

TREK U

Trek U Live: Add-ons for non-bike sales

Step 1: 5 add-ons in 10 seconds

We should always have ideas for add-on suggestions, no matter what a customer is purchasing. This game keeps those suggestions front of mind.

1. Walk around your store and pick up a product at random.
2. Ask employees to shout out possible add-on suggestions that go with the product.
3. If it's not obvious, ask the employee why they chose to suggest each add-on.
4. Employees should be able to shout out five good ideas for every product within 10 seconds. Don't move on from a product until you've gotten five good suggestions.
 - a. It is important that they're good, related add-ons. Anyone can shout out five random products in the store. For example, if someone is looking at a helmet:
 1. Daytime running lights (safety conscious)
 2. High viz wind vest (visibility)
 3. High viz socks (biomotion)
 4. Cycling cap (comfort)
 5. Helmet light mount (safety)
5. Start with easy products like a bike, a helmet, or shorts, then up the difficulty to products like a gel, a hybrid tire, and others

Step 2: Good questions (that lead to those add-ons)

Once the team has practice identifying 5 good add-ons the next step is to start identifying questions that lead to those add-on suggestions. The best questions identify problems; once you identify the problem you can suggest products that will help address them. For example, instead of asking: *"Do you want to look at some lights too?"* we can say, *"So what are you doing to be seen by cars today?"*

For example:

Customer is looking at a Specter WaveCel helmet, what questions can we ask to direct the conversation to the add-ons we identified earlier?

1. "So, what are you doing to be seen by cars today?" (lights, high viz)

2. “You know we say the helmet is for after the crash, but daytime running lights prevent the crash. What do you know about the ABC’s of safety?” (lights, biomotion, contrast)
3. “Do you ever get sweat in your eyes during those long summer rides?” OR “Yeah, this helmet has great venting for during your Spring, Summer – but do you ever ride do some morning or evening rides? Ever get a little chilly with the wind?” (cycling cap/head warmers – seasonal)
4. “What time of day are you riding? Are you ever out when it’s dawn or dusk?” (helmet mount)

Bonus points for open-ended questions. If you do ask a closed question, there should be an immediate follow-up.

Step 3: Role Play!

Once you’ve brainstormed some good questions that can lead to add on sales as a group, role play the scenario. Start either from greeting and customer request for a specific product, “Where are your helmets?” or from a customer that lands on the product while browsing which allows you to practice re-engaging (fun fact + open ended question) as well.

Role play scenario: Customer comes in looking for a new helmet. First, sell the helmet! And during the sales process, work in some of the good, leading questions that drive the conversation towards add-on sales.

Debrief the interaction and repeat Steps 1-3 with a variety of different products.