

GUIDE TRAINING – Day 8

Test ride prep and execution

Goals:

1. Store has an established Test Ride Prep area and all staff are comfortable setting a bike up for test ride; including putting a bike into the repair stand, checking shifting/braking, installing pedals, performing a safety check.
2. All staff are comfortable explaining bike functions including shifting, braking, lockouts, and suspension.
3. All staff can articulate the test ride route, key benefits to look out for while riding, and set the customer up for a successful test ride

Watch:

- Guide Sales Process: Test Ride Prep
- Guide Sales Process: Test Ride Plan
- Guide Sales Process: Test Ride Follow Up

Evaluate:

- Review the Test Ride Competencies & Test Ride Prep Checklist; create a learning plan as necessary
- Confirm that you have a test ride prep area that is stocked with the necessary tools and (current! modern!) helmets/daytime running lights

Practice:

Step 1: Ride the Route

- As a staff ride your test ride route on a road bike, hybrid, and mountain bike. Observe and discuss areas that you can point out to the customer – rougher pavement, curb/terrain for suspension, etc. for various types of bikes.
- Make sure everyone is comfortable with the route and can provide clear directions

Step 2: Role play test ride prep and test ride execution

Staff not actively participating in the role play scenario can use the Test Ride Prep Checklist to evaluate the ‘salesperson’ as they prep the bike/customer to make sure that we fully completed bike set-up.

- Select a customer profile and review it as a group.
- As a group, discuss and agree on the family of bikes you would qualify this customer to.
- As a group, discuss and agree on the model you would lead to with this customer.
- Pick up the role play by ‘giving the plan’ and using the fit kiosk to determine the customer’s frame size/seat height
- Select the appropriate bike and size off the floor (based on
- Using the test ride prep area, set the bike up as though you were getting a customer ready for a ride. Including: pedal/light install, explaining bike functions, confirming the seat height, outline the test ride route and things to watch out for while riding.
- Role play through the customer’s return.

Trainer Tips:

Things like shifting and suspension settings can be difficult to explain in a clear, concise way that is understandable to the new cyclist. Challenge the salesperson by asking questions if they use any technical speak challenge them to come up with clear, easy to understand directions on shifting, etc. works. “What’s a derailleur? ... What do you mean trim? ... So, is up easier or harder?”

Step 3: Debrief

- What did we do well?
- Opportunities for improvement?
- Was the test ride prep area used?
- Was the Test Ride Prep Checklist completed?
- Did we provide key benefits to pay attention to while riding?
- Did we provide clear directions on the test ride route?
- Did we install daytime running lights both front and rear?
- Did we clearly explain the bicycle functions in a clear and encouraging way to the customer?

Key Take-aways:

- Use test ride prep to educate the customer on bike functions
- Focus on 3 benefits for them to focus on while trying out the bike
- Outline test ride route and what to expect
- Always ask “Was there anything you didn’t like about the bike” after a test ride. This lets you know if you need to address objections or keep flowing through the sales process.
- If the store traffic allows a GREAT value add can be to test ride with your customer. If you do, focus on education not a sales pitch.

Common Mistakes:

- Not confirming seat height (if you haven’t nailed anatomical inseam yet it might not be correct)
- Not providing clear directions
- Not providing benefits to pay attention to while test riding
- Not explaining the bike functions in a simple, easy to understand way

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