



Why Buy Now?
Proving Why Buying Now
Benefits Them!

Peak Performance®
Business Group

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Why Now?

Everywhere you look, listen, read, watch and surf, people are talking about the economy and usually not in a good way. So how do you convince your customers that - given all they are exposed to - buying a motorcycle *now* is a great decision?

Want to be convincing?

You have got to be convinced. Before you try to persuade your customers, you have got to believe in what you are promoting. Here's what you need to 'buy' into:

- You have got to be convinced of the value you bring to the equation.
- You have got to be convinced of the value your dealership provides.
- You have got to be convinced that motorcycling makes great sense, in any and all market conditions.
- You have to see what you're doing is not taking *from* customers but *giving* to customers. You are giving them the gift of motorcycling.

As the saying goes, the first sale is always to you. For those of you nodding in agreement right now, read on.

What are customers really saying, when they mention the economy?

Contrary to what some customers may think, now is actually a great time to buy a motorcycle. And it's your responsibility to prove to them why buying now is good for them.

How can you do that effectively? Listen to what they are really saying. Then show them financial, practical and emotional reasons they should own a bike.

We've heard the comments for months now. "I like the motorcycle, but I'm worried about the economy." Or "I'm going to wait and see what's going to happen with the economy."

Although I'm a huge fan of the witty reply, the fast rejoin, and the compelling response, if you think there are some magic phrases which will completely overcome this hesitation instantly, every time, well then you must have visited one of those new fangled California medical marijuana dispensaries I've been reading so much about.

But there *are* things that you can say and do which may enable a potential customer to think about things differently and as a result, dramatically improve your chances of sales success.

First, you have to take into consideration why a sale may be likely. And surprisingly some don't see this, **THEY ARE STANDING IN YOUR STORE AND TALKING TO YOU!**

They wouldn't be talking to you if there was no chance they might be persuaded. Don't forget this fact, and many people do. What are customers really saying when they make "economy" comments?

They may be hesitating because they are:

- Concerned spending money on a motorcycle might be irresponsible.
- Worried if they lose their job they won't be able to make payments.
- Don't want others to see them as a spendthrift.

Reasons and Rationale

What are some reasons why customers should purchase a motorcycle now, even in this economy?

- Motorcycles have never been better built or better designed.
- The selection of both new and used bikes is terrific, and no one can guarantee how long this will be true.
- We do have current purchasing incentives that we've never had before and don't know how long they may last.
- Dealers are now, more than ever, intensely focused on delivering value.
- Similarly, salespeople are deeply focused on creating deliriously happy customers.
- For qualified customers financing options abound.
- Service plans enable peace of mind regarding mechanical problems or trip interruptions.
- Maintenance plans can be financed and take care of service needs for a few dollars a month.
- Finance protection plans can protect you from many uncertainties like theft, accident, injury and even UNEMPLOYMENT.
- Motorcycles enable CYCLE-THERAPY; go for a ride and get a new perspective on the world.
- Faster, easier and more affordable than other recreational endeavors; know anyone with a boat?
- Life is short; no one at the end says "I wish I would have been more financially cautious."
- We sold fifteen bikes (or whatever your number is) last week/month. So see, all the kids are doing it.

You should also talk to customers who have recently purchased motorcycles and are having fun. After they've had the bike for a short while (use good judgment you don't want to prompt buyer's remorse) and express how much fun they are having, ask them, "Why - in the face of such an economic downturn - did they decide to buy and motorcycle?"

I'll bet you get some great responses. Life's short; just received a windfall; why not? These are probably just a few of the responses you'll hear from customers. Then use those comments with other customers who are hesitant.

"Joe Stevens just got his bike last month. He said he's always wanted the bike and he wasn't going to let anything, including the economy stand in his way. Joe always says life's short, enjoy it while you can."

This leverages the persuasion principle of social proof, i.e. we follow the lead of similar others. The other persuasion principle you can use is scarcity; we want more of what we can have less of.

There are some standard objection responses which are helpful. No money objection responses, like justifying the value of the product, your dealership or doing business with you. Also showing payment alternatives can help. The others are "no hurry" responses which simply state you should show the customer why buying now benefits them.

Music & Lyrics

Ok, well maybe just the lyrics. The words and phrases you use have a powerful effect on the people we interact with. Here are some words and phrases you should consider using.

- Advantageous
- Advisable
- Appropriate
- Beneficial
- Consider
- Desirable
- Encourage
- Valuable
- Practical
- Fitting
- Rational
- Reasonable
- Sensible
- Suitable
- Urge
- Worthwhile

- Consider carefully ...
- I'm convinced that ...
- Just wanted to recommend ...
- Kick around this thought ...
- Might want to ...
- Think about ...
- Whether you take my advice or not ...
- You've probably already thought of this ...

Notice how powerful these words are and how appropriate for this situation. You probably found yourself reading through the list and finding some that made you say, "I really like that." Pick ones that best suit your personality and put them into your verbal repertoire.

Say What?

So when the customer says something along the lines of, "I like the bike, but I'm concerned about the economy" what can you say? You could say something like this ...

"I hear you. And at first I thought the same thing, but the more I thought about things, the economy is exactly why buying a motorcycle now makes great sense. There are really three practical reasons you should consider:

1. The selection and pricing of high quality new and used motorcycles has never been better, so you can get the bike and the deal that's perfect for you.
2. If you think about it, when you compare motorcycling to other forms of recreation, it makes real financial sense. You can ride in a moment's notice. You can ride with family members. Gas savings are terrific. Plus you can even use it to commute to work or for family transportation. Try doing *that* on a bass boat!
3. We've always focused on great customer experiences and now we've taken our efforts to the next level. While-you-wait services, free bike rental, free pickup and delivery, we're here for you.

As a matter of fact if you think about it there's never been a better time to buy a motorcycle. Here's what I'd like to recommend. We'll go for a test ride, no obligations, no hassles; you can tell us what you think about the bike and have some fun at the same time.

What do you think?"

Why does a response like this improve your chances of success?

First, it leverages what's known as an acknowledgement statement. It psychologically prepares the customer to hear what you have to say.

Second. Using clear and compelling language you state the cases which make the decision reasonable and rational. And this is often what people need. For someone to give them the reasons why it's not a crazy notion.

Third, we involve the customer in a test ride. Not a high pressure tactic. A real laid back, you're here, I'm here let's go for a ride (of course they should be licensed and you should follow your dealership's test ride protocols).

Experiment with Your Own

This is just one example. You can use the information above and configure several high quality responses. And then practice until you can deliver them smoothly and persuasively. You won't sell all of these customers immediately, but you will dramatically improve your odds with a well-thought out response.

For those customers who don't buy, don't see it as failure. You've proven your value as someone who has considered the issue and given them something to think about which just might prompt them to see things differently.

And isn't this better than shrugging your shoulders, looking at the ground and sulking back to your desk when customers bring up the economy?

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An award-winning author, speaker and sought after consultant, Mark's work has attracted clients as diverse as the Harley-Davidson Motor Company to the Executive Education Program at the University of Wisconsin and dozens of other leading organizations.

In his 22 years of motorcycle industry experience, he's published over 100 articles and delivered over 1500 workshops in the powersports business. His speaking and training schedule typically includes 200 events per year and has taken him to 8 countries and 40 states (he keeps threatening Amy to get an RV and visit the rest of the US!).

Holding a master's degree in adult education, Mark has also earned the National Speakers Association Certified Speaking Professional designation. There are only 500 people in the world who have passed the rigorous criteria to attain this coveted recognition. He is also a certified member of the Association of Finance and Insurance Professionals.

He continues to write monthly columns and newsletters and even wrote a book about the music industry: *Guardian of the Gods - An inside look at the dangerous business of music*. The reason Mark says was singular, "to get backstage at Aerosmith concerts."

Traveling by plane most of the time, Mark's favorite airline experience was flying first class from Phoenix with Richard "Cheech" Marin and Tommy Chong. That's right he's been 37,000 feet with Cheech and Chong!

His preferred mode of transportation, however, is his 2007 VRSCDX Harley-Davidson V-Rod, which has been known to "fly" as well.