

The Guide Sales Process

Hero, who has a problem, meets a Guide who provides a plan and calls them to action! Remember, success is not the customer purchasing a bike. Success is the Hero achieving everything they're looking to do with their bike/product.

1. Greet and Engage

- 10 ft, 10 seconds
- “Welcome to Trek”

2. Qualify

- AKA – Collect customer dots
- Learn about the customer's context, research, goals, concerns, and priorities
- Narrow to a bike family

3. Give the Plan and Fit

- Three-part plan: fit, test ride, and customize to their vision of success (remember to ask for concurrence)
- Use the digital fit station or refer to current sizing charts on trekbikes.com

4. Co-shopping

- AKA – Connecting customer dots to a specific product, or product presentation
- Pulling a specific model off the rack and selling that product by connecting back to customer dots

5. Test Ride

- Test ride prep: educate and plant seeds for customization
- Test ride execution
- Post-test ride: handle all questions and/or objections

6. Customize

- Assume the sale
- Customization process
 - Flow through categories
 - Clear product recommendations that connect back to the customer's specific use
 - Handles any objections or pivot to education
 - Customer has everything (or knowledge of everything) they need to be successful in achieving their riding goal

7. Product Delivery

- Completed by Service Manager or Advisor
- Customer knows how their bike and accessories operate
- Customer understands when to come back for service, where to go for service, etc.
- Assist customer out to vehicle