

**EVERYTHING YOU NEED
TO KNOW ABOUT BEING
A MELOYELO AGENT**



*melo***YELO** **EBIKES**

Contents

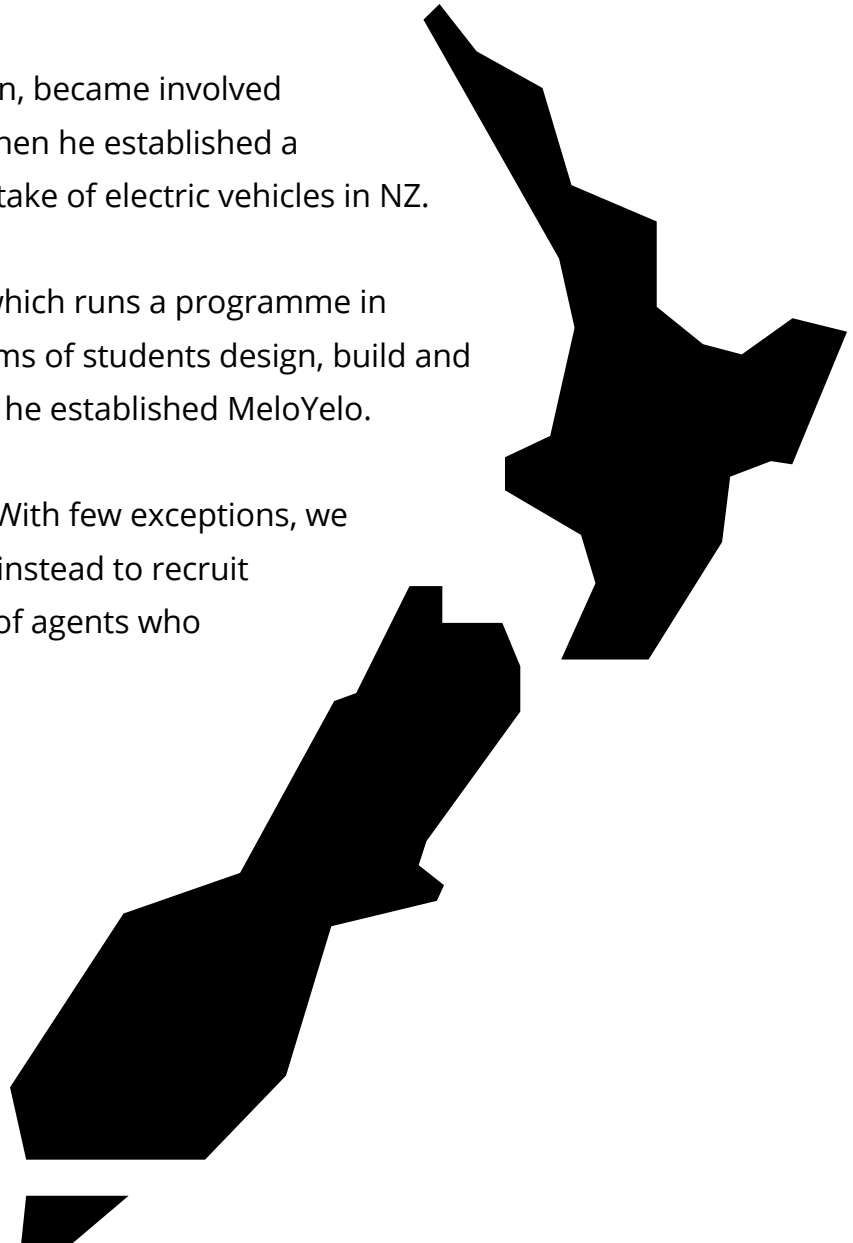
A brief history	3
There are four main keys to MeloYelo's success:	4
What are the requirements to become a MeloYelo agent?	5
How will I make money?	6
How many agents does MeloYelo have?	7
Where does MeloYelo stand in the ebike sector?	8
What is MeloYelo's marketing positioning?	9
What initial services do you offer?	10
What will it cost to get up and running?	11
How do I make sales? How do I get leads? Do you provide training in this area? Do I need to have sales experience?	12
What are the most important attributes of a successful agent?	13
Does MeloYelo provide on-going training?	14
Is there any support system between agents?	15
What would I actually be doing on a daily basis?	16
AGENT PROFILES	17
Graham Tivers, MeloYelo agent, Northland & Warkworth.	18
Nigel Mannering, Napier.	19
Emma Gibbs, Hutt Valley.	20
David Morrison-Jones, Nelson.	21
Don George, Timaru.	22
Let's talk.	23

A brief history

MeloYelo's founder and CEO, Rob McEwen, became involved in the electric transport sector in 2011, when he established a [non-profit association](#) to promote the uptake of electric vehicles in NZ.

In 2013, he founded [EVolocity](#), a charity which runs a programme in over 100 schools around NZ in which teams of students design, build and compete in electric vehicles. And, in 2016 he established MeloYelo.

MeloYelo is a different kind of company. With few exceptions, we do not sell through bike shops, choosing instead to recruit and train our own independent network of agents who work from home.



There are four main keys to MeloYelo's success:

- 1 MeloYelo's marketing.** MeloYelo's agents, are blown away with MeloYelo's marketing support, which drives highly qualified customers to their doors.
- 2 MeloYelo's product.** Even those with a strong background in the bike business cannot believe the quality of our bikes. And, unlike other brands they come fully equipped with mudguards, lights, carrier and a comfortable saddle, straight out of the box.
- 3 MeloYelo's training.** Even if you're not overly familiar with bikes, MeloYelo's comprehensive training plus ongoing support from our team will help to ensure your success as an agent.
- 4 MeloYelo's focus on turning customers into Raving Fans.** MeloYelo believes that long-term, our least expensive source of new business is via referrals from our existing customers. So, we pay as much attention to our customers after the sale as we do before the sale.

What are the requirements to become a MeloYelo agent?

- Self-motivation and drive
- A desire to grow your business and a willingness to put in the effort required with no supervision.
- A thirst for knowledge about the products you represent
 - Our most knowledgeable agents are our most successful
- An earnest desire to delight your customers
 - Delighting your customers puts you on a fast track to sales growth through referrals
- A place to show our ebikes and offer test rides
- A willingness to support our marketing team at demo events in your territory.
Most of these events will take place on weekends.
- Reasonable computer skills
- The financial wherewithal to cover the startup costs

How will I make money?

You make a commission off every bike you sell.

You can also make money through the sale of accessories,
and through charging for ongoing service work.



The MeloYelo Town'nTrail.
Spec'ed for around town and
on light to moderate trails.
Available in jade or electric blue.

How many agents does MeloYelo have?

MeloYelo has more than 20 agents across NZ, and the number is growing.

You can see our [list of agents here](#).



The MeloYelo Ascent. A robust, step-through trail bike. Available in moonlight blue or sunshine yellow.

Where does MeloYelo stand in the ebike sector?

MeloYelo is currently a leading supplier of ebikes to the 50+ year-old market segment. This is a great segment because in general, they have disposable income and are continually seeking new adventures. They have also been the leading segment in terms of ebike adoption to date.



The MeloYelo Superlite.
Weighs just 22kg including battery and all accessories as shown. Available in haze purple, or blaze bronze.

What is MeloYelo's marketing positioning?

From its inception in 2016, MeloYelo set out to be the “Toyota of ebikes” in NZ. Our bikes are exceptionally well built, feature name-brand componentry, have larger batteries than most, and have proven to be tough and reliable (including having been [rigorously tested on the 3000km Tour Aotearoa challenge from North Cape to Bluff](#)) and represent tremendous value. Our customers most often compare us to ebikes from Giant, Avanti and Trek and MeloYelo wins with better spec'ed bikes plus a better agent experience.



The MeloYelo SuperTrail.
A full suspension ebike with
stepthrough frame.
Available in Black and yellow
or Champagne.

What initial services do you offer?

We offer a comprehensive training programme, most of which is delivered by our General Manager via a combination of an online knowledgebase, video chat and quizzes. In addition, we expect our agents to attend a two-day bike mechanic training course in Auckland. Our National Service Manager also delivers training and ongoing support.

We also provide the marketing materials you need to get up and running, including:

- Business cards
- Flyers
- A web page
- A listing on our website
- A pennant flag
- Branded clothing
- Vehicle signage design

And, our marketing team will help organize some demonstration events in your area.

What will it cost to get up and running?

The joining fee to become an agent is \$5,000 + GST if any.

You will also need demonstrator bikes. If your budget allows, you can purchase your demonstrators at a 40% discount, knowing that in the future, you'll be able to sell these at a profit. If you are not in a position to pay for the demonstrator bikes, we will work with you on a mutually agreeable solution.

You do not need to invest in stock. You make sales based on test rides of your demo bikes, and then order bikes from HQ as sales are made.

How do I make sales? How do I get leads? Do you provide training in this area? Do I need to have sales experience?

MeloYelo invests heavily in getting prospective customers to connect with you so that they can test-ride your demo bikes and experience the MeloYelo difference. They request a test ride via a form on our website , or at one of our demonstration events and we then connect them with you to make an appointment, or in some cases they call our 24/7 call centre and then the call centre patches the call through to you if you're available, otherwise they send you both an email and a text message with the information you need to follow up. Leads also come to you via referrals from your existing customers.

MeloYelo's General Manager provides some excellent training in this area, including a presentation that covers the [7 traits of our most successful agents](#). Sales experience is not essential, but a natural ability to connect and communicate with people is an important benefit.

What are the most important attributes of a successful agent?

We've studied the traits of our most successful agents, and here's what we've learned:

- They're able to quickly put customers at ease, for example by sharing a good laugh
- They invest in building their knowledge of bikes and ebikes, and being able to answer the questions our customers ask
- They understand the value of great customer service
- They're comfortable on computers and able to learn how to use the systems we use at MeloYelo
- They have easy access to a safe area where people can test ride the bikes
- They're willing to get out and about in the community, collaborating with our marketing team on demonstration events
- They're self-driven, and keen to grow a business

Does MeloYelo provide on-going training?

Yes. Ongoing training includes:

- An annual two-day workshop
- Regular video chat updates
- Access to our General Manager and National Service Manager for specialised training as required

Is there any support system between agents?

Yes. Our agents frequently chat with each other using both online chat and telephone. Our General Manager and our National Service Manager engage as required.

What would I actually be doing on a daily basis?

- Responding to enquiries generated by MeloYelo
- Scheduling test ride appointments
- Meeting with potential customers
- Being supportive during the test rides – especially important for those who may not have ridden a bike for many years
- Participating in community events
- Managing your leads and customers in the Hubspot Customer Relationship Management system (training provided)
- Chatting with other agents
- Interacting with our General Manager and our National Service Manager as necessary
- Assembling bikes and fitting them to the customer (the bikes are mostly pre-assembled. It is about a 30 minute process to unpack and assemble a bike and requires only a few very basic tools)
- Performing the first free service check, once your customer has completed around 500kms of riding
- Performing the 12-month and 24-month service checks
- Perform any warranty-related labour



AGENT

PROFILES

Graham Tivers, MeloYelo agent, Northland & Warkworth.

Graham has been involved in the electrical industry for many years, initially as a Registered Electrician but moved into the electronic sector servicing and selling weighing scales. He had been attracted to battery-powered technology for many years, so when he discovered the opportunity to become a MeloYelo agent, he jumped at the chance.





Nigel Mannering, Napier.

Nigel has been an avid cyclist for many years and is passionate about getting more people out on bikes. He's a school teacher, and manages to weave his MeloYelo work into his daily schedule.

Emma Gibbs, Hutt Valley.

Emma has had a passion for cycling for many years, and handles both sales and service for her MeloYelo customers.





David Morrison-Jones, Nelson.

David is an experienced cyclist and triathlete who believes that riding an e-bike can be life changing. He's passionate about helping customers choose the model that's best for them.

Don George, Timaru.

Don & his wife Lynn wanted to start enjoying the many bike trails and purchased MeloYelo bikes because of their complete setup of lights, mudguards and strong carrier plus a powerful motor and big battery. Then they decided they wanted to share their experience and became a MeloYelo agent.



Let's talk.

If you're interested in looking into the MeloYelo agent opportunity further, here are the next steps:

1. Let us know what postal code you live in. That will allow us to see whether an opportunity exists in your area.
2. Assuming your area is available, request our Franchisee Compatibility Survey.
3. Complete and return the survey to andy@meloyelo.nz
4. Should your compatibility look good, we'll arrange a time to meet with you either in person or via video chat.

MeloYelo contact details:

Andy Warner: andy@meloyelo.nz or [021 823 203](tel:021823203)

