

# **E-BIKE SALES TRAINING**



# EXPECTATIONS

- ✓ **Be aware of the training time**
- ✓ **Pay attention**
- ✓ **Be engaged & participate**
- ✓ **Take notes**
- ✓ **Ask for clarification**
- ✓ **Take ownership of your training – apply it, learn from others & keep it going**

# TRAINING OUTLINE

## Session One

- ✓ **Identify the customer**
  - Who buys an E-Bike?
  - Qualifying questions
- ✓ **E-Bike Basics**
  - Brands
  - Batteries
  - Motors
  - Range

## Session Two

- ✓ **Product presentation**
  - Features & benefits
  - Test ride, test ride, test ride!
- ✓ **Make a decision**
  - Ask for the sale
  - Overcoming objections
- ✓ **Handing it over**
  - Complete the sale
  - Set up
  - Maintenance
  - Service

# IDENTIFY THE CUSTOMER

## Who buys an E-Bike?

- ✓ Age
- ✓ Physical ability
- ✓ Equalizing
- ✓ Fun

## Qualifying questions

- ✓ Open-ended when you want the customer to share more information and to engage them
- ✓ Closed when you want to focus the conversation around specific information

# WHO BUYS AN E-BIKE?

**Dan Y.**

*I love my ebike, it changed my life for the better.*

**Josh Y.**

*For the last 6 years I've commuted to work by ebike. I've put over 50,000 miles on mine. I now only fill my car gas tank every 5 to 6 weeks. Has saved me thousands of dollars and I'm sure has kept many tonnes of CO<sub>2</sub> out of the atmosphere.*

**John T.**

*I have occasional knee pain. When it starts to hurt, I can crank up the power, taking the stress off. Sometimes, after pedaling a while, the pain eases up, and I can dial the power back and work harder. Ebikes keep me rolling when I'd otherwise be driving or sitting on a couch.*

**Mario S.**

*I was obese at over 320 lbs. My knees were bad and my back. I bought my first ebike 6 months ago. I weigh 231 lbs. now; my knees have serious muscle supporting the joints and no pain in the back. In 6 months. Oh, and I quit smoking after 30 years of a pack a day! I'm buying my second ebike now.*

**Jerry H.**

- 1. I ride on days I might normally not ride, such as windy days or days I might not be feeling quite up to snuff.*
- 2. I love to bike tour and I am not a "weight weenie" so an EBike helps me continue to tour (I am 70)*
- 3. Most EBike owners still want to get exercise....just in a more enjoyable way.*

# **E-BIKE BASICS**

**Brands**

**Battery basics**

**Motor basics**

**Range**

**Questions?**



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# **PRODUCT PRESENTATION**

**Features and benefits –  
know the difference**

**Test ride, test ride, test ride!**



# MAKING A DECISION

## Ask for the sale

- ✓ Helping the customer make a decision
- ✓ Deals are not a sale option

## Overcoming objections

- ✓ Your personal view
- ✓ What it means to Global
- ✓ What it means to you
- ✓ What does the customer have to say?
- ✓ Financing is an option

# **HANDING IT OVER**

**Complete the sale**

**Bike & Computer set up**

**Manuals**

**Registration**

**Warranties**

**Charging & maintenance**

**Service**



# SERVICE

**I bought my bike from Global Bikes, what's included with the 'Free Service for Life' on all new bikes that you sell?**

***Here's what our free service for life includes:***

- ***Brake inspection and adjustments***
- ***Derailleur inspection and adjustments***
- ***Headset & Bottom Bracket inspection and adjustments***
- ***Hub adjustments***
- ***Minor wheel true***
- ***Tire inflation***
- ***Chain lube***

***Non-mechanical benefits/expanded offerings for E-bike buyers***

- ***Free updates and diagnostics during the duration of the manufacturer's warranty***
- ***Outside the manufacturer's warranty we discount diagnostic and update labor 50%***



# Questions?

**Thank you!**

