

### Why Should a Buyer Come Back?

So, you've put a customer on a new bike and she's ridden happily down the street. Will you ever see her again? A lot of that depends on how you handled the sale and what you do next. The first post in this series offers my take on what you can do during the sale process to stand out among your competitors.

The difference between a great shop and a mediocre one first has to do with the sales process. Lots of dealers have lots of bikes on the floor, but it's how you deliver the bike that really sets you apart.

- Double-check that the bike is fully assembled and all fasteners are tightened to spec. (I once rode a new bike home and found one of the front brake calipers hanging off the rotor. When I took it back, the service manager assured me that the responsible party had been fired, but I never went there again)
- Demonstrate the electronic controls and answer ALL of the new owner's questions. The time your salesperson spends doing this will be repaid with future visits to your shop.
- Mention loyalty discounts on parts, service and riding gear - another inducement for customers to return.
- Include a bit of shop merch as a thank-you. It's free advertising, and everyone likes freebies.
- Describe how you'll be reaching out after the sale. (You will be, won't you?)
- Sign the buyer up for a subscription to your monthly newsletter. It's the best way to stay top-of-mind with your customer after the sale.
- Follow up within 48 hours to check in and address any questions or concerns, and solicit a review if you haven't done so already.

All of these tactics show you really care about the rider and appreciate the business. Remember, you're not just blowing a bike out the door - you're starting a long-term relationship.

Next time, I'll focus on making your service department a hero.