," but that couldn't be further from the truth. BMXers come in all shapes, sizes and ages.

✓ Know your customer. Get informed about the average BMX customer and their wants. Study the BMX media, including Web sites, videos, magazines, event coverage and BMX message boards.

✓ Know your customer's setup. BMX bikes and components vary widely, from color to size to popular setup methods. Gauge what the riders in your area are doing and therefore what you should be stocking.

✓ Respect your customer. You may not understand where they're coming from, but the BMX customer is just another bike rider looking to have fun.

✓ Create a shop scene. If you're aspiring to sell BMX, create a BMX-friendly atmosphere. Play some BMX DVDs, hang some banners, create a shop scene that makes the average BMXer want to visit.

✓ Diversify your stock. Create a varied stock of BMX completes, frames, forks, bars, components and soft goods, but don't go overboard as BMX trends can change quickly.

✓ Don't forget softgoods. BMXers want to look the part, so be sure to stock T-shirts, sweatshirts, jeans and footwear for your BMX crowd. Riders will never say no to new T-shirts or shoes.

✓ Offer sales specials. Stock price-point parts, offer weekly shop specials on certain brands, provide tune-up deals and remember to never oversell your BMX customer.

✓ The tool rule: Provide a station where a BMX customer can come in and tighten up a loose chain. This will only increase the number of potential BMX customers visiting the shop.

✓ Promote unity. BMXers don't always fit in with mountain bikers, road riders and messengers. By welcoming them into your shop, you're helping to promote respect and understanding among cyclists.

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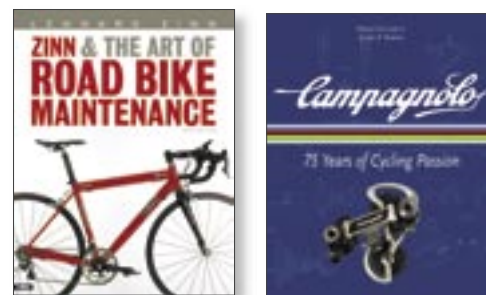
For more information go to: www.sidewalldistro.com

Sales Training Guide

Category: Books

Make Sure to Stock Variety and Quantity

Bicycle shops don't just sell gear; they are also resources for knowledge. Books are a wonderful sales opportunity to help answer your customers' questions about maintenance, training, skill building and cycling history. Books are also great accessories that can complement many bike-related purchases.



Top Tips for Selling Books

✓ Commit to selling books. One or two books lying around the shop are nearly impossible to sell. Add a shelf and stock it with several copies each of titles that appeal to your customer base. Make the books "browseable" to shoppers.

✓ Stay informed about new releases. Customers will be more interested in books that they haven't seen for sale elsewhere.

✓ If you're discussing a book with a customer, pull it off the shelf and open it up to an illustration, photo or chart. Get the customer engaged, just as you would do with a bike.

✓ Books are great add-ons to bike and component sales because they can improve the customer's cycling experience. For example, you might recommend "Bicycling for Women" when you sell a women's-specific bike or suggest "Training and Racing with a Power Meter" to a customer investing in an SRM or PowerTap. Books make smarter, more satisfied customers.

✓ Books sell seasonally. Sell training books in the winter and spring, Tour de France books in the summer, coffee-table books in the fall, and maintenance books

year-round. Make books part of your holiday promotions; they make great gifts and stocking stuffers.

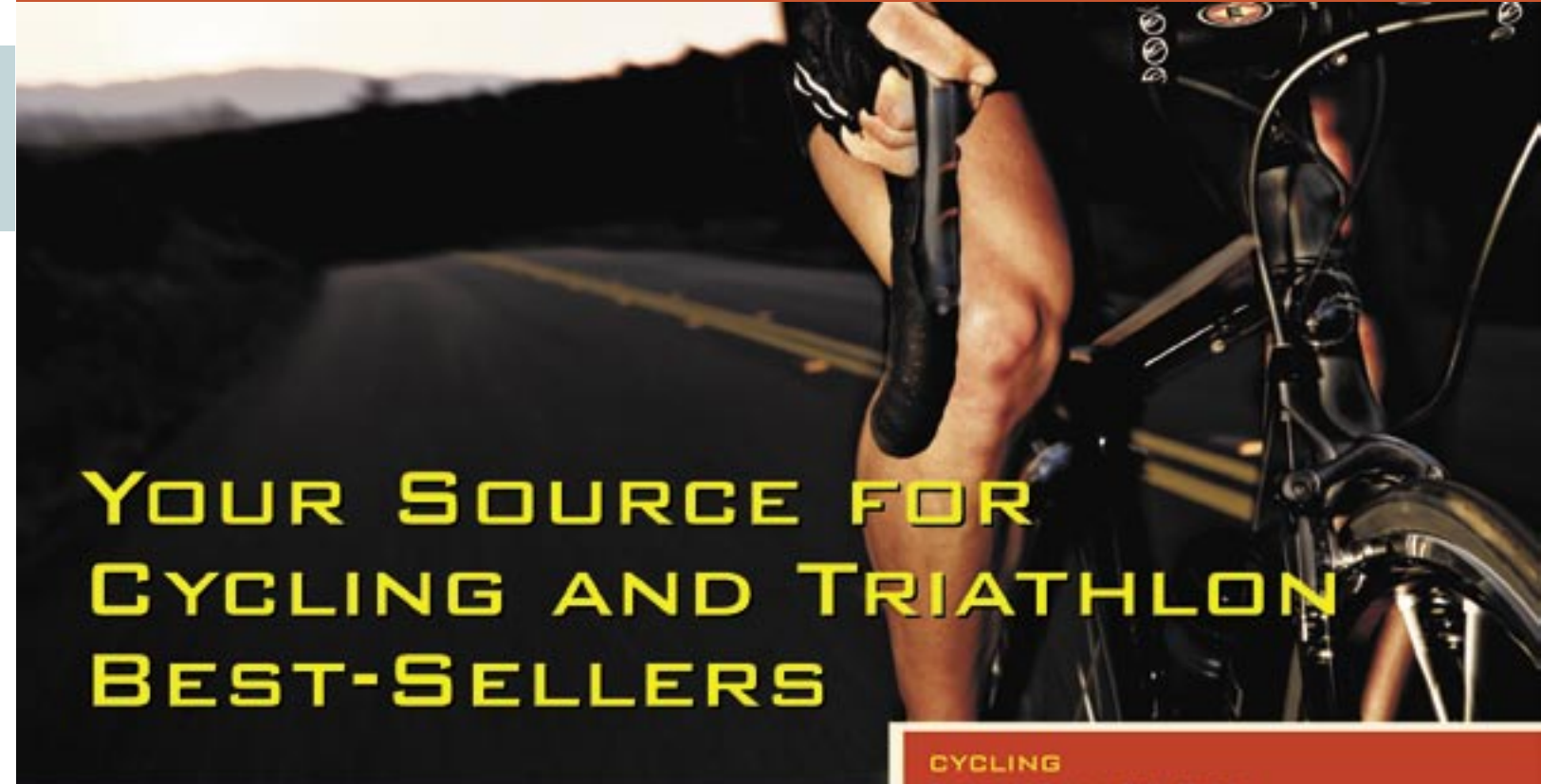
✓ Offer your local bicycle club a discount on books, and maximize your discount by purchasing by the case.

✓ There are many levels of training books. Ask your customers about their training goals and recommend a book that meets their needs.

✓ Books increase interest and excitement in cycling. Make sure the range of books you sell complements the full scope of your business: new riders, do-it-yourselfers, club racers, super-enthusiasts, touring riders and history buffs.

✓ Just as with any other product, make sure your sales force is familiar with every book. If you don't have time to read the book, read the description on the back and the table of contents.

✓ The reputation of an author can help sell a book. Lennard Zinn, for example, is author of several maintenance books and writes for *VeloNews*, a magazine that many bike-shop customers read.



CYCLING

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The Cyclist's Training Diary
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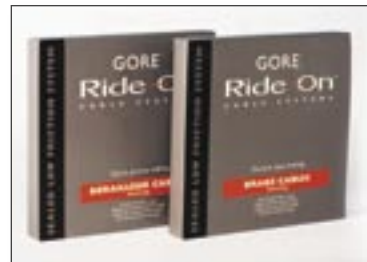
Sales Training Guide

Category: Cable and Housing

Easy Upgrade Improves Rider's Experience

Cables are a necessary part of today's bicycles for both shifting and braking systems. Upgrades from OEM cable systems provide solutions to the age-old problems of contamination, drag and cable stretch.

These are issues which affect shifting and braking performance as well as your customer's experience. Top-notch cables and matching housings are engineered to provide the smoothest, lowest friction, most reliable ride.



Top Tips for Selling Cable and Housing

✓ Sell low friction. Low friction equals smoother, faster, more precise shifting and predictable, effortless braking. Low-friction cable coatings will improve the shifting and braking performance of even the highest-end bikes.

✓ Sell low maintenance. This means lower cost over time. Sealed cable systems reduce maintenance and replacement of cables by preventing dirt, mud, water, dust and other contaminants from touching the cables. This is especially important for off-road riding and commuting.

✓ A pre-stretched cable also equals less cable stretch, which means less adjustment is required and the bike will spend less time in the shop for shifter or brake adjustments and tuning.

✓ Sell cable systems for all riding conditions. Sealed systems keep out contaminants like mud, water, sand, dirt, snow, salt and dust. This allows cables to operate smoothly in all types of weather and riding conditions. Mountain bikers, commuters and cyclocross racers benefit most, but road cyclists who race in the rain will also benefit.

✓ Sell cable systems that are compatible with SRAM, Shimano and Campagnolo systems. Bikes equipped with top-brand component groups will perform even better! Some brands are also available in extra-long lengths for tandem bikes, triathlon bikes, time-trial bikes and full-suspension bikes with continuous cable housing.

✓ Sell high-quality systems. Serious riders who purchase high-end bikes are always looking for the best accessories available. Cyclists who purchase all types of high-end bikes need to know they can upgrade to a better cable system than the standard cables that come equipped on their bikes.

✓ Mechanics/salespeople: Try them for yourselves. Put them on your own bike and try them for a month. You'll be sold and you can more effectively sell the value to the customer. When your shop can stand behind a product and recommend it, you'll have more satisfied customers!



ride on! low-friction cables.

(best used on bikes)

Quick, precise shifting and smooth and easy braking. GORE™ RideOn® Cable Systems featuring GORE's patented cable coating technology.



The Performance

GORE™ RideOn® Cable Systems returned to the market in the Fall of 2007 and have quickly become the premium, high performance cable systems for the cycling industry. They provide both on- and offroad cyclists with the lowest friction shifting and braking systems for optimum performance in most riding conditions. The systems have been designed to offer long service life with minimal cable wear and minimal cable adjustment.

The Products

GORE™ RideOn® Cable Systems are available in two versions – Low Friction and Sealed Low Friction. Both versions are available in brake and derailleur cable systems and can be adapted to suit the needs of most cyclist, regardless of whether they are riding a racing bike, a mountain bike, a city bike, a trekking bike or a cyclocross bike.

The Sealed Low Friction Cable System guarantees that the cables are completely protected from the elements by the continuous liner and the flexible GRUB™ seal. The Low Friction System provides the same low friction cable coating as the sealed system in an easy to install package that is a direct replacement for other types of systems currently available in the market.

Extra Long kits are also available for full suspension, tandem, time trial and triathlon bikes. Housing kits are now available in Black, Grey and White!

The Authorized Dealer Program

Become an Authorized Dealer to earn sales incentives and cables for your shop and shop personnel.



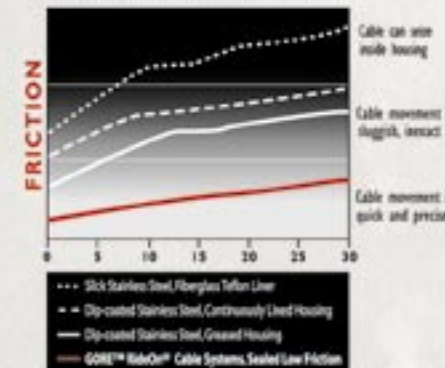
The Communication

To sell GORE™ RideOn® Cable Systems successfully GORE has put together a range of sales aids and communication tools. These include a point of sale display with demo-tool, web-site with installation video and dealer locator, dealer boxes (for offering the ultimate cable upgrade for spring tune-up packages) available with an easy access shop display unit and innovative print advertisement which will be shown in leading Mountain bike and Road bike Magazines to support you right from the beginning.

Call us now for further details and order your "starter-kit".
Call. 1-800-455-4184.

By the way: All SRAM® RED Shifters are sold fully equipped with GORE™ RideOn® Cables since October 2007.

Battling Contamination: 30 Days of Shifting in an Accelerated Mud Bath



GORE™ RideOn® Cable Systems are the lowest friction cable systems available for the most demanding riding conditions!

For more information go to: www.gore.com

Sales Training Guide

Category: Coffee

Brewing Up a Hot New Profit Center

Don't think you could sell coffee? Several brands now cater to bike shops, and hundreds of stores are in the java business.

It gives your customers another reason to visit your store. They would rather support you than Safeway! And it gets you and your staff a lower-cost supply of your favorite beans.

Top Tips for Selling Java

James Frinak of Mock Orange Bikes in Winston-Salem, North Carolina, offers these suggestions:

- ✓ Buy good coffee.
- ✓ Work with a local artist to design labels that are consistent with your branding.
- ✓ Place the coffee close to the register.
- ✓ Brew some coffee. Coffee smell sells coffee.
- ✓ If someone is hounding you for a discount, give them a bag of coffee instead. They'll be back for more.

Susan and Ed Renfro of Bad Beaver Bikes in Butte, Montana, serve up these tips:

- ✓ People do not expect to find coffee beans in a bike shop, so set up a display that is easily seen.
- ✓ Stock a nice selection. Make sure people know it's freshly roasted for your store and keep shelves full of product. One lonely bag doesn't sell.
- ✓ Put a bag of each roast right by the cash register with your logo sign and a travel mug next to it. A lot of folks miss the floor display.

- ✓ Be able to supply a sample. Airpot or espresso machine for an Americano.
- ✓ It also helps if you're a coffee addict. Just like anything else, you need to believe in the product that you are selling.
- ✓ **Mark Ritz, general manager and roaster of Kinetic Koffee, adds his two cents:**
- ✓ Keep it clean! Dirty brewers and carafes will taint the coffee. And the coffee area should be kept clean and tidy, just like your dressing room.
- ✓ Know the story of the coffee. Just as with any other product in the store, customers will want to know why you're carrying this product. If it's organic or fair trade, let the customer know!
- ✓ Many shops have a waiting area for repairs. Keep some coffee in this area, with signage suggesting that they take some home.
- ✓ If you have room group complementary products together, such as coffee beans with mugs or presses.



“OK, that’s one patch kit, three spokes and a bag of Breakfast Buzz.”

Caffeinate your customers.

Cycling would be almost impossible without coffee. You can offer our premium, shade grown, organic coffees to your customers during race time ... anytime.

Artisan Micro Roaster

Kinetic Koffee is located in beautiful Humboldt County, California, surrounded by redwood forests, rivers, mountains and the Pacific Ocean.

Certified Organic

We meticulously roast beans in small batches, and we specialize in certified organic coffees from around the world. True coffee artistry optimizes the natural characteristics in these super-premium beans.

Custom Labeling

Our beans — your branding. For holidays and special events, or all year long, you can bolster your image with our high-quality product.

Call your local Kinetic Koffee rep or call us directly at **877-825-9417** to get started.

We donate 10% of our net profits to outdoor and cycling non-profit organizations each year.

Kinetic Koffee is proud to be a corporate sponsor of **I M B A**

Selected Kinetic Koffee products are also available from

QBP



For more information go to: www.kinetic-koffee.com

Sales Training Guide

Category: Computers

Small Add-On Packs Functions and Profits

Bicycle speedometers are one of the easiest add-on sales. They are small, affordable and profitable. Anyone who rides a bike can benefit from the information they provide and have more fun on every ride!

Top Tips for Selling Computers

✓ Suggest the sale. Rather than asking, “Do you need a computer for your bike?” tell customers, “A bike speedometer will tell you how far you’ve ridden and when you need to bring your bike in for your first tuneup.”

✓ POP displays and hangtags: Many computer manufacturers offer “demo box” displays that allow consumers to touch and operate computers without having to open each package. When consumers interact with product, they are more likely to buy it!

✓ Match your customer with the appropriate computer. For children and entry level cyclists, keep it simple. Offer a model with 4-5 functions, 0-1 buttons and large digits that costs less than \$25. For an average cyclist average speed is one of the most requested functions. This is found in most wired and wireless computers that cost \$30 and up. Enthusiasts provide a chance to up-sell additional functions like cadence, heart rate, altitude, power and GPS. These models will cost \$30 and up.

✓ Wired vs. wireless: Wired computers have several advantages.

- Cost: A wired computer costs less.
- No interference
- Accuracy: Speed and distance readings are spot-on with real-time information

- Battery life: Typically only one battery that lasts 2-3 years
- Weight: Wired computers are lighter due to less hardware

✓ But wireless also offers some perks.

- Wireless computers will increase your average selling price.
- A clean look: No wires to wrap or hide.
- Fast installation
- Higher-end technology is exciting (heart rate, altitude, GPS)

✓ Offer to install the computer! It’s a sure way to sell more. Some shops build the installation cost into the selling price or charge a flat fee. It’s a convenience to your customer and you make more money.

✓ Inventory management: Bicycle computers should be handled just as carefully as food when it comes to merchandising and rotating inventory. Because computers have batteries in them, they have a shelf life. When new stock comes in, make sure that the old stock is in front.

✓ Wheel size made easy: Glue a tape measure to the floor for easy roll-out method measurements.



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ON YOUR BIKE AND PC



ROX 9.0

- 3 channel wireless: wireless speed, cadence, and HR **STIS**
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Speed transmitter

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For more information go to: www.sigma-rox.com



Sales Training Guide

Category: Headsets

Tap Into Lucrative but Overlooked Part

The headset is the smallest surface area on a bicycle, but it absorbs the most shock. Yet this critical component is often overlooked. Riders are unaware of differences in design (threaded or threadless), bearing and interface quality, head tube sizes and standards, and weight, finish and colors.

Here are some ways you can help customers make the best decision about their headset.



Top Tips for Selling Headsets

✓ Educate your customers. Don't wait for them to ask. Inexpensive headsets ridden hard need constant adjustment and regular replacement. Headsets built to high standards will maintain their alignment and performance and can add to the precision and enjoyment of your customer's experience.

✓ Headsets are an untapped sales category for most shops. Identify opportunities to upgrade. Bike builds, fork installations, early-season maintenance, cabin-fever rebuilds and repairs are all opportunities to present headset alternatives. Take the time to understand your customer and suggest appropriate upgrades.

✓ Keep headsets in stock. Your store's headset inventory should include "good, better, best" options for each head tube standard (classic, semi-integrated, integrated). Instant gratification is important for customers. You'll help them and your bottom line if you can meet their needs when they are ready to buy.

✓ Understand the importance of merchandising. Headsets are more than a repair part. In order to effectively capitalize on upgrade opportunities, you need to get headsets out of the back room and into the display case. Customers should know (and see) that enticing headset options exist.

✓ Take advantage of the "bling" factor. Once just a boring component, headsets now come in an array of shapes, colors and finishes. With riders looking for more ways to personalize their bikes, why not offer another piece of jewelry to help them stand out?

✓ Sell the value of quality. A high-quality headset will last a long time. In fact, more expensive models should last forever. You can remind customers that they can also carry over high-performance headsets to future frame upgrades.

✓ Make your life easier. Streamline shop operations by carrying headset lines that offer different models within each standard. With some manufacturers, parts are interchangeable throughout the entire product family, making repairs and inventory control easier. Brand continuity also helps better define the upgrade path for customers.

✓ Promote headset servicing. Moving parts require maintenance. Headsets are often the source of steering play, stickiness or noise, symptoms that can also be a precursor to front-end malfunction. By offering front-end inspections and tuneups, you can help customers optimize and extend the performance of their headsets.

The Heart of the Matter

At the heart of every Cane Creek headset is a compression ring that creates a positive, rock-solid interface between the headset bearings and steerer tube. The difference is in the ride: You won't have to put up with the rocking, creaking, and steering compromises that wreak havoc on even the most expensive headsets from other companies. It's simple, ingenious, and found in every Cane Creek headset. No surprise there — after all, we invented threadless headsets and have never stopped perfecting them. Our dedication, your performance — it's what's inside that counts.



For more information go to: www.canecreek.com

WWW.CANECREEK.COM

Sales Training Guide

Category: Lights

Add-On Can Brighten the Bottom Line

Lights are often overlooked as an add-on accessory sale. Sure, not everybody rides their bike at night, but for many cyclists lights play a vital role in their safety and enjoyment of the sport.

For others, bike lights open up new opportunities, like longer rides or even 24-hour races. By accurately qualifying the customer, you can help them buy the proper light setup to enhance their cycling experience.



Top 10 Tips for Selling Lights

- ✓ Make sure to ask your customer questions like: What kind of bike do you have? How and where do you ride it? Once you know these answers, you can explain how lights can be beneficial to their style of riding, and show the right light for their activity.
- ✓ Many cyclists will tell you, "I don't ride at night." That doesn't mean they don't need a light! Conditions such as rain, fog or even sun glare can make a light a life-saver.
- ✓ Classify lights as "to be seen" and "to see" to clarify the function of the light. This also helps the customer justify the price tag. A range of \$7 to \$700 can be overwhelming for most customers.
- ✓ Create an in-store lighting display to allow customers to compare the brightness and test the functions of different models. Customers can determine the true brightness of the light and which one suits their needs.
- ✓ Help the customer look at the whole picture when choosing a light. Sure, output is important, but make sure they also take burn time, charge time, mounting and other features into account.
- ✓ Make the customer aware of the technological advances in the lighting category. They may own a light, but new technology is brighter, lighter and longer-lasting than what they already own. LED is the new HID.
- ✓ Promote versatility. A light designed for cycling can also prove useful for backpacking, hiking and cross-country skiing. A light with multiple uses may justify a larger investment.
- ✓ Shop rides are a great way to promote light sales. Do a weekly night ride and allow customers to demo lights before they buy. This gets the product on their bikes and also gets them coming to your shop.
- ✓ Daylight savings is a great time to promote and sell lights. Cool summer evenings are a perfect time to ride. Work and family obligations make night time the best time for many folks to ride.
- ✓ Local events help promote light sales. Participation in 24-hour races, adventure races and endurance cycling events continues to grow. Get your shop involved so participants know where to get lights.

For more information go to: www.princetontec.com


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Sales Training Guide

Category: Locks

Teach About the Importance of Security

Every bicycle needs a lock. Bicycles left unattended and unsecured will be stolen, making the purchase of a lock a necessity. What other accessory fits that bill? Yet, many consumers purchasing a new bike leave the store without a lock. Studies show that bike theft has a negative impact on cycling participation.

As more and more riders use their bikes around town, it's just smart insurance to buy a good lock. Ten percent of the bike's price will seem like a value if you sell it well. We asked some retailers for tips on how to sell locks. Here's what we heard.



Top Tips for Selling Locks

Martin at The Bike Connection offers these tips:

✓ Ask the right questions: "What kind of a bike do you have? What do you think it would cost to replace it? Where do you lock up?" If their answer includes locking a bike in a public place, also consider asking for how long they lock it up? How about at home? Is their bike ever out at night? Answers to these questions provide your foundation.

✓ Now show the customer a high-end lock first. Remember that 10 percent figure? That means every road bike buyer can afford a U-lock.

Jeff at Milford Bike adds his two cents:

✓ Recommend that they take a lock everywhere they go. So think about multiple lock sales. A light, pocket-sized cable for that road biker stopping for coffee. A front wheel cable with every U-lock or a U-lock and cable combo set.

✓ Once you've made the sale, give your customer some locking tips:

- Always keep your bicycle locked to something stationary, even in a garage or on a porch.
- Look for a busy, well-lit place to lock up.

- Lock to sturdy, immovable objects that are securely bolted down. If at the end of a bike rack, check to see that the ends are secure or cannot be easily defeated.
- Lock the frame and at least one wheel (preferably two) to the rack or object. This also prevents your bicycle from falling over.
- Take with you lights, mirrors, bags, panniers and anything else not securely fastened.
- If you have a quick-release seatpost, remove it and take it with you or secure it to the frame with a cable.
- U-lock specific: Pick a U-lock that will give you just enough room inside the shackle to lock your frame to a secure fixture to prevent prying or leverage attacks. Position the U-lock (or chain) so that it will be awkward for a thief to approach with tools.
- Make sure your bicycle cannot be lifted over the object.
- Avoid locking to materials that can be cut, like wire fencing, trees and wooden railings.
- Out of courtesy, never lock to wheelchair ramps.

Kurt at The Cycle Loft offers this tip:

- ✓ Ask customers, "Where are you keeping your bike and how safe do you want to feel?" Once they answer that question, let them choose a lock.

For more information go to: www.OnGuardLock.com

DOUBLE-DOG DARE

That's right bicycle thieves, we're talking to you. We know that soon you'll be skulking around looking for easy targets. But we also know that besides being scum you're lazy. And when confronted with OnGuard's formidable combination of hardened steel shackles, pick, pull and drill proof M-Cylinders and exclusive X4 Quattro bolt and X2 Double bolt locking technology that secures both sides of the shackle, you'll simply look for something easier to steal.

Plus, with features like finish-protecting rubber coatings, rotating dust caps to protect lock internals, and unique mounting bracket that works in almost any position, we're betting you'll be seeing a lot more OnGuard locks around.

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Sales Training Guide

Category: Lube

Suggest Some Lube with Every Purchase

The big thing to remember about this category is that it's a consumable. McDonald's knows what they are doing when they ask, "You want fries with that burger?" Similarly, you should ask every customer at the register, "Need lube today?" It will often lead to a purchase or opportunities to discuss related products such as degreasers, chain cleaners, polish or bike wash.



Top Tips for Selling Lube

Sales Staff:

✓ Look at your customers' bikes. If they've got a grindy, gooey mess of a chain, or a dried-out squealing chain, it's an easy sale! Appeal to every customer's desire to go faster, smoother and longer, and look great doing it.

✓ Keep it simple. Pick a brand and focus. "This is what we use in the shop and recommend" is a statement that will quickly move you past the "What's the difference between brands?" stage.

✓ Ask what the customer is using now. Are they happy? If they respond, "It collects too much dirt, too fast," recommend a dry lube or even a wax lube. If they respond, "It doesn't last long enough," suggest a wet lube.

✓ For casual cyclists or commuters, recommend a "one-step" product that cleans and lubes in one shot. These products deliver more than enough cleaning and lubing action to give this customer what they want: simplicity and ease.

✓ Suggest proper lubes for seasonal conditions: A wet lube for rainy, wet or muddy conditions; a dry lube for fair weather or dry, dusty off-road riding; a wax lube for folks whose primary concern is cleanliness.

✓ If their parts are greasy and grimy, be sure to also suggest a degreaser or chain cleaning brush. There's nothing

like fresh lube on clean parts to maximize the benefits of a bike-specific lubricant.

✓ Show entry-level customers how to clean their chain and apply lube. Many beginners are apprehensive about the process, and a quick hands-on, how-to session will turn them into category buyers.

Managers:

✓ 60 percent of lube is sold at the service register. Be sure to keep a basket of lube there. Train employees to suggest, "Now that your bike is all tuned up, we recommend that you lube-up regularly."

✓ Program your POS computer to kick off a "need lube/degreaser" reminder so employees ask, "How's your bike running, everything smooth and quiet?" Customers will appreciate it. Everyone wants smooth shifting, easier pedaling and a quiet ride.

✓ Display it right and lube will sell fast. A clean, full and cohesive presentation stimulates self-serve purchasing. Good displays are proven to be the most effective way to dramatically increase lubricant sales.

DEALERS IN THE KNOW, KNOW!

Making Money in the "Bicycle Care" Category is EASY!

UNIVERSAL DEMAND

- New bike buyers want to keep their bikes clean & well maintained!
- Customers get it: A clean & well-lubed bike is a good thing.
- When it is suggested to them, cyclists have almost no objection to buying bike lubricants / cleaners.



Place lube at register. It's a great impulse item!

BEST CATEGORY IN YOUR STORE

- A true 'consumable'...sell 'em once and they'll come back to buy more.
- Finish Line Products rarely disappoint and never go obsolete.

PROFITABLE

- 'In-the-know' retailers sell \$10K to \$20K of Finish Line per year!
- A small foot print plus high margins equal great ROI!

EASY TO SELL

- A clean & organized display sells product.
- Keep a basket of lube at every register.
- Ask repair customers if they are cleaning and lubing their drive trains. Most will say no!
- Make "Lube" a line item on tune-up receipt. Give customer the balance of the un-used 2oz bottle.
- When asked, "What do I need to maintain my bike?"—sell them a bucket!
- Use Finish Line's handlebar 'reminder' cards to stimulate sales.

Clean, full and organized displays inspire confidence and create more sales



Sell Finish Line by the bucket!

A SMART SELL

- Customers with good bicycle care habits are happier cyclists, who ride more and buy more.

FINISH LINE BRINGS IT ALL TOGETHER

- A complete family of products to address needs of every customer.
- Professionally presented, premium quality Bicycle Care Products.
- Highly effective display fixtures and consumer guides.
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For more information go to: www.FinishLineUSA.com

Sales Training Guide

Category: POS Systems

Look for More Than Basic Functionality

Most point-of-sale systems have similar basic functions: a sales program, a customer base and inventory control. Retailers should look for a POS system that offers more than just the “basic” functions.

Using these basic functions as a salesperson makes your day-to-day business run more smoothly. As an owner, expanding beyond these basic functions is crucial for a successful future.



Top Tips for Using POS Systems

✓ Your store depends on accurate information from the POS system. If you feel unsure about any of the functions or how to use them, don't hesitate to ask your manager.

✓ Retail is a constant series of distractions. Try to focus when you're entering a transaction or other information in the POS system. Easier said than done, but when you're in the middle of an entry, let someone else answer the phone.

✓ Gathering customer data is a service to them as well as your store. They feel bonded to your store, so help them out. Keep them informed about products and events by mail and e-mail to increase their loyalty.

Store Owners: Features to look for in a point-of-sale system

✓ Ability to set inventory reorder points based on sales history. Who has time to stay on top of sales trends manually for thousands of SKUs?

✓ Repair and service module: Web site status tracking, automatic service reminders, track technician time and performance.

✓ Send automated phone/e-mail notification for

special order pickups, repair completion and delinquent accounts.

✓ Rich customer relations module: Reach customers via e-mail, sales flyers or phone messages, based on spending habits and customer interests.

✓ Web presence: Do you have seamless integration with your accounting package? Can you push your product to the Web, pull online orders and give your customers account access?

✓ EDI (Electronic Data Interchange): Eliminate data entry error and increase efficiency by sending electronic orders, receive invoices electronically, reverse phone lookup, consumer credit checking.

✓ Reservation/rentals: Reserve product for future rentals. Track rental income by product.

✓ Extended warranties: Generate recurring revenue by selling and maintaining in-house extended warranties.

✓ Gift card/loyalty cards: Track loyalty points and gift card balances automatically without third-party fees.

✓ Automatically suggest add-on sale possibilities for your salespeople based on items entered into your invoice program.

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Sales Training Guide

Category: Car Racks

Ask Questions Then Suggest Options

Car racks are one of the most overlooked accessories in a bicycle store. Many customers leave the store with a new bike or repair without a specific solution for transport.

This can result in damage to the vehicle's interior from lubricants and chainrings. The value of a rack: It frees up space in the vehicle and protects the interior of the car.



Top Tips for Selling Car Racks

✓ What style of bicycles will be carried? With so many frame and wheel sizes in the market, some racks may not accommodate all bicycles. Style of bike will dictate which rack style and attachment method will work best.

✓ What vehicle will be outfitted with a rack? Knowledge of the customer's vehicle make, model and year will play a key role in a rack decision. Use the manufacturer's fit guide to help select the approved options.

✓ Learn more about the vehicle. Factory roof racks may simplify or complicate the sale. Spoilers and ground effects could compromise rack fit. Receiver hitches open up a whole category of carrier options.

✓ Capacity: Ask how many bikes they need to carry. Help them think about situations that require them to carry additional bikes. Buying additional capacity now may save them money in the long run.

✓ Roof vs. rear mounts: Roof mounts offer a wide range of carrying solutions in addition to bikes, such as kayaks and canoes. They are the most costly and require lifting bikes and gear to the roof level.

✓ Rear-of-car carriers offer a host of advantages, including better fuel economy, easier access to bicycles

and more price points and selection compared to roof mounts.

✓ Hitch racks offer a wide range of capacities and options. Receiver hitches can be installed on most vehicles. Hitch carriers are offered in two styles, hanging and platform. The hanging style supports the frame of the bicycle, while platform carriers support the bicycle by the wheels.

✓ Trunk racks offer the most value because there's no need to purchase a hitch or base rack system. They are compact and easy to store, but lack the carrying capacity of a hitch mount.

✓ Keep racks on display. Demonstrate the use of the carrier and how the bicycles are installed and secured. The customer will have more confidence in the product if they are familiar with its function.

✓ Accessorize: Some racks have additional options, like locks and adaptors. These improve the features and function of a carrier. Be sure to present accessories. They add value to your customer's racking experience.



For more information go to: www.saris.com



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Sales Training Guide

Category: Saddles

Help Customers Define Their Comfort Zone

Saddle selection, one of three contact points on the bike, may be the most subjective component of bike comfort. It's crucial to get it right as it guarantees your customer will ride more.

There are two general rider segments: The enthusiast/high-performance rider and the recreational rider. The sales approach is different; the saddles are different; the goals are similar: comfort!

The biggest customer fear is investing with no comfort guarantee. Do you have a testing, exchange or return policy that allows your customer to find their perfect fit?



Top Tips for Selling Saddles

The enthusiast/high-performance cyclist:

- ✓ Proper bike fit cannot be overemphasized. One adverse adjustment can make or break comfort. Start by looking at their bike and saddle positioning.
- ✓ Ask what saddle they are currently using and why they are shopping. This will help determine your customer's concerns before you start offering options.
- ✓ Ask about their riding style. Do they move around, back and forth, or do they sit in one spot? The answer can help narrow the many shape choices: long/flat or dipped.
- ✓ The most overlooked factor for the enthusiast is the short chamois. Cheap shorts or seams in the wrong places can turn the perfect saddle into a dud.

The recreational rider:

- ✓ This customer should be easier to fit. Most want to be educated and will listen. Recreational riders want you to help them define 'comfort.'
- ✓ This rider will arrive with their bike in tow. Check saddle setup and emphasize saddle positioning.

- ✓ Ask what type and how much riding they intend to do. Typically, the longer they ride, the more they need a comfort saddle with extra support. This is counterintuitive, so explain that a softer, cushier saddle causes more problems after an hour or so. Upright or cruiser riders can use a more forgiving product, possibly with an elastomer or metal springs.
- ✓ Male vs. female: They want to know the saddle has been made just for them. After you qualify the customer, suggest three gender-specific models (good, better, best).
- ✓ Most recreational saddle lines offer an entry level through a premier model. Start with the premier product that fits the rider's needs and highlight the features and benefits.
- ✓ The premier model typically has the most features compared to entry-level models, i.e., relief zone or channel; breathable, heat-reflecting or sweat-reducing cover material; and technical foam combinations. The recreational customer will likely buy the premier product. Who wants to drop a feature that may offer additional comfort?

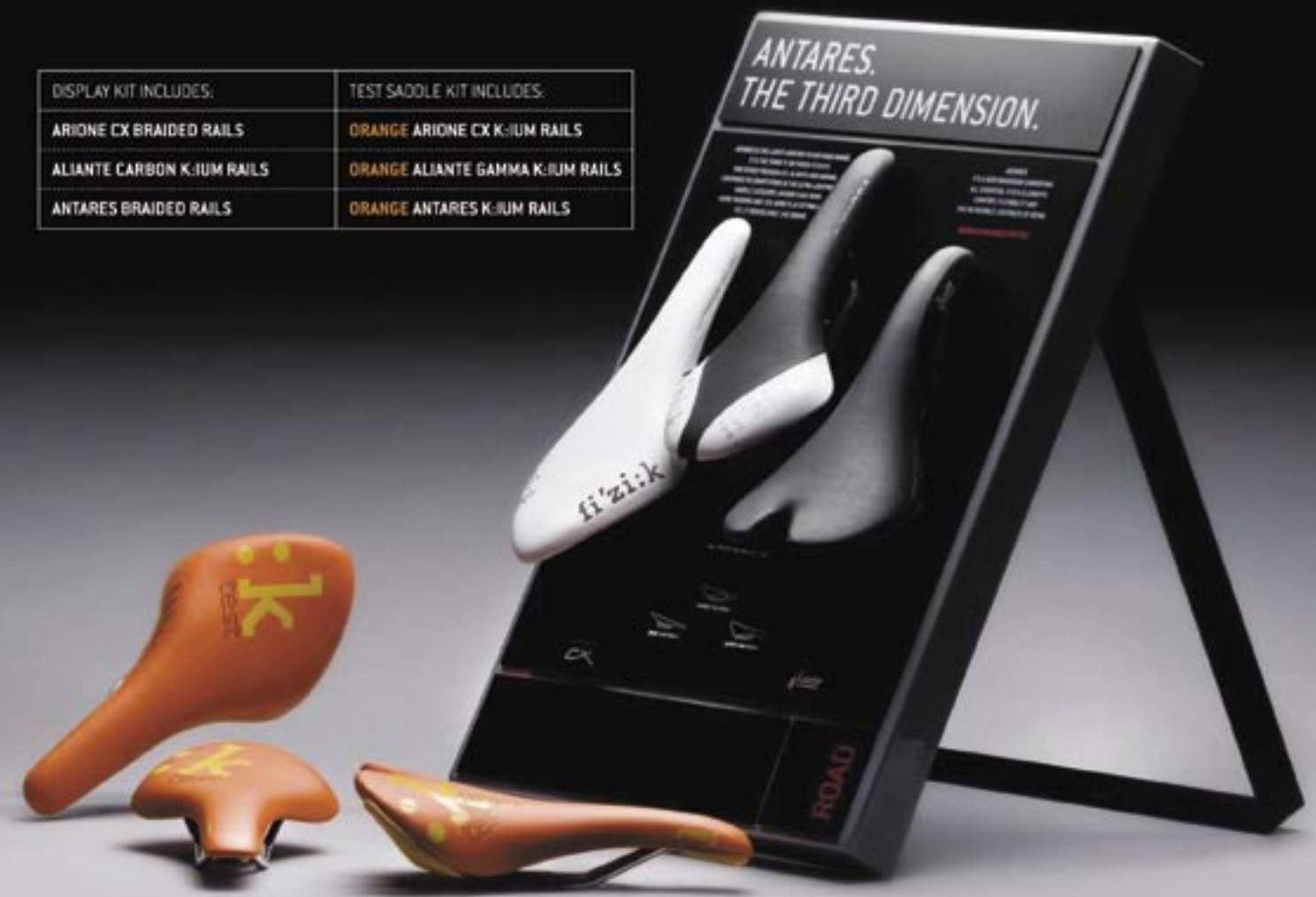
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Sales Training Guide

Category: Suspension Seatposts

Simple Suspension in an Affordable Package

While they may be overshadowed by more elaborate suspension systems, suspension seatposts can be a highly effective upgrade for hardtail mountain bikes as well as road and urban applications. A good suspension seatpost will improve performance, comfort and overall ride quality.

You can connect your customers with this upgrade by being aware of their riding styles and preferences and identifying opportunities where a suspension seatpost is a “good fit.”



Top Tips for Selling Suspension Seatposts

✓ Be proactive. Customers may not know to ask about suspension seatposts, so it's up to you to educate them. Let riders know suspension seatposts can offer an attractive combination of bump-soaking performance, relative low weight, simplicity, affordability and adaptability.

✓ Evaluate and discuss how a suspension seatpost can improve their ride:

- MTB riders: The hardtail resurgence is real. Endurance, single-speed and 29er crowds are quickly discovering that simple damping technology yields vast improvements to their ride.

- Road riders: Long, rough road rides become less fatiguing and more comfortable. Suspension seatposts are also perfect for touring and “cause” riders who find traditional saddle/post combos uncomfortable.

- Commuters: With all the attention on alternative transportation, this sector is ripe for comfort-oriented upgrades. Suspension seatposts take the “chatter” out of city streets. If the commute is more comfortable, these new customers will stay on their bikes and regularly come into your shop.

- Tandems: A happy stoker is essential to fun on a tandem. A suspension seatpost can mean the difference between a beaten-up rear end and just a little bump now and then.

- Folding bikes: Small-wheel bikes with high-pressure tires will directly benefit from a suspension seatpost.

✓ Talk about relieving pain and discomfort. The lower back and butt are particularly susceptible to bumps, amplifying the importance of rear suspension. This sensitivity is especially relevant to new riders and baby boomers. Don't be afraid to offer a solution for their ailments.

✓ Discuss and offer choices in seatpost technologies such as telescoping and parallel-linkage designs. As with any component, inferior products exist. Point your customers in the direction that suits them best.

✓ Emphasize simplicity. Suspension seatposts are easy to install, require little maintenance, fit a wide variety of bicycles and most saddles, and can be easily transferred from bike to bike.

✓ Encourage demos. Demos are the most effective way of conveying the instant gratification and performance impression of a suspension seatpost. The proof is in the pudding—let customers feel (or not feel, as the case may be) the difference for themselves.

Every body needs one

Cane Creek's Thudbuster is the most effective and versatile suspension seatpost on the market. Its patented parallel-linkage technology delivers a clear advantage in traction, comfort, and control. With performance like that, this seatpost is the perfect add-on for all kinds of riders and bikes: road and touring, commuters, folding bikes, tandems, and, of course, MTB hardtails. To make upgrades even easier, the Thudbuster comes in two models (short and long-travel) and is easily tunable to match any rider's weight and preferences. This season, depend on the Thudbuster to help all your customers ride stronger and longer. More performance and enjoyment – everybody can feel good about that.



For more information go to: www.CaneCreek.com

Sales Training Guide

Category: Tires

Trim Down Options Based on Intended Use

Tires are very simple in concept: Air chambers that suspend the rider on pneumatic springs, grip the ground and protect the rims from impact. It's tire reality that's complex. Different sizes, weights, tread patterns, TPI and colors.

Your job is to ask good questions and simplify the choices to make the complicated options easy for customers to understand and buy. Then, give them some extra value-added information so they come back to you next time!



Top Tips for Selling Tires

- ✓ Suggest the value of tires. Don't wait for people to ask. Here's a line to remember: "Tires are the No. 1 most cost-effective way to get improved performance and comfort."
- ✓ Qualify each rider to learn where they fit in terms of performance vs. value. Questions: "Tell me about your bike? Where do you ride? How often do you ride? How far do you go on each ride?"
- ✓ Once you know about their riding, think about the three variables: weight, durability and price. Pick two, because you can rarely have all three. Categorize the customer before you present product.
- ✓ Make it simple. Be organized and provide a good, better, best scenario with specific price points. "Here are the three commuter tires you might consider." Start with the highest-priced tire first.
- ✓ Discuss and offer variety in dimension. For example, a 25 road tire for improved all-around performance vs. the 23 they already have.
- ✓ Remember, front and rear don't need to match! Recommend wider tires in the rear for road bikes for increased durability, wider in front for mountain bikes for increased traction.
- ✓ Consider aesthetics and color. This may not be that important to you personally, but some customers love it. Know your inventory and offer the customer choices.
- ✓ Add value to justify their retail visit. Educate each rider on over- and under-inflation. Encourage regular inspection and encourage them to give each wheel a quick spin before every ride.
- ✓ Road riders: Don't over- or under-sell them; they will only be disappointed. Match the tire to the rider, the bike and the road surfaces. Super-light tires won't work on bad roads.
- ✓ MTB riders: Match pattern and dimension with local conditions and rider/bike type. Use your experience to help justify their trip to the store; "I'm glad I bought them here."
- ✓ Urban riders: Puncture protection is huge. Commuters are the most sensitive to dealing with flats. When showing slicks, explain why tires don't need tread. There's not enough contact area to matter.

For more information go to: www.ContiBicycleTires.com

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Sales Training Guide

Category: Trailers

Focus on Build, Resale Value to Tow in Sales

Trailers are a multi-faceted, high-margin sale. They used to be just for carrying children, but now they're used for hauling pets and cargo. They have bigger margins than bicycles and higher tickets than most other accessories.

Best of all, they're used by cyclists who want to take fewer car trips. Trailers have more positive eco-impact than anything else you sell. Go green! Sell more trailers!



Top Tips for Selling Trailers

✓ Find out what the potential trailer buyer plans to carry. Don't just ask, "What will you carry?" Prompt them with ideas: "Will you be carrying children, pets or cargo?"

✓ Now move on to the size of trailer they'll need. Ask: "How many kids or how much cargo? Do you need a single or a double kid carrier?"

✓ If they intend on hauling kids, ask them for their age. Some carriers are larger and can accommodate older kids. Younger babies may require additional accessories.

✓ Next ask: "How will you be using it? Would you like the option of a jogger or stroller?" Some carriers have multiple functions that allow for uses other than just a bike trailer.

✓ Also find out where they will be using it. Some trailers have weather protection and control options. In hot climates, they will need a carrier that has a lot of ven-

tilation. In a rainy area, they will need a carrier with a durable weather cover.

✓ Who will be using it? Aluminum frames, quick-release wheels and conversion kits that easily change without tools are selling points for moms on the go.

✓ The resale pitch: "Go on Craigslist and look at what these are selling for used. At least \$200. So say you pay \$400 and keep it for five years. That's only \$40 a year."

✓ Are they asking about a less-expensive option like a child seat? "Bike trailers offer a safer alternative to rear-mount seats because they are lower to the ground and many stay upright even if the rider falls."

✓ Depending on the desired use, know and inform them about features such as suspension, easy folding and child comfort to justify the cost. Study the brand's catalog and Web site so you're up to speed.



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Sales Training Guide

Category: Trainers

Resistance, Stability and Portability Are Key

The road bike boom has led to a trainer boom. When customers realize that spending 10 percent more on a trainer allows them to use their road bikes year-round, they buy one.

But many new roadies don't know trainers exist. Show them one when they buy their new bike, even if it's May. Keep trainers prominently displayed near the road bikes. They'll be back in October!



Top Tips for Selling Trainers

- ✓ Ask good questions: What type of riding does your customer do outside? Are they into general fitness, road events or triathlons? Get a picture of who they are as a rider, then show them the top-end trainer they need.
- ✓ Do they plan on sharing the trainer with other family members, kids or friends? If so, adjustability and versatility will be important. Look for features like adjustable resistance to help satisfy this requirement.
- ✓ Trainers are often used and then put away for storage. Compact size and overall portability are important features to highlight.
- ✓ Trainers offer three types of resistance: wind, magnetic and fluid. Wind trainers provide a very realistic resistance, but are very noisy. Magnetic trainers are quieter than wind, but don't offer progressive or realistic resistance. Fluid trainers offer the best of both worlds.
- ✓ The weight of the flywheel is commonly used to determine ride feel. Actually, both the resistance type and flywheel weight should be considered together. Offer a test ride and let the customer decide.
- ✓ Show the customer how to install their bike on the trainer. It may take a little more time, but if they see it's easy to do, they are more likely to buy.
- ✓ Don't overlook stability. You don't want the trainer to "walk around" while your customer stands up during a hard interval. A longer footprint is more stable.
- ✓ Also look for adjustability on the frame. Not all floors are even, so it's good to have trainer feet/legs that can accommodate all types of surfaces. This is a good selling point if customers want to travel with the trainer.
- ✓ If they're going to travel with the trainer by airplane or car, show them how small the trainers can get without disassembly. The less time you spend assembling the trainer, the more time you have to ride.
- ✓ Riding indoors can be boring. Don't dodge the issue, address it and overcome it. Many trainers provide DVDs to break up the monotony and provide excellent training advice.

For more information go to: www.CycleOps.com



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Sales Training Guide

Category: Video Cameras

Be Sure to Show Customers How it Works

Selling action sports cameras is easier than you think. Show the customer what they want: a high-quality image, ease of use, light weight, durability and solid value.

The ability to shoot video in the midst of sport is the key appeal for an action sports camera. Show how to attach the camera to a bike or helmet, then show all the options. Plus, it's fun to show off your own local footage!



Top Tips for Selling Video Cameras

- ✓ Display multiple units to increase sales, either on the counter-top or near the register. A full display of well-packaged cameras creates a stronger presence, which is proven to increase sales.
- ✓ Display videos shot with the camera in the store. Highlight the capabilities of the camera by showcasing a variety of footage. Have a TV as part of your camera displays. The bigger the screen and more exciting the footage, the better!
- ✓ Point out the versatility of the camera and recommend the different accessories or options available. Mention some of the unique features the camera has to offer.
- ✓ Suggest a camera model and accessories for the customer. Find out what sport or activity the customer

plans to use the camera for. Find the kit and accessories that will work best.

- ✓ Offer items the customer will need, like memory cards or batteries. It's best to offer a bundle with a package price. This speeds up sales and increases profitability in the process.
- ✓ Recommend different camera-mounting options. The customer does not always know all the options. Take the time to "show them how" and enhance their experience. This leads to word-of-mouth sales and repeat customers.
- ✓ Discuss the price point and value of the camera relative to others on the market. Help the customer find the best value, the best features and the best mounting options for their dollar.



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Sales Training Guide

Category: Wheels

Exude Wheel Knowledge to Roll in Sales

Wheels are the crucial aftermarket upgrade for factory-built bicycles. Period. To compete against online retailers and big box merchants, you must exude authenticity.

Make a corner of your shop wheel-centric. Collect wheel reviews and tests in a binder. Show off a spiffy wheel work station. Offer wheel maintenance classes. Don't just say you're better, be better!



Top Tips for Selling Wheels

- ✓ Create the culture. Your customer needs at least three of these four ingredients: value, selection, expertise and authenticity. The last, often missing, is worth its weight as a stand-in for one of the first three.
- ✓ Ban bias. Opinions are OK, but don't let them interfere with listening and selling. Love all wheels, embrace all makers and identify strong points for each. Don't be caught dissing a brand or style.
- ✓ Employ an in-house builder. Wheels are by far the easiest major bicycle component to tailor-make. Custom builds are often your best solution when presented with unique users or supply issues.
- ✓ Listen, listen, listen. Hear your customer through. They have the information you need to make a winning pitch. Pushing customers into generic solutions ultimately reduces your sales success.
- ✓ Stock add-ons. A steady flow of wheels will suck a torrent of related, high-profit goods along. Prepare with a solid inventory of tires, tubes, cassettes, brake rotors, QRs, pumps, books and tools.
- ✓ Offer test rides. Don't wait for company supported programs; use wheels from your own bike to get started. It's easy to make test wheels feel great because they're new, clean and have properly inflated tires.
- ✓ Create generous policies. You can do better than manufacturer fine print. For example, consider a crash replacement program, discounts on add-ons, preferred service scheduling or free flat repairs.
- ✓ Sell factory wheels. Brands are often vivid fashion statements. Profit is higher because turnaround is faster with less handling. Some represent advanced design, unavailable in separate components.
- ✓ Sell custom-built wheels. Some customers prefer touch to brand. Factory wheels often do not meet the needs of extreme users. Here's a chance to showcase your knowledge and experience.
- ✓ Owners: support your staff. Create a wheel-selling strategy so each employee can be effective. The streamlined inventory will save you money. Be sure to reward and acknowledge your achievers.

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