



SALES TRAINING GUIDE

A four-step guide to turn shoppers into customers



When selling a new customer a bike, edit down options from your large inventory.

By Dan Mann, The Mann Group

If you're in specialty bicycle retail, you already know it's a battlefield out there — big box, online, local retailers and tons of other entities fighting for customers, your customers. Your competition will happily spend buckets of cash to steal potential shoppers right off your sales floor, forcing you to spend more and more of your own resources to try to keep them. You try to lure them back with coupons, discounts and promotions that cut ever deeper into your bottom line. The struggle is enough to make you crazy. Can this endless cycle of spend-and-chase be stopped so you can focus on what you love about the business? Yes. Absolutely, yes. And not only is this possible, but putting an end to the struggle is essential for your survival.

Here's the best part: Successful marketing doesn't have to be difficult or mysterious. It doesn't require expensive software or complex strategies. In fact, it's so simple and straightforward that you might kick yourself for not doing it already.

Simply put, all you need to do is give your customers a better experience. Give them a reason to trust your advice, count on your expertise, and appreciate the personal rewards your products bring to their life. Not only will they keep coming back, they'll be comfortable spending a lot more money at your store. They'll become am-

bassadors for your business, staunch advocates who will recommend your store to friends and fellow enthusiasts.

When you offer a spectacular customer experience, one unlike any of your competitors, your customers shift from being merely shoppers to being part of a tribe — a band of fiercely loyal, dedicated missionaries for your cause. They'll sing your praises from rooftops.

GEAR

GEAR is the acronym for a proven approach to help you achieve this goal. But make no mistake: A memorable in-store experience is not created by a magical set of techniques or secret tactics. A consistently memorable experience requires a culture of service. You must have leaders who model best practices. You must have managers who inspire. You must have happy and motivated staff members. Once you've set this foundation, you can focus on the shopping experience from the customer's point of view.

If you try to manipulate, outsmart or impress your customers, they will undoubtedly be unimpressed and, quite possibly, will walk right out the door. Customers need to trust you if they're going to buy from you. Trust is built from a unique combination of credibility and rapport. For this to happen you must be authentic. No technique can replace authenticity when



Always be ready to offer customers a greeting of "Welcome!" or "Good morning!"

customers are making their buying decision.

GEAR describes the four phases of the customer interaction. They are:

- **Get Involved**
- **Edit**
- **Appeal**
- **Relationship**

Here's a closer look at each phase:

1. Get involved.

You've seen signs that read, "We reserve the right to refuse service to anyone." These days you should imagine your customers carrying a similar sign that reads, "I reserve the right to refuse your service!" Your attitude during this phase is, "I want you to feel welcome." Your objec-

tive is to connect with shoppers and make them feel comfortable.

To ensure that each customer feels comfortable when they walk in, you should always be busy while looking up. Busy describes the best shopping environment; employees are moving around the store while working, not just standing around the cash wrap and chit-chatting. Looking up describes an environment where staff anticipate the arrival of a customer, always ready to offer them a big smile and an appropriate greeting such as “Good morning!” or “Welcome!”

This first impression is designed to earn the customer's permission to help them. If they don't want your assistance, they have lots of ways to let you know. Staying busy while looking up clues you in, either way.

2. Edit.

Once you have their permission to help and you've started the conversation, your attitude should be, “I want to know what you need so I can get it for you.” Your goal is to edit the available options.

You have many items in your inventory, so it's important that you identify your customer's particular needs then present them with some ideal solutions. The best way to do this is to ask questions and listen. Unfortunately, too many bike shops focus on product too quickly — or worse, the salesperson starts telling a personal story in an attempt to build credibility. For example, “So ... I commuted into work this morning ... rode like 50 miles or so ... no biggie.” Such conversations don't impress the customer; in fact, they are more likely to intimidate. You are better off getting the customer talking so you can hear their story.

When you ask good questions you build credibility.

When you listen, you build rapport.

Together, credibility and rapport build trust. Trust is what will allow you to show a bike that costs \$750 to a customer expecting to spend only \$500. If you haven't earned the customer's trust, you may appear pushy, aggressive or insensitive to their needs.

3. Appeal.

Once you and the customer have agreed on the right product, you must take an additional step to get their commitment, which ultimately leads to the sale. You must make the product appeal to the customer. Your attitude should be, “I want you to be sure you've made the right choice.” Your goal is to get the customer to experience the product so they might connect with it.

The test ride is where the customer experiences the feeling of ownership. And once they're connected to the bike there's no stopping the purchase. You couldn't talk them out of it! They're in love!

But all too often, sales associates offer the customer too many options. After a couple test rides the bikes start feeling the same and the customer becomes confused. A confused customer is more likely to wonder if they are making a mistake. Often they'll delay the purchase — or



Once a customer has committed to a bike, find out how they plan to use it in order to steer the dialogue toward accessories they'll need.

worse, they'll leave the store feeling like they had a bad experience.

The better strategy is to focus on one bike during the editing phase. Narrow the options so that they only test ride one bike. Of course, this isn't possible in all circumstances, but it should be how you initially approach every bike customer.

4. Relationship.

When the customer chooses a bike, your attitude is, “I am making a commitment to you.” You want to establish a relationship beyond today's sale.

Starbucks determined that the lifetime value of one of their customers is about \$15,000. Imagine what the lifetime value of a bike rider would be. How much have you spent on bikes, accessories and service since you started riding? In the relationship phase, you do what you can to make sure the customer keeps coming back to spend their dollars with you.

Once they've committed to a bike, your next question is, “When do you plan to ride your bike for the first time?” After they answer, say, “Great — let's get you ready for that ride! What sort of gear do you have already?” This will naturally lead you to everything they now need in order to have a safe and enjoyable ride: helmets, patch kits, apparel, pumps, gloves, shoes, hydration, etc.

The most important part of the customer experience happens at the cash wrap. The customer gives you their money, and you give them product. You make a commitment to them and they take a chance on



Creating a culture of service will make for a memorable customer experience.

you. The transaction should be conducted professionally, quickly, and with a genuine sense of gratitude. How might you express your appreciation for their visit if you hope to see them again and again? A simple “thank you” might not be good enough.

Of course, every customer is different, every salesperson is different, and every store is different. Understanding GEAR — the four main phases of the customer's decision-making process — goes a long way to help you provide an amazing in-store experience for your customers. Authenticity is the most important aspect of the

customer service experience. It's what will keep your customers coming back with gusto. Start today.

Prior to founding The Mann Group in 2002, Dan Mann's journey included being a college professor, basketball coach and VP of retail for Bachrach men's clothing. Since then, Mann has developed the sales management program known as GEAR, which is now implemented by over 1,200 retailers in North America. These retailers on average enjoy a 17 percent increase in top-line sales after the GEAR process has been taught.

Chains

Full Speed Ahead (FSA) sponsored eight out of 22 teams in the 2015 Tour de France. This was the largest sponsor penetration by one company into the pro peloton in the history of the race.

Of course it's easy to spot FSA's handlebars, stems and cranksets on your favorite professional racers' bikes, but one thing you may find impossible to identify from afar is the number of world-class racers who rely on an FSA chain to take them to the podium in almost every discipline.

We've all experienced the frustration that spawns from inferior products interrupting our precious ride time or race weekend, but if the world's elite bicycle racers can trust our chains day in and day out, we're confident you can too.

Who Buys Chains?

It's easy to sell generic replacement chains to people who need them on repairs, or cyclists who ask for them over the counter. What are other opportunities in this category?

When replacing a worn, grimy or corroded chain, ask yourself: Shouldn't you be presenting a range of quality and brand options to every customer? Chains are the most critical and hard-working drivetrain component on every bicycle. Give the customer a chance to buy the best and explain to them the importance of choosing a quality chain.

What makes a quality chain? Here are some key features to look at while deciding which chain to sell:

Key Features for Chains

- **Precision manufacturing and testing protocols.** What sort of manufacturing process is used, and how are the chains tested? FSA chains feature an optimized design for superior shifting function. They are produced with advanced forming techniques using precision stamping molds. The fully automated production ensures all of the designed features are precisely duplicated in each and every link.

- **Plate thickness.** How thin should a chain plate be? FSA has designed a chain plate which is about 4 percent thicker than competitors' models. The plate thickness reduces chain elongation, thus increasing the life span of the chain.

- **Price point.** Price point is a large factor when choosing the right chain. FSA chains are aggressively priced without sparing quality.

You may even want to get a little techy with your customer. You can talk up FSA's industry-leading testing protocols. Here are the tests FSA performs on its chains:

1. Elongation: FSA chains resist elongation better than the competition

2. Shifting: FSA chains shift faster than the competition

3. Noise: FSA chains produce less noise than the competition

In all cases, the customer should be presented the good, better and best options. Explaining the key features of precision manufacturing, plate thickness and elongation, and shifting quality will show the customer that your shop is concerned with finding the right product for their needs. So show them the good stuff first: FSA chains.

Testing Process



Shifting Performance Test

Functions tested:

1. Simulate front/rear gear shifting
2. Control crank/flywheel RPM
3. Automatically control/adjust chain tension
4. Monitor gear shift failure
5. Full automated data collecting/record keeping

A. Simulation Test

- Front sprocket teeth: FSA 50T
- Rear sprocket teeth: 11-28T
- Chain links: 106L

B. Test protocol

- 10 cycles of shifting gears on rear sprocket
- Crank RPM: 40
- Chain tension: 22.5 Kg
- Loading mode: 11T 28T 11T ... X 10 cycles shift gear verify RPM loading reduce load shift gear

Chain Elongation Test

Purpose: Compare durability life span

Equipment:

- Dynamic fatigue test machine
- Front chainring teeth: 50T
- Rear sprocket teeth: 11T

Test condition:

- RPM: 80
- Chain tension: 45 Kgf
- Rear 11T RPM: 365 (48 KM/hr)

Chain Noise Test

Main functions:

- To define chain noise, three microphones were used to measure noise of tooth engagement and total noise generated.

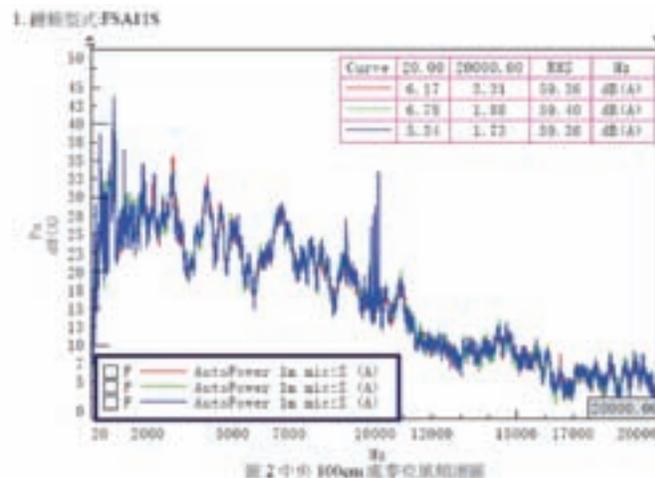
Equipment:

Acoustic chamber
Front chainring teeth: 50T
Rear sprocket teeth: 11T
Chain links: 106L

Test condition:

Crank 50T 80 RPM
Chain tension: 45 Kgf
Rear 11T 365 RMP (48 Km/hr)

Noise Spectrum Analysis for Acoustical Resonance



PRECISION
CONSTRUCTION
PROFESSIONAL
PERFORMANCE



FSA
CHAINS



RACE
TESTED



DISTRIBUTED IN NORTH AMERICA BY:
QBP, HAWLEY, J&B, CYCLONE, CYCLES LAMBERT, ORANGE
and sold in quality retail shops worldwide



FULLSPEEDAHEAD.COM

Omnichannel Retail Tips

The term “omnichannel” is popping up everywhere lately and there’s a good reason why. “Omni” means “all” in Latin. Consumers today are researchers who want to check all their options. What does this mean for your store? It means that providing an online shopping channel in the form of your bike store website, along with your brick-and-mortar store, gives consumers all the channel choices they demand. Recognizing this important trend will ultimately lead to more sales.

As a front-line shop staffer, you talk to dozens of customers every week. Is there any doubt that today’s cycling enthusiast has embraced the many channels open to them for researching and purchasing gear?

If your own experience doesn’t convince you, take a look at the statistics to the right.

These growing trends can be looked at two ways — as a threat or an opportunity. To illustrate what an immense opportunity it is, CNBC recently reported Wal-Mart shoppers who buy only in the store spend an average of \$1,400 per year whereas shoppers who buy only online spend an average of \$200 per year.

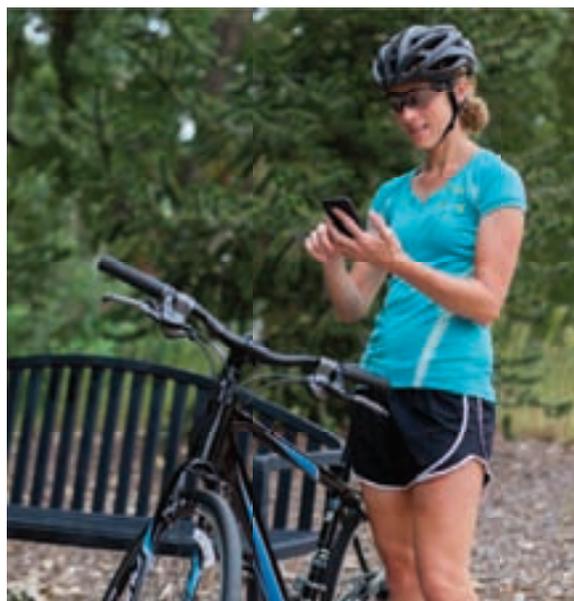
But get this: Omnichannel shoppers who purchase both in-store and online spend an average of \$2,500 per year.

The great thing is, it’s easy for your store not just to enter the omnichannel realm, but to compete effectively. Here are some tips on how to offer your customers the mix of online and in-store options that will bring in more sales:

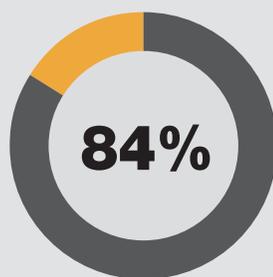
1. Consider your website the “pre-showroom.” It may sound crazy, but there are still a number of retailers that can’t be found online. Consumers today still want to come to your store for expert advice plus to see, touch and be fitted, but they also want to check out products in advance on your website. So think of the website as your Wal-Mart greeter, not an unwanted competitor.

2. Promote multiple brands. The choices you offer are designed to meet the needs of your customers, whether that sale takes place in your store or on your website. Retailers who replace their own website with a brand’s website give up the ability to offer multiple brands, don’t make full margins and, most harmful, they forfeit the personal relationship, possibly giving up a lifelong store customer.

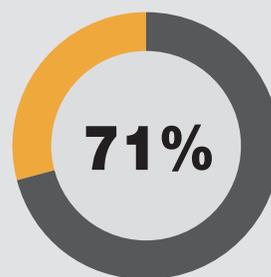
3. Show your store inventory. In order to offer all shopping channels, the retailer must make their



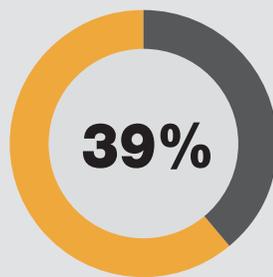
The Facts on Where and How Consumers Want to Buy Products



of consumers report using digital for shopping-related activities before or during a recent trip to a store



of consumers expect to view in-store inventory online



of consumers are unlikely to visit a retailer’s store if the online store doesn’t provide inventory information



of consumers expect to buy online and pick up in-store

Sources: Forrester Research, Google’s Zero Moment of Truth research discovered, Deloitte Digital

in-store stock availability visible to consumers online. As we said before, 71 percent of consumers expect to see this inventory, and 39 percent of them won’t bother to visit the store if they can’t.

4. Embrace the addition of the supplier’s warehouse inventory. Because retailers can’t stock every model in every color and size, activating the supplier’s inventory feed (SmartEtailing Supplier

Sync service) expands the selection beyond what can physically be found in the store. This provides more choices, increases customer satisfaction and leads to more sales.

5. Turn the shopping cart on. You may think this option takes away from store sales, but it’s the exact opposite. Most consumers want to check online if their product is in stock and then visit the store to

purchase. While some would rather buy online and then pick it up in the store. Turning the shopping cart on allows for all purchase path scenarios, no matter what the consumer prefers (the full omnichannel shopping experience).

SmartEtailing can make all this easy for you. But you’ll need to adapt some slightly different strategies than the “Old Way” of retail: looking to see what’s on the shelves in your store.

The next time someone’s checking their phone while they’re looking at a product in your store, don’t let it bug you. Just let them know there are more sizes and colors available in warehouse inventory. If you can show them how to look it up on a store kiosk, that’s even better.

If you get a call from a customer who has been to your website asking about your warehouse you can tell them the website shows an expanded selection of items you can get for them plus what you regularly keep in stock. Most items that say “in warehouse” can be available at the store or, except for bikes, can also be shipped to the caller’s home or office. It’s also important to let them know there’s no shipping cost for anything they choose to ship to the store.

Imagine saying positive, forward-going things like this to your customers instead of, “Sorry, we don’t have that.”

Our rapidly changing retail environment requires changing strategies for your store to thrive, not merely survive. If you have a SmartEtailing website already, you know what to do. If not, please go to our website, smartetailing.com and contact us at info@smartetailing.com or (303) 776-2018. Get started today to secure your future.

Online and In-store Omnichannel shopping for your customers spells success for your business

Today's consumer prefers a seamless mix of online and in-store shopping - the Omnichannel retail experience.

Curious about what's needed to be an Omnichannel retailer? Read through our checklist to see if you meet the criteria.

OMNICHANNEL CHECKLIST

- The products in your brick & mortar store are displayed on your store's branded website.
- Your branded website shows a complete selection of products from multiple brands.
- Consumers can view online what they can get today - your in-stock inventory.
- Consumers can see the products that can be shipped to your store or the consumer's home quickly - supplier's warehouse inventory.
- Your website's shopping cart is turned on with the ability for the consumer to order online and pick up in the store.

If you have some unchecked boxes, you need to contact us to help you fill in the gaps. We'll create an individually branded website for you that mirrors your brick-and-mortar in-store experience to make your store fully Omnichannel.

Don't wait - get in touch with us today.

SMARTETAILING

Info@SmartEtailng.com | 303-776-2018

Bicycle Trailers

Show the advantages of bicycle trailers and their multifunctional capabilities.

Who's Your Customer?

Any family expecting a child or with kids from 1 month old to 4 years old! Many shops dismiss a family with a baby as they believe a trailer cannot be used with a child under 1 year old. With **Croozer's** 3 in 1 multifunctional approach, shops can capture their trailer sales early in the lifecycle by promoting the bicycle trailer as a stroller and/or jogger. In many cases parents who cycle also participate in other outdoor activities such as running or hiking. Do not limit the product appeal or the market size by only focusing in on one use.

Parents and grandparents enjoy many activities in the great outdoors. Now they can start to enjoy and share these experiences with their kids at a much earlier age than could be possible with a traditional trailer only. Remember, it's not just the knights of the road who strive to get around by bike every day; parents and grandparents need a bicycle trailer, jogger or stroller to help their growing family get around and continue to participate in their usual activities with the entire family.

SAFETY, FLEXIBILITY, COMMUNITY

Why Croozer?

It should be simple to be out and about with a bicycle trailer — simple in making the right decision, simple in its handling, simple to have everything with you. That's why it is simple to choose a Croozer. **SIMPLY ON THE MOVE.**

Safety

A parent's No. 1 concern is their child's safety. With Croozer, your customers get one of the safest and most flexible methods of transporting children by bike.

- Third-party tested to all global safety standards.
- The only trailer on the market with a TÜV Toxproof seal, tested for harmful substances.
- Category expertise: 22 successful years in the trailer business.
- 10-year warranty on the frame guarantees a durability of at least 10 years of risk-free use.
- Ergonomically shaped bucket seats for stable body support. Ensures that your children are safely transported in a stable position.
- Innovative self-adjusting AirPad Suspension that cushions and absorbs in one.
- No.1 selling trailer in Germany and Europe.



- German engineering: Croozer is from Cologne, Germany — a country where trailers are not just a recreational hobby, but a daily way of life.

Flexibility

When you're out and about with the entire family, flexibility has first priority when it comes to transportation. 3-in-1: Croozer offers the perfect package for every situation — One price, one box, ready to go!

- All kits come in the package — bicycle trailer, stroller and jogger.
- Best value for the money: 3 in 1 saves additional costs and energy because you don't have to decide which options may be needed.
- Click & Crooz: push-button handling allows for an easy and quick change between kits.



3IN1

**SIMPLY
ON THE MOVE**



*All kits come in
one package!*

Bicycle Trailer, nimble City-Stroller or All terrain-Jogger: your Croozer comes with all 3 kits. The Croozer Kid Plus is your sturdy all-rounder. Its AirPad suspension is made of Sylomer[®] and offers an innovative shock absorption that creates exceptional comfort even for the youngest child. The Click & Croz Push Button-handling makes changing the kits even easier: automatic lock and release with the push of a button!

www.croozer.com

Contact a Croozer expert
Croozer Inc. Customer Service Team: 1-855-649-7195-ext 1 or askus@croozer.com
Visit croozer.com to get the entire info of our Croozer models Kid Plus, Kid, Pet, Cargo and Mini.



Learn more about all
new features for 2016

Accessories

Who We Are

K-EDGE is locally owned and operated by Joe Savola and Eric Jensen. Joe is husband and mechanic of two-time Olympic gold medalist Kristin Armstrong (the K in K-EDGE); Eric owns AceCo Precision Manufacturing, our machine shop. Together with the engineers, machinists, and sales and marketing staff here in Boise, Idaho, we produce the highest-quality cycling components on the market.

Learn more at K-EDGE.com and watch the video "Made by Us."

Why Sell K-EDGE?

At K-EDGE, we are passionate about cycling and providing the highest-quality bike solutions with precision craftsmanship made in the USA. K-EDGE is the choice of Team Sky, Etixx-Quick Step, Tinkoff Saxo and many others who appreciate the ultimate quality and performance of our CNC-machined chain catchers and computer mounts.



K-EDGE Chain Catcher and New CX Chain Guide

Why Sell It?

Simple insurance: No matter how well a bike is tuned, somehow dropped chains still happen. K-EDGE pioneered the modern chain catcher for Kristin Armstrong and her Beijing Olympic time trial bike. Now almost all of the ProTour teams use chain catchers and most choose the K-EDGE Pro Chain Catcher because it is simply better.

- Bike insurance: It ensures your customer will not drop their chain and damage the bike frame or ruin their ride or race.
- Customer Insurance: A perfectly tuned derailleur leaves the shop, but somehow, something always seems to happen. Why risk your shop's reputation?
- True value: A K-EDGE Chain Catcher is a small investment and protects for a lifetime.

K-EDGE Computer Mount

Why Sell It?

Quality, performance, security. Upgrade from plastic and rubber bands to CNC-machined aluminum. Feel the difference. Don't risk losing your computer with a plastic mount. K-EDGE makes the best Garmin, CatEye, Pioneer and SRM computer mounts. New for 2016 we are adding Wahoo and Sigma computer mounts to the line.

- A mount for all cyclists: road, mountain bike, time trial.
- Both out-front mounts come in a Combo option (computer and camera).
- Compatibility: Approved computer interface, carbon fiber handlebar safe, ultimate positioning of the computer on the bike, precision fit and finish.

K-EDGE Camera Mount

Why Sell It?

K-EDGE GoBig Mounts provide a solid and secure bike mount for all cameras, with a dramatic improvement in video clarity compared with the poor-quality camera shake found with plastic mounts.

- CNC-machined aluminum, precision fit, compatibility for all cameras.
- GoPro-style interface mounts — including Shimano, Garmin VIRB, etc.
- Handlebar mounts for the front, including Combo mounts and the new On-Center mount; Saddle Rail Mounts for rear view, as seen in the Tour de France on-board footage.

COMPUTER MOUNTS
CAMERA MOUNTS
COMBO MOUNTS
CHAIN CATCHERS
CHAIN GUIDES

***WHAT'S
YOUR
EDGE?***



K-EDGE[®]
MADE IN USA

MADE IN BOISE, IDAHO, USA

K-EDGE.COM

LIFETIME WARRANTY

GPS Computers

Lezyne was founded in 2007 at a time when inexpensive, plastic, catalog-copied accessories that didn't work were considered the standard. Lezyne's goal was — and still is today — to engineer and produce premium accessories that meet the same high standards as high-end bicycle components. Located in San Luis Obispo, California, with its own man-

ufacturers you another new way to satisfy your customers and profit your store, with the same product quality, multiple ordering options and stellar customer service you've come to expect.

Selling GPS

This is one of the fastest-growing categories in your store. The market's huge

price they can get a Lezyne GPS-enabled unit with much greater appeal. And for less than three times that, they can get a Bluetooth, ANT+ unit that will send them their texts and e-mails while they ride. That's a tiny fraction of what most people spend on their bike.

Try this: **"For about the cost of a good pair of bib shorts, you can really expand your information horizons while you ride. Here, let me show you how these cool new Lezyne units work."**

Always start with the best one first and tell them what they lose as they go down in price: **"The best Lezyne offers is the Super GPS — that's \$199.99. It has both Bluetooth and ANT+, so it syncs with everything: your phone so you can receive texts and e-mails, your power meter, Lezyne's GPS Root website and Ally app, and training programs like Strava and others. With the Power GPS at \$169.99, you lose the ANT+ capability, but you still have Bluetooth so you can sync with your iPhone or Android phone for texts and emails, and other Bluetooth-enabled accessories. The Mini GPS, the smallest and lightest of its category, at \$139.99 still gives you powerful computer functions and Lezyne's super-long battery life in a minimalist package."**

This is where using Lezyne's IBD support helps. Nothing you can say will be as convincing as showing customers how our three units work on our POP



display. Or our interactive video display, which powerfully reinforces your initial sales pitch.

The key thing to remember: Don't wait for your customers to ask for GPS. Many of them are thinking, "Oh, that's going to cost \$500." Show them the value-packed Lezyne line if they have any interest in monitoring their cycling performance. You'll have more sales and happier customers.

Why Carry Lezyne in Your Store?

"Engineered Design" stands for a great-looking and great-working product that sells at a fair price. The concept of "Good-Better-Best" offers Lezyne products at different price points, for every style of rider, any size of wallet. By controlling the manufacturing, the quality is consistent and products are designed for a lifetime of use. Clean-looking and well-organized POP displays help to keep the brand in the store looking great. The California-based customer service and warehouse services all U.S. retailers.



ufacturing facility in Taiwan, Lezyne is revered as the premium accessories brand in the cycling industry.

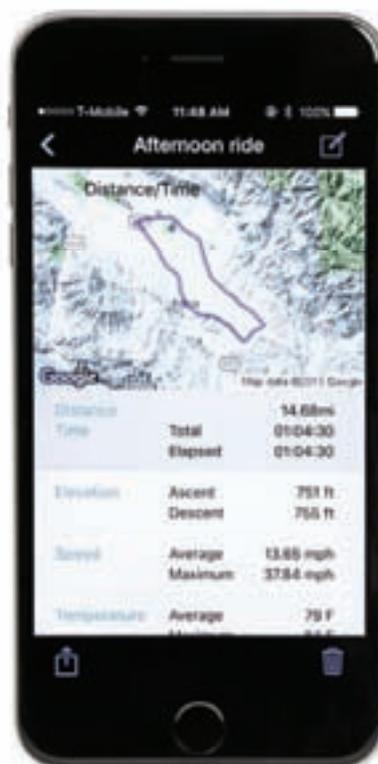
And now, with their introduction of value-priced, feature-packed GPS computers, Lezyne offers

and clearly dominated by one brand — a brand that has almost too many features and complicated menus for the typical rider. Our good/better/best Lezyne line is cleaner, simpler and easier to use. Everything you need and nothing you don't.

Who's the Market?

Our value-priced GPS line opens up a whole new market. That is, anyone who shows interest in a computer. Sure, there will always be people who want to spend \$30 for minimal information and don't mind the wires and magnets.

And most of your customers may not be aware that when they're looking at a more typical \$70 wireless computer, for twice that



SUPERIOR CONNECTIVITY.



Actual Size

THE SUPER GPS

The innovative Super GPS provides superior connectivity capabilities via two-way Bluetooth Smart communication and simultaneous Ant+ pairing. When paired with our Lezyne Ally app the device can display incoming phone notifications (text, email and phone calls) and also wirelessly upload saved rides to our GPS Root database. Furthermore, it will pair with Bluetooth Smart and Ant+ compatible power meters, heart rate monitors and/or cadence sensors. Additional cycling data is recorded through an optimized system that reads both GPS and Glonass satellites.

With 22 hours of runtime and 400 hours of storage, the Super GPS is a powerful cycling computer for serious cyclists.

LEZYNE™
Engineered Design

LEZYNE IS PROUDLY DISTRIBUTED IN THE USA BY HAWLEY, J&B, QBP, TREK AND LEZYNE USA DIRECTLY | WWW.LEZYNE.COM
LEZYNE IS PROUDLY DISTRIBUTED IN CANADA BY LAMBERT

Contact Points

Proper ergonomic fit nets increased speed, performance and comfort. As the worldwide leader in contact-point improvement between rider and machine, **Ergon** firmly believes comfort to be a prerequisite of performance. Coupled with precision and attention to detail (qualities inherently German and intrinsically Ergon), these elements form our very foundation.



Your customer may log mile upon commuter mile aboard a purpose-built utilitarian bike or pilot a race-plated XC race bike. No matter the rider or ride, we offer a product to enhance and improve their experience.

There are few categories that create as much opportunity for add-on sales, both at the service and sales counters, as grips and saddles. How many of your customers can honestly say they never have discomfort in their hands and butts?



So many bike riders just take it for granted that “It’s supposed to hurt.” So they may not think to tell you about their discomfort. Here’s a novel idea: Ask them.

At the service counter:

- “So you’re bringing in your bike for a tune-up, right? While you have it in for service, I notice that you have round grips, are those comfortable for you? Do your hands ever get numb or tingly while you’re out on longer rides?”
- “So it looks like your saddle has a scuff here and a tear there. More importantly, is it comfortable for

you? Do you ever have any soreness after a long ride?”

- “We have such a great selection of saddles specifically designed for different types of riding. Shall we try a different one this time? There’s no labor charge to install and adjust it when you’re having a tuneup, let’s look at some of your options, OK?”



How about when someone brings their new bike back in for a 30-day checkup or a minor gear adjustment? You tend to focus on the way their bike is braking and shifting. But they may be more concerned about the comfort of their contact points, so make a similar pitch to the ones above at the service counter.

The important thing to remember: You and your customers tend to have very different relationships with comfort, hands and seats. You tend to be

saddles first? Our name says ergonomics. You know about our tremendous success with grips, and now Ergon is making the natural shift to saddles.

And Ergon’s approach is to take the subjectivity out of selling saddles. How many times have you said, “There’s no way to know which one is best, you just have to try a bunch and see”? That’s easy for you — you work in a bike shop. For most consumers, that kind of talk leaves them with very little to go on to make a good choice.

With our ergonomic heritage in Germany and our own CAD machine, Ergon engineers design saddles specific to cyclocross, enduro, cross country, marathon and high-performance road. Plus, new for 2016, our top-quality comfort saddle, the SMC4, will be available for as low as \$59 retail.

So whatever brands of grips and saddles you stock (and we hope it’s Ergon), make sure and talk to every customer about their comfort and their contact points, even if they don’t bring it up first. They’ll ride more, and it’s good for business.

a young and fit hard-core rider, even a racer. You put a lot more weight on your pedals than on your hands and seat. After a long ride, you’re more likely to have sore quads than sore hands.

Your customers tend to pedal lower gears with less effort, which means more weight and pressure on hands and butt. So set them up for more comfortable miles with the best available saddles and grips. They’ll ride more, buy more, and be more loyal to your store.

So why offer them Ergon grips and





ERGON
BIKE ERGONOMICS

GERMAN INNOVATION



Core Comfort.

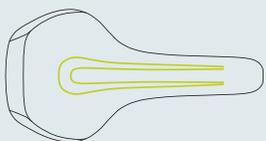
NEW SMC3



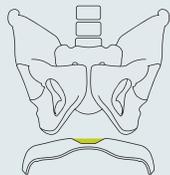
- Multiple sizes (S, M, L) guarantees perfect fit for all customers.
- Three affordable models
- MSRP from \$79.95 to \$129.95

SMC3 Saddle with Relief Channel

Optimal pressure distribution offers precision comfort for long hours in the saddle. SMC3's 5 mm deep relief channel provides enhanced protection of a rider's sensitive soft tissue areas.



Pronounced Relief Channel



Raised Seating Platform

Innovative Packaging. Self-Advertising.

Foldable Packaging (6 Pages)

Unfolds to educate consumers on ergonomic saddle benefits and size selection information.

Online Saddle Selector (Web App)

Offers a step-by-step route to find the right Ergon saddle.

Easy Access Information to SMC3 Comfort Features.

Detailed explanation of saddle benefits like orthopedic EVA foam, carbon composite flex shell and Ergon's advanced R&D program.



Car Racks

From assemblers to engineers to the president of **Saris**, there's no question that the Madison, Wisconsin-based crew has a strong passion for cycling. That's good for the customers — Saris racks are made by cyclists, for cyclists, and are designed to make it easier to get out and ride no matter the weather. Saris is 100 percent dedicated to the bicycle.

Over the past four decades, Saris has continued to grow its presence in the car rack market thanks to the support, encouragement and feedback from their dedicated independent bike dealer network. As you know, the way people purchase product is changing considerably — with researching capabilities at their fingertips, customers are more knowledgeable than ever.

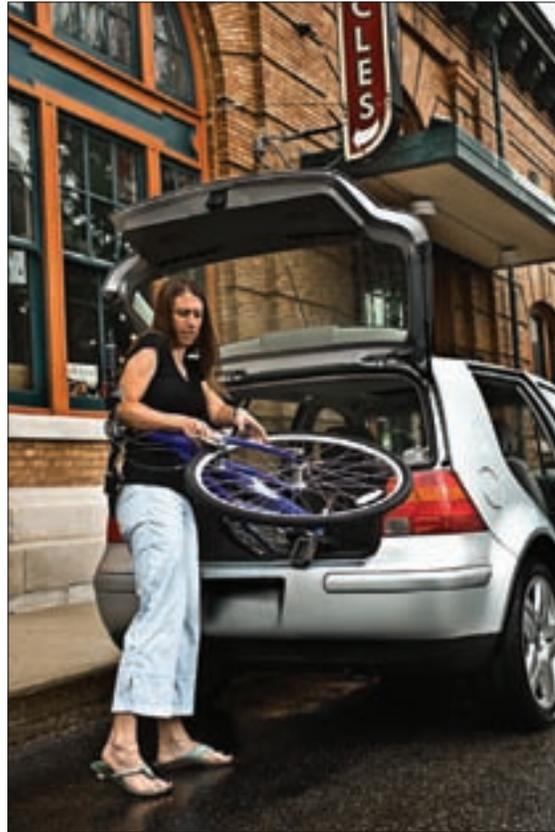
With 78 percent of shoppers researching products online before purchasing in-store, the Saris sales and marketing teams are hard at work mindfully planning the best approach to ensure success for all. Saris truly believes that their success is dependent on the health of the IBD because the in-store community experience is only something the IBD can offer — and that is exactly what the customers are searching for.

If there's a customer in your shop, then chances are they've got a bike. And if they've got a bike, then they're more than likely going to need a car rack. So how can you increase car rack sales and get your customers riding more?

Take a moment and think about how many potential rack customers are walking into your store every single day. From new bike purchasers to those picking up their bikes from the service department, the majority of bike-possessing customers will need to get their bicycle home from your shop.

Here's a tried-and-true tip to help your customers get their bike home — and make a sale: After you close the bike sale and start offering accessories, ask your customer, **"How are you going to get your bike home today?"** A few people will have a rack on their car, but most won't. This is your moment to swoop in, be the hero and help your customer transport their beloved bike home safely and securely.

Sure, they can wedge their brand-new



bike into their trunk or their back seat. Help them do this, as it will give you a chance to convince them to get a rack and never deal with the hassles of loading the bike into their vehicle again!

Remember, just about any type of cyclist should be on the receiving end of a car rack pitch. Ask, **"Do you have a way to transport your bike to some of the great local rides?"** Without a rack, a scenic 20-mile loop 25 miles from your shop becomes a 70 mile ride.

At the end of the day, it's so much more than just a bike rack sale. Car racks deepen the cycling experience for your customer. While allowing your customer to grow as a cyclist and visit more places to ride, it creates greater demand for more cycling products.

Simply stated, through a bike rack purchase you are helping to create lifelong cyclists, which is very good for business.

Ask Questions

What type of bikes will you carry and how many? Do any weigh more than 35 pounds? The answer to this question will steer customers toward the right type of rack. Most hanging-style racks carry bikes up to 35 pounds. For heavier bikes, the tray-style hitch is the best bet. Out of the box, the Saris two-bike Freedom rack can carry two bikes up to 60 pounds, and the four-



bike version carries up to 190 pounds total (two 60-pound bikes on the inside, and two 35-pound bikes on the outside). And, if frame contact is a concern, the two-bike SuperClamp has the same weight allowances.

Do any of the bikes have a ladies' frame? Are there kids' bikes or full-suspension bikes without a flat, accessible toptube?

They may need a beam, which is important to bring up early in the sales pitch. This may also be a great opportunity to demonstrate the benefits of a tray-style rack.

What about your future needs?

You have room for four people in your car, would you ever need to carry four bikes?

OK, now down to the details ...

What vehicle do you have (year, make and model)? Does it have a trailer hitch already?

Hitch racks are easier to mount and are a more secure solution, with more capacity. Next, go to the Saris Fit Guide at saris.com to find the approved racks for the customer's vehicle (Saris now offers the option for a dealer to embed the Saris fit guide directly on their website. For more information, contact Heather Fortune at hfortune@saris.com.)

Present Options

Don't start with the lowest-priced option. **Tell customers what will give them the best experience.** If they want to spend less, they'll tell you.

Sales Tips

A car rack helps your customers enjoy riding a bike more. **Sell the improved experience, not so much the bolts and metal.**

Help your customer get out and ride. They're excited to ride and you know just where to send them. Assist them in envisioning rides they can enjoy within a reasonable driving range — or better yet, suggest favorite rides in your area.

Displaying boxes is not enough. **Get the racks out and on display, with bikes on them if possible.** You need to be able to show features and benefits to increase your sales. And you want your customers to be able to touch, feel and use the products so they get the sense of how simple and easy these racks are to operate. This will build their confidence on the benefits of the racks. Saris has available wall POP so you can bring the trunk racks to life, and also has hitch mounting displays to show off the hitch rack lineup.

Keep up on new products. Go to the Saris online training site, www.scg-trainingcamp.com. You'll like the rewards you get for doing the training.

Rack installation? Don't mind if you do. But first make sure you're knowledgeable and trained to properly install the customer's new rack. Always check the fit guide before installing.

If customers want to install their racks themselves, steer them to the **installation videos on the Saris YouTube channel (www.youtube.com/user/SarisRacks)**. Once the rack is properly installed, suggest that the customer snap a photo with their phone so that they can reference the rack fit for the next time they need to install the rack.

INCREASE FLOOR TRAFFIC WITH THE **SARIS** RACK **TRADE IN** MARCH 18-28, 2016



Through communication and feedback from our dealer advisor network we have created this **In Store Only** promotion, The Great Rack Upgrade. The goal of this promotion is to increase your floor traffic at the arrival of the season and add new sales to the category. We hope you participate and have a fantastic Spring!

SARIS WILL PROVIDE:

- Tips for Success
- Marketing Assets
- Consumer Outreach Campaign
- Dedicated Promo Webpage



Example of POP

Contact Jon Lewis, jlewis@saris.com
If you sign up by 2/22 you'll receive FREE printed POP
#longfortheride

800.783.7257 Madison, WI. www.saris.com



MADE IN THE USA LIFETIME WARRANTY

Power Meters

Stages Cycling burst into the power meter category with their aptly named Stages power meter at Interbike in 2012, and promptly began shipping product in February 2013. This was a time when the power category produced more vaporware than actual new products. The set-it-and-forget-it feature set Stages presented, which included Active Temperature Compensation, revolutionized the process of measuring power, and vastly improved the ease at which consistent, accurate data is collected.

Then at the beginning of the 2014 season, Stages surprised the category, again, with the announcement the manufacturer would supply product to the venerable Team Sky. Stages is entering a third season of providing power meters to the now reigning Tour de France champions, so they've made it to the top and stayed. We found, however, that they're asking bike shops and riders to broaden their consideration of who can benefit from training with power.



Scott J. Rox riders Geoff Rabush and Derek Lindstra

Photo credit: Scott J. Rox Cycling



Who's the customer?

Stages and other power measurement devices are usually associated with bike racers, triathletes and other competitive athletes. Sure, these are the folks who've readily adopted and championed their use, but the market for power measurement is so much broader than that.

Think about the Weekend Warrior who's training for a gran fondo, a century or a charity ride. They can find a comfortable power output during training, then translate that effort to the event to make sure they'll finish strong.

Or how about someone who's taking up cycling to lose weight? A Stages Power meter will allow them to measure and track calories burned. Bottom line, the market for power measurement is much broader than "just racers."

If you wait for people to ask for a Stages or other power meter, you will only be getting a small fraction of potential sales. So here's how to identify potential buyers.

Ask the right questions

First, find out if they have a goal for their cycling:

"Are you planning to just go out and ride for fun, or do you have a fitness goal in mind? You know, training for an

event, losing weight, or just monitoring your progress as you improve?"

Note that it's important not just to ask about fitness, but to give them some examples that they may either have already thought of, or that your question might prompt them to want to do.

If you get a positive response, next, find out how technical they are. **"So have you used a bike computer before, do you have a Garmin, or a smart phone? Or do you use Strava?"** They need to be at least somewhat technically inclined or

Presenting the product

Is so simple with Stages. Sure, you can go into more detail about power and what it means if they ask, but it's better to stay focused on their goals and how to use Stages to meet them, rather than get into too much tech talk.

So simple. There's really only one option: Replace their existing left crankarm with a Stages Power meter that matches or is compatible with their crankset. You don't need to go into the details about crankarm length, just take it out of the dis-



equipped before they will be interested in power monitoring.

With positive answers to these questions, you are ready to talk to them about how Stages can help them meet their goals. Of course, it helps to also have a sense about their budget. A \$500 hybrid shopper may not bite on the power meter this time, although it never hurts to briefly introduce the concept of measuring power.

A \$5,000 road bike buyer who drove up in a BMW — now we're talking. Someone who's into the tech and seeking a goal will for sure consider spending 10 percent of the bike price, no matter what their age or current fitness level.

play and say, "This matches the model on your bike!" Of course, you need the product on hand and you will need to match the length before you send them out the door.

Summing up

"Stages is a great investment in reaching your fitness goals. The more you measure, the faster you'll progress. Think about all the fun hours you'll spend on your bike. This is the best investment you can make to get results, to reach your goal. Would you like to get one today? We can have it installed on your bike in five minutes."

More sales tips

- You don't need to have every crank brand and length on hand, but we recommend having some common models and lengths, specifically, what predominately matches what's on your floor. If you don't have it, Stages will ship you whatever fits your customer's bike within 48 hours.

- There is no online discounting of our product. None. Stages does sell consumer-direct, but at the MSRP price only. Same 48-hour delivery, but with the need for installation, riders will buy it from you, every time.

- Make sure to mention that Stages gives them eight weeks of free training through a program called Stages 8 Weeks to Win, and this comes with access to the TrainingPeaks Premium service. You will learn how to do a power test, how to do a recovery ride, and more. This will give your customer confidence that they will get full use from their Stages power meter.

- For the appropriate customer, this may add credibility: **"Stages technology was used by Team Sky to win the Tour de France, so it's fully vetted and proven."**

- For someone considering another power meter brand: **"Stages is the simplest and least expensive way to accurately monitor your performance. Plus, no other power meter has the help to get you started with eight weeks of free training plus access to TrainingPeaks Premium. You can even choose between five different programs designed by a U.S. Olympic cycling coach."**

- For someone considering other performance enhancements: **"Aero wheels may make you faster, but they're not going to tell you how to pace yourself, or fine tune your engine. Dollar for dollar, this is the best way to reach your goals."**

STAGES POWER™

The Power Meter For Every Rider

THE ULTIMATE UPGRADE

Whether a new bike sale or accessory; whether the rider is looking to lose weight or win a race, Stages Power is the best on-bike upgrade for a cyclist looking to meet a performance goal.



PROVEN POWER

Proven performance at the sport's highest level in all disciplines, from enduro to the TdF, Stages has helped win 11 world championship titles and the 2015 TdF. Proven craftsmanship and availability — assembled in the USA. Proven support to shops and customers — best in category dealer sales and customer service support.

SIMPLE TO USE AND SELL

Accuracy and consistency ensured through pioneered technologies, including active temp compensation and magnet/wire free install. Plus, Stages is the only power meter manufacturer to focus on providing rider education and free training through 8 Weeks to Win, a suite of free training plans built by former USAC staff and Olympic coach, Benjamin Sharp.

 **STAGES**
CYCLING

8 WEEKS
TO WIN
With
STAGES POWER



stagescycling.com

 facebook.com/StagesCycling

 instagram.com/stagescycling

Belt Drive

Gates Carbon Drive is the world's leading bicycle belt drive, and it is a hot trend in Europe that is gaining popularity in North America. Brands including Raleigh, Marin, Scott, Focus, Breezer, Novara, Spot, Bike Friday, BMC, Co-Motion, Dahon and more all sell Gates belted bikes in the U.S. — often paired with an Alfine or Rohloff geared hub. Premium electric bikes from Kalkhoff, Focus, Faraday and more brands use Gates belts because of their longevity and simplicity. Gates Carbon Drive requires no lubrication, lasts longer than a chain, never rusts, and works in snow, sand and mud — a clean, smooth and simple solution.

For customers seeking a clean and reliable commuter bike, there is no better setup than a Gates Carbon Drive belt system and internally geared hub. Identifying these customers and getting them onto a bike with Gates Carbon Drive allows you to win new customers and grow sales. Educate these people about why a bike with Gates plus an IGH is perfect for their lifestyle, and get them onto a bike to test ride.

Test rides are important so customers can feel the belt in action. Stock a variety of sizes of Carbon Drive-equipped bikes on your sales floor. Before the ride, point out the clean and grease-free benefits of the belt (have them touch it!) and the ease of shifting an IGH — even when stopped. Get out and ride it yourself! You'll be surprised how smooth, quiet and efficient it is. Some people dismiss belts as unnecessary because chains are good enough. But research shows that bike maintenance is a barrier to bicycle commuting for some people. Convert these non-cyclists into new customers.



Tested. Proven. Trusted.

Some people can't believe that a belt can be stronger and last longer than a chain. To prove the point we created Team Gates Carbon Drive, a group of hard-charging Colorado riders who dominate the singlespeed mountain and cyclocross scene in Colorado — even winning the Breck Epic stage race in 2015. Gates Carbon Drive is race-proven, which makes it a clear winner for milder city riding. As we like to say, Gates belts can power everything from your weekend 'cross race to your weekday rat race.



Belt Handling

Gates Carbon Drive belts are extremely durable and built to offer a long life when properly handled. Caution must be used before and during installation to avoid damaging the carbon tensile cords. 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.

Tension

The belt must be tensioned adequately for best performance. This is easy with the Gates Carbon Drive mobile app or Carbon Drive Kriket Gauge. Unusually low tension can make the belt skip and cause damage, leading to decreased performance. And don't over-tension the belt, as this will cause drag and unnecessary wear.



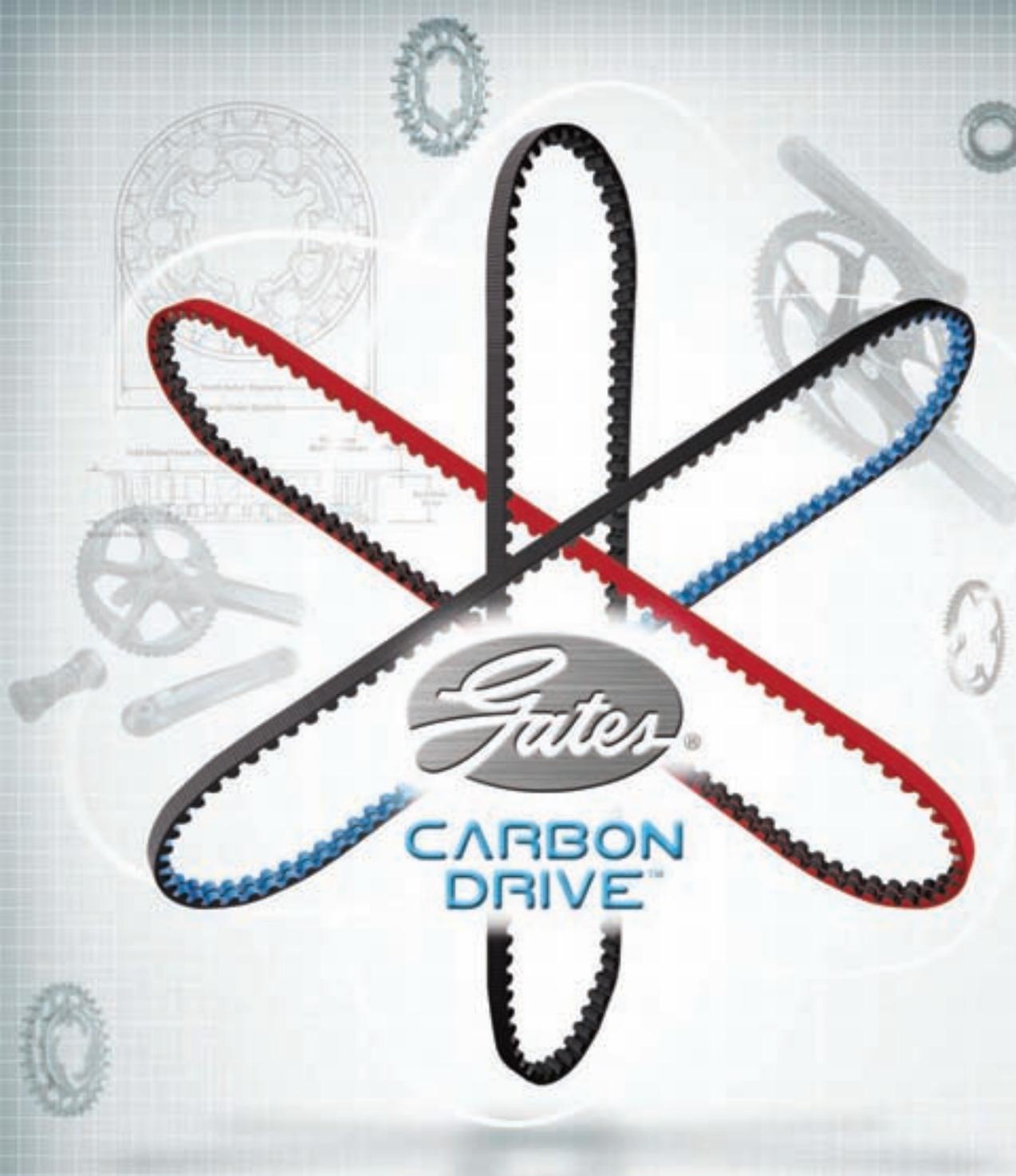
Improper installation, adjustment, alteration, service or maintenance can result in property damage and serious bodily injury, including death.

Questions & Support

For more details, visit GatesCarbonDrive.com/tech/resources, where you will find Frequently Asked Questions, the Owner's Manual and the Technical Manual. Or contact us with your specific questions at CarbonDrive@Gates.com or (303) 744-4593. We're here to help.

Free Shop Kit

Request your free Shop Kit with additional Carbon Drive training and promotional tools by emailing us your name, shipping address and phone number to CarbonDrive@Gates.com.



THE DRIVING FORCE

**IN BELT DRIVE
INNOVATION**

TESTED.
PROVEN.
TRUSTED.

THREE MARKET LEADING SYSTEMS

CDX

The most robust belt and sprocket system featuring a 12mm wide belt and Gates patented CenterTrack design for unparalleled longevity and debris shedding.

CDC

Ideal for urban applications and features Gates classic MudPort sprockets and a 10mm belt with carbon fiber tensile cords.

CDN

Our new lower-cost system featuring CenterTrack technology and designed for in-town riding with internally geared hubs.

BELTS | SPROCKETS | CRANKSETS | ACCESSORIES | TOOLS

GatesCarbonDrive.com

Shifting and Braking Products

It's a feeling that unfortunately every cyclist has experienced at some point — a gritty pull on a brake lever or a sloppy shift despite countless derailleur adjustments. The cause of both of these circumstances can often be traced back to the same thing: poor cable maintenance. Properly maintaining a bike's cables ensures that minimal friction is occurring, thereby alleviating many performance issues. When selling a customer on cable maintenance, it's important to match the needs of the customer with the right performance level cable.

When it comes to regular cable maintenance, a quality cable is key. **Jagwire** manufactures cables to the highest standard of quality in the industry — lubricated, pre-stretched, and regularly tested for guaranteed dependability. Jagwire cables are available in four different options to suit all types of riders. Here's the rundown of each and the customer with whom they're best paired:

ULTIMATE ELITE

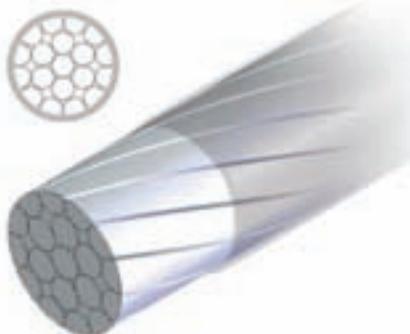


Ultimate: Polished Ultra-Slick Stainless Steel

The Cable: These ultra-slick stainless cables deliver the best low-friction performance of any cable on the market — all without any coating. Instead of using a coating, these cables are polished at a microscopic level to remove the tiniest of imperfections. They can be used with any housing and any lubricant, and are compatible with all shift and brake systems. And since there is no coating to scrape or wear off, they're super durable to outlast the competition.

The Customer: These cables are for those riders who seek the best of the best and require the highest level of performance out of their shift and brake cables. They're perfect for use with today's 11-speed shifting systems, mechanical disc brakes with continuous housing, or any other bike with high-performance components.

BEST PRO

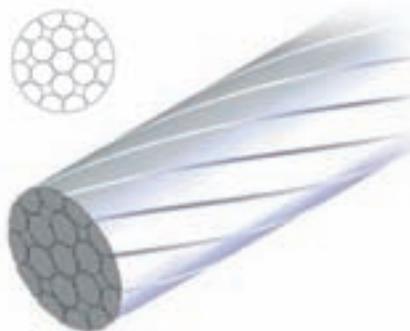


Best: Teflon- or Polymer-Coated Slick Stainless Steel

The Cable: Cable coatings can be added to fill in any imperfections on the cable surface, which further reduces friction and increases performance. Teflon can be applied to slick stainless steel cables by spraying and heat treating to bond the lubricant to the cables. Other polymer coatings are applied as the cable is extruded and provide an ultra-slick surface when paired with specific housing liners.

The Customer: Teflon- and Polymer-coated cables are ideal for use on high-performance bikes, by riders who demand the most out of their components.

BETTER SPORT

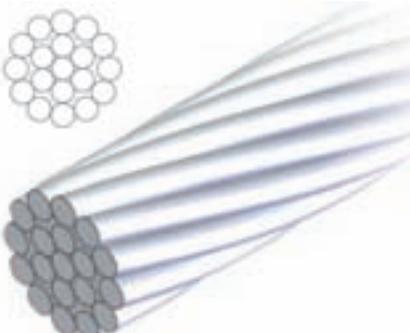


Better: Slick Galvanized or Stainless Steel

The Cable: An upgrade from the basic, these galvanized and stainless steel strands are pre-stretched, then extruded through a special die that removes any rough edges. The result is a smooth surface that reduces friction along the entire length of the cable. These cables are likely what are spec'd on many of the bikes on your sales floor.

The Customer: These cables typically meet the needs of riders for whom performance, durability, and cost carry equal weight. Again, the stainless steel offering provides better corrosion resistance.

GOOD BASICS



Good: Basic Galvanized or Stainless Steel

The Cable: These low-cost, no-nonsense shift or brake cables are made from spiral-bound galvanized or stainless steel strands.

The Customer: The galvanized and stainless steel cables are both great options for entry-level, low-cost repairs. However, the stainless steel offering provides greater resistance to corrosion.

The most durable ultra-slick cable ever made.

Jagwire Elite Ultra-Slick Shift and Brake Cables

Elite level performance without a fragile coating. Jagwire STS-EL cables are polished so there's nothing to flake off during installation or use.

For more info on the Jagwire Elite Ultra-Slick cables visit jagwire.com



JAGWIRE

Look, feel, perform better.

jagwire.com

[facebook.com/ridejagwire](https://www.facebook.com/ridejagwire)

twitter.com/jagwireusa

Kickstands



**Greenfield's
Freeport,
New York,
manufacturing
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



MADE IN U.S.A.

**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 Daxsee Drive
Freeport, NY 11320-4782 USA
516/623-9230
Fax 516/623-6275
www.greenfieldny.com

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



Power Measurement



The market for power measurement systems has grown significantly as the price points have come down and the options have multiplied. Power meters are not just for racers anymore. Offer them to your performance-oriented customers of all types and make more sales.

For your customers who are interested in power but are not ready to commit to a dual-sensing system, the Garmin Vector S is a great option. This affordable, single-sensing power meter measures forces on the left pedal to approximate total power.

Like the original Vector pedals, there are no complex drivetrain or wheel tradeoffs to consider and no external sensors to install. That means your customers can literally walk into your shop, select the Vector model that fits their crank, and walk out ready to install the pedals.

Upgrade Options

If your customers decide to upgrade to the dual-sensing Vector system later to achieve direct left/right accuracy, left/right balance data and other data features, they can simply purchase the upgrade pedal separately.

Another advantage to the dual-sensing system: new cycling dynamics metrics that measure where the power is being applied throughout the pedal stroke (power phase) and where on the pedal it is being applied (platform center offset). For customers who already own the dual-sensing Vector system, cycling dynamics are available as a free software update.

Vector and Vector S are great upsell options for your customers who currently own a compatible Garmin device, such as the Edge 500, 510, 800, 810, 1000 or Forerunner 910XT or 920XT. Older Garmin devices such as Edge 705 and Forerunner 310XT have limited compatibility and will show Vector power (watts) and cadence (rpm) data only. Vector is also compatible with ANT+ enabled head units.



Vector Advantages Over Traditional Power Meters

- Measures power output at the pedal, where force is applied
- Left/right balance (dual-sensing system): reports average at various time intervals
- Measures cadence (rpm) and total power (watts)
- Easily transferable between bikes
- ANT+ wireless protocol
- User can update device software from home
- Seamless solution: power meter, head unit and free online analysis under the Garmin brand

Specifications

- Battery life: 175 hours
- Weight (approximate, per pedal): 213 grams
- Pedal body: Lightweight composite body
- Pedal pods: ANT+ transmitters; powered by user-replaceable battery with 175 hours active operation
- Cleats: Injected composite, Look Kéo-compatible



Sales Tools

Garmin offers a variety of merchandising options to support your sales efforts, including counter signs, on-bike signage, a retail stand to display the Vector product, and a touch-panel video kiosk. Contact your dealer sales rep or check the Dealer Resource Center at Garmin.com for more information on merchandising.

Another helpful resource for both you and your customers is a series of installation videos that demonstrate precisely how to install the Vector system. You'll want to encourage customers to view these videos at Garmin.com/VectorOwners before they install their power meter to ensure accuracy of their data.

For your customers who need a spark to ignite their winter training, remind them of the benefits to training with power in the offseason. A simple 20-minute time-trial test with Vector can determine their power threshold, around which they can design power-based training intervals. For additional resources and information, visit Garmin.com/vector.

Vehicles can't
sneak up with
Varia radar.



Varia: The world's *first* cycling radar.

Getting hit from behind is a leading cause of cycling deaths. Varia rearview radar helps create a safer riding environment by showing cyclists when vehicles are approaching from behind. It detects vehicles up to 150 yards out and alerts the cyclist to how many and how fast on the head unit or compatible Edge® bike computer. The Varia tail light sends traffic a wake-up call too.

Learn more at Garmin.com/edge

GARMIN

Varia.™ Ride on.

Tool Sales and Education

Park Tool has been manufacturing bicycle-specific tools in Minnesota since 1963. Still based in St. Paul, more than 50 years later Park Tool is the world's No. 1 brand of bicycle tools. A long-term dedication to quality, innovation and customer service has made Park Tool blue the first choice of professional and home mechanics around the world.

Perspective is an important quality in any business. Our vision has been shaped by years of industry experience, beginning at retail. We learned firsthand the changing needs of bicycle mechanics. Our first Park Tool product, launched in 1963, was a repair stand — Model PRS-1. It was so unique and useful that we were granted a U.S. patent.

The vast majority of our over 450 products are manufactured in America's heartland. But we're not standing still: Park Tool continues to develop and refine bicycle repair tools and equipment to improve the service and efficiency of all mechanics, professionals or hobbyists.

Two Ways to Sell More Tools

No. 1: Over the Counter

Repairing, maintaining and caring for bicycles is a sure way to deepen your customer's affection for cycling. Bicycles are beautiful and efficient machines whose simplicity invites cyclists to interact and tinker with its various components. Retailers who encourage their customers to perform routine maintenance on their bikes will reap the rewards of additional sales and more active cyclists.

Just about every customer who walks into your store is a potential tool buyer. Especially new-bike buyers and repair customers. Since their bike is right there in front of you, tell them: **"It's great insurance to carry the right tools with you for minor repairs, it can save you a long walk home, let's get you equipped."** Then offer them a multi-tool, or individual tools for home use, that match their bike.

A common objection you'll hear: "But I don't know how to use these tools." Tell them, **"You'll be fine as long as you have the right tools with you. Cyclists are really friendly and helpful, just wave one down and ask for some assistance. If you**



don't have the tools, you can't get helped." And of course the second thing you can tell them ...

No. 2: Park Tool School

Some retailers worry that if they show customers how to work on their bikes it will hurt service department business. But customers who take repair classes are much more likely to use the service department since they have a better understanding of how their bike works and what's necessary to keep it operating at peak performance.

A great way to promote your store, educate your customers and sell tools is through the Park Tool School.

With materials and curriculum designed by the world leader in maintenance and repair products, we make it easy to conduct in-store repair and maintenance clinics for your customers.

Park Tool School is a curriculum designed to help the average cyclist learn to do their own basic repairs and preventive maintenance. It's a great program on many levels:

- Park Tool School helps create loyalty to your store and to your staff.
- By teaching basic repair and maintenance, your customers



will ride more and with more confidence.

- It's a great way to generate extra revenue and you'll sell more tools, maintenance products and parts.
- We've done the prep work for you. The BBB-3TG Teacher's Guide offers eight prepackaged curriculum and class options. Additionally, the BBB-3TG gives

approximate teaching times for individual topics and procedures. It's packed with information to prepare, manage, and conduct in-store clinics. Each subject and class topic is clearly defined complete with diagrams, demo help, teaching tips, and equipment needs. The BBB-3TG includes the instructor's guide, a poster, and 10 certificates of completion.

The Park Tool School yields positive, long-lasting results:

"Park Tool School gives us an opportunity to interact with our customers in a learning environment from all points of our core market, some even planned family vacations to come here to take our clinics. We sell more tools by creating a coupon that directs the students to a web page specific to tools they used during class. We also direct them back to their local Erik's store to assist with additional product sales."

— **Brad Cole**, Erik's Bike & Board

More Selling Tips

- Take a moment when talking with your customers and get a sense of whether they are interested in doing maintenance or repair at home. Of course, if it's someone new to cycling, try to interest them in a multi-tool or small tool kit.
- Offer them educational resources. In-house maintenance classes like the Park Tool School or Park Tool's "Big Blue Book of Bicycle Repair."
- Nothing helps sell tools like suggesting that customers set up a work area in their home — a spot where they can put their bike (and their family's bikes) on a stand, clean and lube their chain and do basic adjustments or repairs. It's also a great time to suggest a Park Tool home mechanic's floor pump.
- And finally, get tools out from behind the counter with the Park Tool Display P.O.P. system (PDR-4.2). It's a complete tool and information center for home mechanics, featuring a pre-configured selection of fast-selling tools. It's a versatile, permanent display that sends customers the message that they've come to the right place for their tools. Smaller, wall-mounted displays are also available.

LOCAL AUTHORITY



**A series of repair clinics
you teach your customers.
Build loyalty. Build sales.
Be the local authority.**

THE PARK TOOL SCHOOL PROGRAM INCLUDES:

BBB-3TG Instructors Guide

Packed with information to prepare, manage, and conduct in-store clinics. Each subject and class topic is clearly defined complete with diagrams, demo help, teaching tips, and equipment needs.

Park Tool Website Listing

Free listing on our website as a Park Tool School location, allowing local customers to find your shop.

Downloadable Materials

Posters, logos, completion certificates, sample registration forms, and checklists are easily printed from our website.

Use of the BBB-3 Big Blue Book of Bicycle Repair

Student manuals are readily available from your favorite supplier. The BBB-3 is our popular repair guide complete with color photos and repair help for nearly any task.

**Call your authorized
Park Tool distributor or visit
www.parktool.com
to learn more.**

Apparel Technology

La Fonte Pads s.r.l., located near Treviso in Northern Italy, was founded in 2006. It got its start by supplying Lance Armstrong's U.S. Postal Service and Discovery Channel teams. Since then the company has specialized in manufacturing cycling chamois.

La Fonte Pads has recently increased production capacity in order to meet the growing demands of several cycling apparel brands. The product is the result of an aggressive and essential design and distinguished Italian style. All chamois are designed, engineered and made in Italy.

Every pad highlights La Fonte's core values: Italian style, quality, technology, innovation, passion and loyalty. Collaboration with many athletes allows the products to be tested during competition and training.

The company's goal is to provide the best possible product, achieved through constant contact with customers. La Fonte's pads enhance the performance and technical features of cycling shorts.

Constant research and innovation are focused on the evolution of distinctive technology to meet the expectations of the most demanding bikers.

Selling Shorts, Knickers and Tights

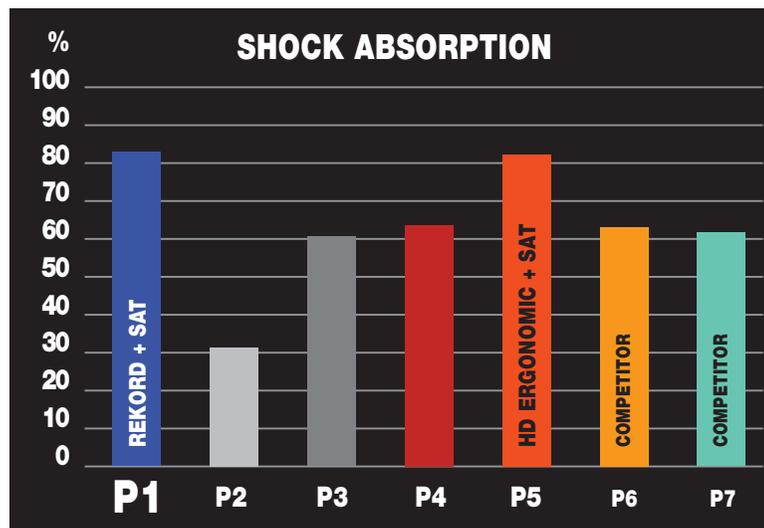
Since the heart of a cycling short is the pad, a good chamois reflects the quality of the short. So when showing and selling shorts, take them off the hanger, open the short, and point out the technical construction of the pad.

Ask the customer where they're having discomfort. Point out these areas on the pad and how carefully engineered construction will relieve their issues. As an extra service touch, ask to see their bike so you can help them with saddle adjustment issues that may be contributing to their discomfort.

SAT — Shock Absorbing Technology

A research project with the Bioengineering Center of the Politecnico di Milano, one of the most well-known universities in Italy, led to the development of a new technology: SAT (Shock Absorbing Technology). The exclusive shock-absorbing system provides maximum protection and shock absorption, neutralizing road vibrations and distributing saddle pressure.

The dissipation of more than 80 percent of energy generated from road vibrations lasts throughout the life of the product, with excellent resistance to constant compression. La Fonte SAT is synonymous with long product life, softness, flexibility, lightness, moldability and breathability.



Comparative lab tests that show the shock absorption efficiency of La Fonte's SAT chamois (P1 and P5) compared with La Fonte's gel pad (P4), La Fonte's normal high-density foam chamois (P2-P3) and competitors' chamois (P6 and P7).



Predator SAT Man

Predator SAT Man, a combination of the most technically advanced foams, fabrics and technologies, is designed for the new generation of saddles with a large center opening. It represents the perfect chamois for long-distance rides as it is the result of a long series of severe test protocols with professional riders.

The anatomic three-dimensional-shaped chamois is the result of a new concept based on the elimination of excess materials. Maximum freedom in movement, excellent elasticity and enhanced breathability and moisture management provide effective solutions to the expectations of the most demanding cyclists.

Perforated high-density foams and perforated SAT — the exclusive La Fonte Shock Absorption Technology — inserts are located in the main pressure points, ensuring optimum protection.

The central channel with its accentuated dimensions reduces pressure on the perineum and the consequent on the neuro-vascular structures. The ergonomic fit and the increased size of the chamois top improve the comfort of the bibshort.



Tornado 3X SAT Man

With its revolutionary anatomic shape and patented community design, Tornado 3X SAT Man is the result of a collaboration with top professional riders and a series of lab tests under extreme conditions. The doughnut-shaped support area around the ischiatic bones eliminates pressure from excessive padding.

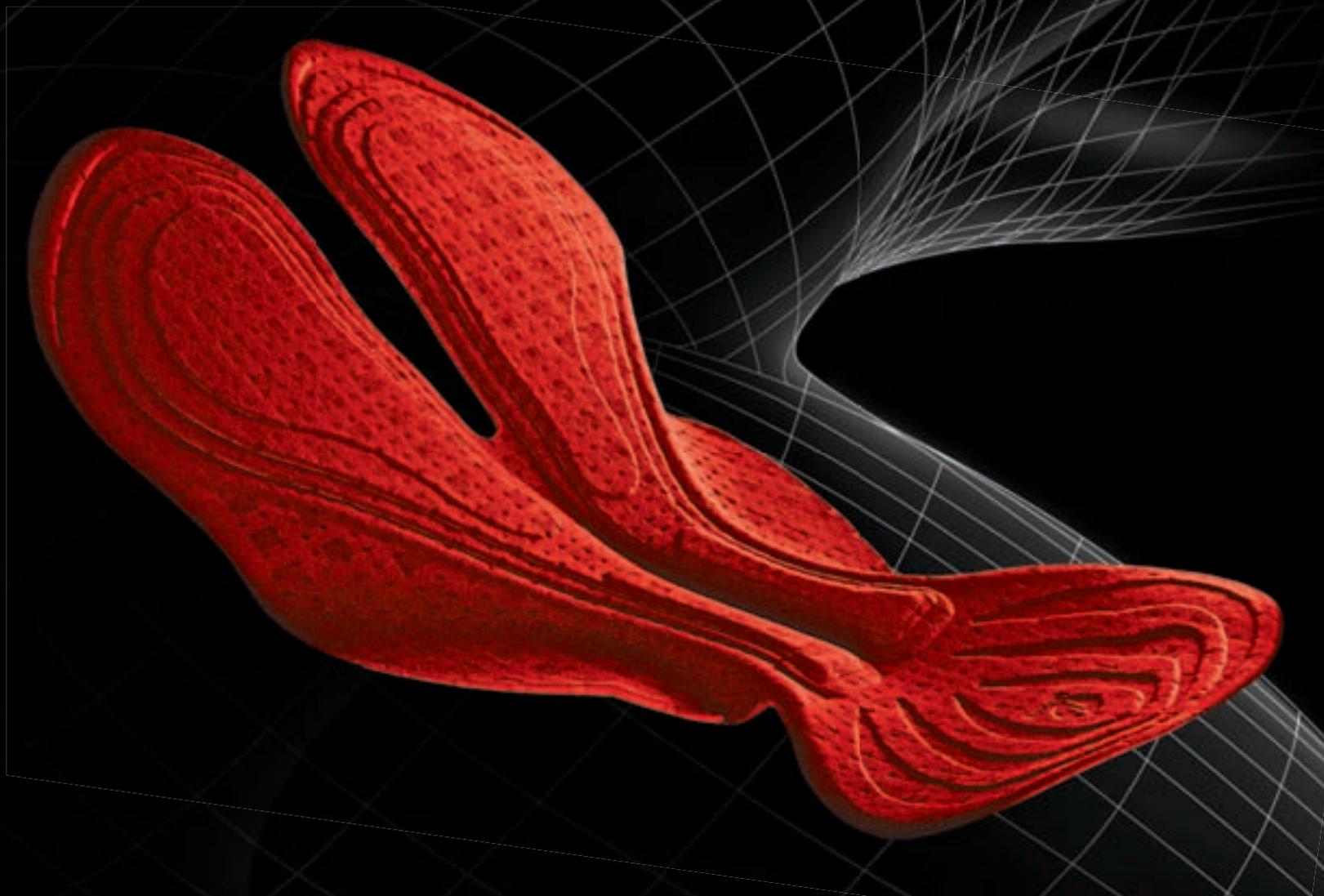
Tornado 3X SAT features SAT — Shock Absorption Technology — placed in key pressure points in the perineal and ischiatic areas and a special 3X dual-density foam.

3X Technology

- Innovative foam shaping:** The new 3X technology, an update of the traditional dual-dimensional thermoforming foam procedure, is the result of an innovative technique in foam shaping. With 3X technology there is a regular transition of multiple layers with no hard and stiff edges due to squeezed and excessive paddings, enhancing the original foam elasticity and support. The advantage is made possible by cutting even the most complex shapes with different densities.
- Foam used for medical application:** The special dual-density foam, which is also used for medical applications in hospital mattresses featuring bacteriostatic and antimicrobial properties, delivers maximum hygienic and skin-friendly qualities. The high-tech open-cell structure foam guarantees high-stability support even in extreme conditions. It has elastic properties and maintains its consistency even in moist, warm and high-pressure environment.
- Dual-density foam:** The foam's lower layer has an exceptional density for maximum support and load distribution. The upper layer features visco-elastic mold-injected open-cell memory foam inserts placed at key pressure points in the perineal and ischiatic areas, providing maximum comfort and performance.

la fonte

MADE IN ITALY



PREDATOR SAT

patented community design

The new hi-tech concept for a perfect interaction between body and bike

www.lafonte-pad.com

Coffee

Progressive bike shops are realizing the strong correlation between cycling and caffeine. Most shops offer similar products and services, so make your store more memorable with the aroma and the flavor of everyone's favorite hot beverage. Here are some tips from **Kinetic Koffee** on keeping your customers satisfied and caffeinated:

- Keep a freshly brewed pot handy for your customers in the repair area. Not only is this a great customer service that will keep the customer in the store, but the aroma is much more inviting than that new-tire smell. Don't let it sit for more than two hours before making a fresh pot.
- If you do offer brewed coffee, make sure that you keep it clean and neat. A tidy coffee area shows your store's commitment to professionalism, much like your dressing room and bathroom. Remember, this ain't no truck stop.
- Brew into a stainless thermal carafe, rather than glass. The stainless versions keep coffee hot longer, while glass carafes need to be kept on a heating element, which cooks the coffee long after it is brewed. Even the best coffee can't stand up to that.
- Have some creamer and sugar or sugar substitute available for those who want it.
- Buy quality coffee and make sure it's fresh. Then you won't need as much creamer and sugar.
- Know the story of the coffee you're selling. Is it organic and/or fair trade? Is the company local or does it support the bike industry in some way? You need to be able to communicate why you're offering this particular coffee.
- Keep bags of coffee next to the register for quick impulse sales. How about getting coffee mugs made with your store logo too?
- If you sell coffee mugs, presses or other coffee products, group them all together, so your customers can easily find everything they need.
- A bag of coffee with your logo is also a great way to promote your store. You can sell it, or you can use it as a thank-you gift or a closing incentive on a big sale.
- Most important, sell a coffee that you and your staff enjoy. As with almost everything else in the store, if the employee believes in the product, the customer will buy it.



Mark Ritz is the managing partner of Kinetic Koffee, a micro-roaster based in Arcata, California. Founded in 2003, Kinetic Koffee has been offering freshly roasted certified organic coffees in the cycling industry since 2005. The company donates 10 percent of its net profits to outdoor and cycling nonprofits each year.





CAFFEINATE YOUR CUSTOMERS!

Cycling as we know it is almost impossible without coffee. Now you can offer Kinetic Koffee to your customers at race time, tour time, anytime!

CERTIFIED ORGANIC

We roast only the finest Certified Organic coffees by hand in small batches and ship to your store the same day for maximum quality & freshness.

CUSTOM BLENDS

We now offer nine different roasts, each with its own distinctive flavor profile. From light and mellow to dark and bold, we have a coffee that is right for you.

CUSTOM LABELS

Our Coffee + Your Logo! For holidays, special events, or simply to say "Thank you," personalize your coffee to enhance your brand's customer awareness.

Call your local Kinetic Koffee Sales Representative or call us direct at **877-825-9417** to get started!



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KINETIC KOFFEE COMPANY, INC.
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We donate 10% of our net profits to outdoor and cycling non-profits each year.