



Bintelli

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Electric Bicycle Sales Strategy

Foreword

Welcome to our sales strategy guide on Electric Bicycles! E-bikes, like many other power sports products, are not often purchased sight unseen. With the retail market continuously growing and competition evolving it is important to note your greatest strength as a dealership is your brick and mortar storefront where customers can see the product up close and engage with your knowledgeable sales team. It's a known fact that people buy from whom they are comfortable with and trust. Online only sellers can never match the overall buying experience of being in person and seeing the differences in your available models. Be sure to use your storefront to your advantage!

As with any product in your store, the goal is to create a warm and friendly display area where your customers can expect great service, (before and after the sale) along with professional opinions from your staff on what product best fits their needs. A young professional who will use the E-bike as a daily commuter has different needs than a recent retiree who is just looking to be more active. You may already be marketing to that young professional with other product lines, but you may be missing out on another customer base. By offering E-bikes, there is an incredible opportunity to branch out and sell to a market that may be completely untapped at your dealership.

So where does it start? A clean, organized, well-lit area of your showroom dedicated to electric bicycles and accompanying accessories is the first step. This first impression will help make your customers feel comfortable and confident with their purchase, so your sales team can start on the right foot. Please use and refer to this guide as you begin your journey into the incredibly profitable world of electric bikes. Be sure to reach out with any questions, comments or feedback so we can continue to help expand electric bicycle sales in your store.

Summary

The following sales strategy for electric bicycle dealerships will ensure that you are maximizing the profits you achieve from the sales of e-bikes in your territory. Each method listed in this document has been proven successful for our Bintelli dealerships nationwide. As results will vary in different markets, we recommend trying a little of everything and then after several months, focus on the strategy items that are the most successful for you. It's important to keep a consistent sales strategy as the electric bicycle market continues to grow at a rapid rate, with sales taking place in virtually every city and state in the country! If you are new to electric bicycles and have not sold them before, it's essential to account for the time it will take in your local market to recognize your dealership as the local "go to" company. The length of time will be dependent on your marketing and promotion efforts, along with the time of year you begin stocking units. Most dealers that are actively promoting their e-bikes will see steady increases in traffic over the first 90-120 days. Staying consistent with your marketing efforts will lead to sales. Be sure to reach out to the team at Bintelli if you need assistance setting up or running any of the strategies listed below.

Demographics

Generally speaking, the highest concentration of Bintelli E-Bike sales has been found in the 45 and up age range. These products have been especially popular within the retired community and upper-income families, so attracting these clients to your dealership should be your main focus. Customers with disposable income (think owners of Boats, RVs, Timeshares, Vacation Homes, Golf Carts) are prime targets for this product type. Secondarily, those without driver's licenses (suspensions and DUI) and millennials/students looking for green transportation round out the main sales demographics for electric bicycles. While these are the main demographics, anyone that can physically fit on the electric bicycle is a potential customer for you! Keep in mind that the market is rapidly evolving and growing to a wide variety of ages and demographics, which is fantastic news for the dealerships who are stocking and promoting electric bicycles. Over 1,000,000 electric bicycles are sold in the United States each year, and that number is quickly climbing (up over 40% in the last two years).

Showroom

How you set up your showroom and/or outside display area with electric bicycles will have a direct impact on the sales you complete. Here are some important tips to focus on:

- Place 2-4 electric bicycles outside each day, clearly visible to automobile and pedestrian traffic. Those that pass by may think they are standard bicycles at first glance, so draw attention to their electric capability by placing an accompanying sign outside. Bintelli offers free "Hello – I'm Electric!" yard signs that you can put outside with the display units. Be sure you put a cable lock on your display units to protect them from theft.
- Inside your showroom, ensure the e-bikes are placed together in one designated area. We recommend having 4-8 units at a minimum in your display, with lights shining directly onto the electric bicycles. Having any less will appear to the customers that this product type is not one you focus on, and many may even think you are selling used or consignment bicycles. Near the display, you'll also need the Bintelli retractable e-bike banner that highlights the features and benefits. On each bicycle, you also should have the feature/benefit/price "door hanger" for customers to view, and as with all products in your showroom, the price should be easily visible on the e-bikes. Putting complimentary products (locks, helmets, bicycle accessories) near the e-bikes will boost your accessory and apparel sales as well. When a customer walks in, they need to see the lineup and recognize within 2 easy seconds that these models are ELECTRIC and not standard bicycles. Posters and pictures of happy customers make great wall coverings around the e-bike section. Highlight the 20mph top speed, no driver's license required, lithium-ion batteries, manufacturer's warranty, and brick and mortar store support they receive from purchasing directly from your dealership versus online.
- If you have TVs or iPads available, have Bintelli Bicycle videos playing on a loop near the showroom units. The files can be found in the Bintelli Dealer Portal.

Marketing and Promotion

We have seen a direct correlation between the dealers effectively marketing their electric bicycles and those who are leading the dealer family in unit sales. Listed below are the proven methods of marketing and promotion every dealer should undertake in their local market:

- **Craigslist**
Craigslist is one of the best and most valuable tools for promoting these products. At only \$5 per post (in most cities), you get a lot of "bang for your buck". Whether you do your own postings or utilize Bintelli to do it for you, it is critical to have new, fresh, relevant posts going

up every few days! Take a look at the fantastic variety one of our dealer's displays on Craigslist (it's no wonder they are a top selling dealer every year!) [Click here to view their listings](#)

- List a minimum of two times per week.
- Ensure your titles have lots of keyword rich terms such as “Electric Bicycle” and “E-Bike”
- Ensure your ad looks professional and has all of your current Dealership contact information clearly visible
- Include a minimum of 8-10 pictures
- Have a minimum of 4-6 different variations of your ad posted on Craigslist. A couple examples include changing the main picture and title text of your ad to ensure they are reaching a diverse array of viewers.
- Bintelli will create free Craigslist templates for you and can also handle weekly postings if you desire.

- **Direct Mailers**

Direct mailers require effort for their initial set up, but after the first mailing, it goes much quicker! Dealers who regularly complete direct mail campaigns see very strong returns, as you are getting your product information directly into the hands of your potential clients. If you need assistance in setting up a direct mail campaign, Bintelli would be happy to assist for no charge. Bintelli also offers packages in which our staff would research, print, mail, and execute the entire campaigns for you.

- **Disposable Income Customers** – There are three steps to setting up a direct mail campaign aimed at residents in your market.
 - Step 1: You need to find out where you will obtain your mailing information from. Most cities and counties offer this information online through the property appraisers website. Here's an example of information that can be found online: [click here](#). If you cannot find this information online, call your local property appraiser and ask them how you can obtain information on properties in your area. Ideally, you'd like to obtain owner name and address for specific properties and owner name and addresses for properties that have sold in the last 30 days. While extremely rare, if your property appraiser does not provide this data, you can pay for it through companies such as InfoUSA.com.
 - Step 2: Once you have located where you will obtain your mailing lists from, you're now going to choose your demographics, and then send out a large direct mail campaign that will reach everyone in this demographic. Ordinarily, in this step you will choose from two different items (you can select from both as well): you can choose to target specific locations (neighborhoods/zip codes) or you can simply target the entire area with house values over a certain dollar amount. While the minimum dollar amount you use will vary in your local real estate market, it should remain within the upper half of the local area in terms of wealth. Reach out to Bintelli for assistance if you're unsure of what amount to target, and make sure your mailer highlights the features and benefits of the E-Bikes and includes a coupon (Bintelli can design the postcard for you). Once you've executed a mailer to everyone you've chosen, all you must do each month is send out mailers to residents within your demographic and target geography that just purchased a house in the previous month, which will be a much smaller amount of addresses.

- Step 3: The monthly mailers from here on out will be much smaller as you are only targeting those who just moved into their house (since you already have mailed directly to all of the other current residents). Design a postcard (Bintelli can provide for you) that welcomes the new homeowner to the neighborhood! At the beginning of each month, download the data of sales from the previous month and send these postcards out to the new homeowners, introducing them to your company and the products you offer.

While setting up a direct mail campaign may sound tedious, it has a great return on investment! Be sure to contact Bintelli if you need any assistance or would like the team at Bintelli to handle your direct mail campaigns for you.

- **DUI Customers** – Finding a list of DUI arrests is a bit more complex but once located, will yield you a strong network of potential customers. All DUI attorneys have access to a monthly list of DUI arrests. You first can try to work with local attorneys and gain access from them (or have them tell you where they get their list). You also can contact the local police departments and ask where you can obtain the arrest lists. You may have to speak to several employees before you get the answer, but stay persistent! Local residents who have lost their driver's license will need a reliable mode of transportation to get to work, and getting your information in their hands will bring your company business while also satisfying their needs. We recommend sending out DUI postcards every 1-2 weeks, as you want to get it in their hand right after they lose their license, when they're researching the best transportation alternatives.

- **Facebook Marketplace**

The Facebook Marketplace is a free service that allows users to buy and sell products within its network. With approximately 2 BILLION Facebook users, you want to ensure your products are easily found for those searching for them! If you need assistance in getting your marketplace set up, Bintelli would be happy to assist you. You can find the marketplace by [clicking here](#). Check your products monthly to keep everything up to date, and be sure that you respond to incoming messages quickly and professionally.

- **Letgo**

This is an up-and-coming website/app that allows you to list your products for users to find. You can find the website by [clicking here](#). Currently their services are completely free, so utilize this free advertising medium as much as possible and get all of your products listed to start seeing leads come in! Check your products monthly to keep everything up to date, and be sure that you respond to incoming messages quickly and professionally.

- **TV Commercials**

For many years we have been strongly against running tv commercials for products aimed primarily at younger demographics (such as scooters). With electric bicycles though, the main demographic is a bit older and dealerships have seen success marketing to these potential customers through TV commercials. It's recommended that you air your commercials during the evening news segments, as these have the highest probability of viewers seeing your commercial (less DVR usage occurs during the news segments). Ensure your commercial highlights riders of multiple age ranges, features all of your contact information, and shows several of the models that you offer. Here's an example of a commercial that brought one of our dealers a significant increase in sales: [Click Here](#)

- **Friend Referrals**

- Offer discounts to all customers who refer their friends and family to you. A common amount is \$50 per referral. By doing this, all of your happy customers have an incentive to tell everyone they know about your business and your e-bikes! Include a flyer that highlights the referral bonus with the purchase paperwork the customer receives (Bintelli can create this for you). When explaining the program, inform your customer that their referral should mention the referrer's name at the time of purchase to participate. Most importantly, remember to send out the referral bonus and a nice thank you note! Sending out all referral bonuses once a month will suffice, just be careful to keep track of what needs to be mailed! *Please refer to your state and local laws regarding referral programs.

- **Attorney Referrals**

- Contact all of the attorneys in your area that handle DUI cases. Most of their clients will have recently lost their driver's license and need a way to get to work (to pay off their legal bills). Many attorneys will be happy to work with you as your electric bicycles do not require a driver's license, so request to work with them in two different ways:
 - Ask if you can put rack cards and flyers for your e-bikes and company in their waiting room. Check back with them on a regular basis to ensure that plenty of flyers remain available. For the stand you use, put a note that says "If these flyers are empty, please call _____ for refills." Ensure your rack cards/flyers have a coupon included. Bintelli can create flyers and rack cards for you to use for free.
 - Ask the office if they will include your information with the packet given to each of their clients. Explain the benefit of your product to them and why their clients would find value in the e-bikes. Above all else, highlight the fact that if their clients have reliable modes of transportation to work, there's a much better chance they will pay their legal bills!

- **Community Events and Shows**

With electric bikes being such a new market, many of your potential customers may not even be aware of them yet! It's important to get these e-bikes out into the community, to show them off and let residents test them (when possible). You and other electric bicycle dealers nationwide have the ability to create a larger marketplace for these vehicles, through test drives and market education! Going to community events is low cost and easy to execute. Bintelli can provide you with a start-up kit to bring to these events (pop-up tent, rack cards, acrylic flyer stands, swag, etc). Simply add a table and some of your community marketing materials and you're all set! Some popular community events to take e-bikes to include:

- Craft and Home Shows
- Community Yard Sales
- Concerts and Sporting Events
- Farmer's Markets

Take advantage of any opportunity you have to get your products in front of your local marketplace!

- **Business to Business Cooperation**

Business to business cooperation is a highly underutilized method of getting some auxiliary sales for electric bicycles. Customers who purchase RVs, boats, golf carts and trailers are all also potential customers for the e-bikes you sell! It's recommended that you reach out to a few local dealers of these product types and work out an arrangement to work together. Also look for campgrounds, retirement communities, horse and golf communities, etc. Here are a few examples of how a B2B cooperation could work:

- Each of you agrees to include a flyer for the other company in each purchase packet. This could be done with or without compensation. For example, you could put a \$50 off coupon on all the flyers given out at a dealership that sells RVs, and for each one redeemed, you also give a referral fee to the RV dealer.
- You can have some e-bikes in their showroom for purchase. You can do this a few different ways. If the other dealer does not wish to actually sell the items, include a banner, business cards, and flyers so the customers know how to reach you. Alternatively, you could split profits with the dealer for all units sold in their dealership.
- You can obtain access to their client mailing lists to send out targeted advertisements and split profits with the dealership of any sales resulting from the direct mail or email campaign.

Being that you have the exclusive territory for Bintelli Bicycles, the more views you can get on your products, the better! Work with the local business community to get your e-bikes into several shops, where extra sales could be referred to you!

Website

With an older demographic, finding relevant information for the electric bicycles on your website needs to be easy to do. Your webpage should be easy to navigate and easy to read. It is important for all models of electric bicycles you carry to be listed on your website. Each model should have the following included:

- Pictures
- Description
- Specifications
- Link to Overview Video
- Price

Bintelli can provide you a free website with all of this already produced for you, just contact us to have one set up.

Social Media

- If you were to only do one thing on Social Media, the most effective tool you can use is posting pictures of your customers with their products. For every sale (yes, every single one) you should go outside with the customer and their electric bicycle, tell them to smile, and snap their picture! Then, go on Facebook and post the picture with a quick description welcoming the customer (by name) to your family and thank them for their support. [Click Here](#) for an example. By posting all these happy customers, your potential customers can see that you appreciate the business being given to you, can see your happy customers, and can see your products in action!

- In addition to pictures of your customers, we recommend making a post on Facebook at least once per week. The most successful dealers will post relevant information 2-3x per week, minimum. The posts can be pictures of products, manufacturer provided videos, reviews you write up or film on your products, important industry news, or local community news! Using multiple social media outlets (such as Facebook and Instagram) will aid you in reaching more users.

Bintelli would be happy to set up and/or run your social media pages on a regular basis through our Digital Media Package, please just contact us for assistance.