

Melo **YELO**
just mad about
E-BIKES

The 7 traits of our most successful Agents

Putting the customer at ease

- Greet the customer outside if you can – don't make them knock on your door
- Break the ice with humour and a smile
 - Becky example; Malcolm example
- Ask them questions



Knowledge

- Our top performers really know their products
- They know how to tell the MeloYelo story
- They can answer questions that salespeople in bike shops often can't
 - Example: How do you calculate the range of an ebike based on battery size?



Selection

- Our top performers are able to show the range of MeloYelo bikes, not just 1 or 2
- Customers need to feel they have a choice



Selling 2 bikes at a time

Most of the sales made by one of our Associates over the past year have been to couples.

How?

- Tapping into Motor-homers and caravanners is a great way to do this, as the couple is usually together
 - This will be a huge growth market over the next 12 months as more affluent baby boomers cancel their international travel plans and tour NZ instead



Sweeten the deal

- Don't let them haggle on price, but use our Accessory items to sweeten the deal
- After everything is negotiated, throw in a surprise – a free item they were not expecting



Quality of care after the sale

- Call your customer 30 days after the sale to see how things are going and to remind them about their free 200km service check
 - Our customer research indicates that your customers expect you to call them to schedule this service check
- Be extremely responsive to any customer concerns or issues
 - Get Malcolm or Rob involved as required



Generate referrals

- Let your customers know you will reward them for sending new customers your way.
- Reward them with:
 - A mirror
 - A suspension seat post
 - A tool kit
 - A bottle of wine
- And, keep rewarding them, every time they send you a customer

