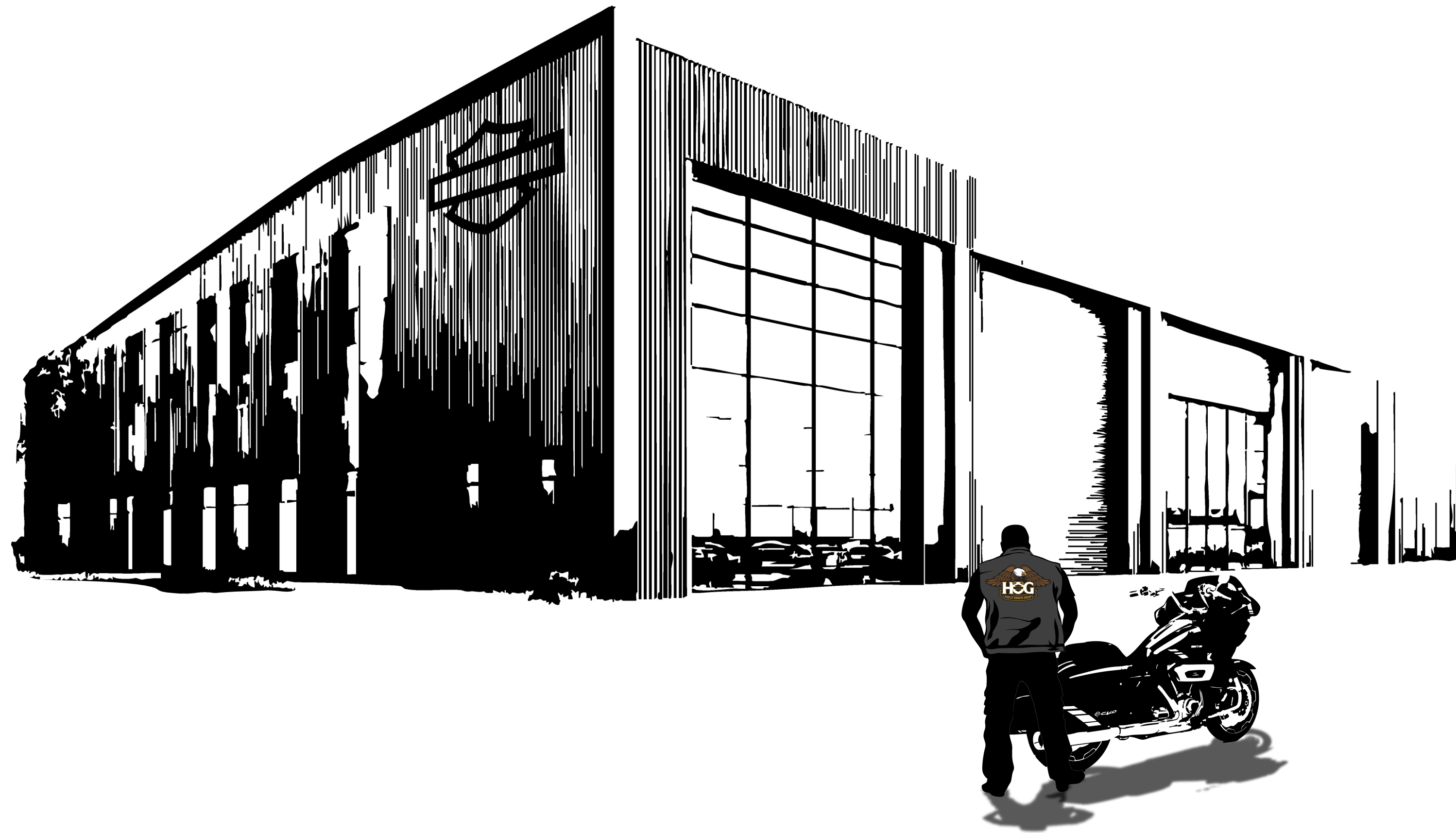


FRONTLINE STAFF // GET THEM ENGAGED

A practical guide to help Harley-Davidson dealerships activate frontline staff, drive repeat visits, and nurture purchase intent.



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Why do I want to give a motorcycle away when I'm trying to sell one?

It's not about giving away the motorcycle — it's about getting 200 customers to picture themselves on one.

The prize is the spark. The sales are the fire.



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A giveaway creates one winner. But it creates hundreds of highly motivated prospects.

This doesn't only apply to motorcycles! It applies to any premium you offer for giveaway!



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Why This Matters (The Big Picture)

- Motorcycle purchases are rarely made in one visit. It typically takes multiple touchpoints before a rider is ready to buy.
- These campaigns are designed to drive repeat engagements and create reasons for customers to return, increasing familiarity, trust, and opportunity.
- Campaign engagement gives frontline staff natural conversation starters that are NOT always “sell, sell, sell.”

Core Message for Staff

- Your job isn't just to sell a motorcycle today - it's to keep riders coming back until they're ready to buy. Focus on nurturing engagement, not just on purchase intent.
- These campaigns give you a reason to re-engage customers repeatedly and keep the dealership top of mind.

Playbook: How to Get Frontline Staff Engaged

- Reframe the campaigns as relationship-building tools, not a marketing or sales task.
- Make it easy: provide quick talking points staff can use in brief customer exchanges. Most of your staff only needs to know the basics.
- Make it fun: premiums and prizes create excitement and natural conversations.
- Focus on the outcomes staff care about more: more repeat visits = more sales opportunities.



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Talking Point #1 - Repeat Visits Drive Sales

- Customers rarely walk in and buy a new motorcycle in a single visit.
- Repeat dealership visits increase comfort, familiarity, and confidence.
- Every additional visit increases the odds of a sale.

Talking Point #2 - It Supports the Customer Journey

- Campaigns allow engagement beyond the hard sell.
- It gives staff reasons to talk about experiences, prizes, rallies, and community - not just price and payments.

Talking Point #3 - Staff Need Skin in the Game

- Through the promo tool, each staff member can have their own keyword.
- Customers redeem keywords to earn additional chances to win - like raffle tickets.
- Dealerships can create friendly internal competition: the staff member (or department) with the most keyword redemptions wins a spiff.
- This turns a sweepstakes campaign engagement into a fun, motivating, and healthy competition.

Talking Point #4 - Campaigns Capture Purchase Intent (Even When Customers Won't Admit It)

- On registration forms, customers are asked if they intend to purchase a motorcycle.
- Many customers say "no" because they don't want the immediate sales call.
- Data proof point: In the 2025 Rolling Daytona campaign, of the motorcycle sales directly attributed to the campaign, 70% of them answered "No", "Not Sure" or "More than a year" to this question.
- Conclusion: engagement nurtures comfort and trust, and leads to sales even when customers don't disclose intent early.



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Talking Point #5 - Big Prizes Sell More Motorcycles (Theater of the Mind)

- “Why do I want to give a motorcycle away when I’m trying to sell one?” We’re not giving away a motorcycle - we’re using a motorcycle to sell more motorcycles. We’re trying to get 200 of your customers to imagine themselves on that bike.
- Big prizes create “theater of the mind” and emotional attachment to the product. Customers begin to envision themselves on the bike, at the rally, etc. The seed is planted, and it becomes tactile, emotional, and personal.
- Easy script - “We’re giving away a Road Glide! Let me help you get registered, and then come over here and sit on that exact model and see how good you look on it.”
- This sets up the next visit: the customer wants a test ride; repeat visits drive conversion.
- A giveaway creates one winner, but it creates hundred of highly motivated prospects.

If a giveaway drives incremental unit sales, accelerates sales that would have taken longer, or increases conversion through repeat visits, it pays for itself.



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Implementation Checklist

- ✓ Assign a campaign champion at the store - someone who understands the campaign, can engage with customers and push them towards various staff/departments for further engagement.
- ✓ Ensure every frontline staff member has a personal keyword (and knows why they have it!)
- ✓ Post an internal weekly leaderboard (keyword redemptions by staff).
- ✓ Offer a monthly spiff prize to the top performer.
- ✓ Train staff on the 15-second customer pitch.
- ✓ Celebrate winners and share success stories! **(This is really important! Seeing a winner creates belief - "If they won, I could too." Belief makes it feel attainable and drives participation.)**

15-Second Frontline Staff Script

"Hey - [[Sweeps Name]] is happening right now. It's free to enter, and you have a chance to win a brand new 2026 [[Model]]. If you register and redeem my keyword, you'll earn extra chances to win. Want me to get you set up? Then we can go to the floor and check out the bike you're going to win!"

"We've got Rolling Sturgis running right now — you could win a trip to Sturgis AND have a shot at a 2026 Road Glide. It's free to enter. If you register today and redeem my keyword, you'll boost your chances. Want to register?"

"Have you been to Daytona Bike Week before? You could win a trip there and get a chance to ride home on a 2026 Street Glide. It's free to register — and if you redeem my keyword you get extra chances. You should register and then come sit on the Street Glide for a second. I've got one right over here."



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The Follow-Up Phone Call - Don't Turn Interest Into Pressure

Too often, the follow-up phone call turns into a hard sell— sometimes before the customer has even walked through the door. That pressure causes new prospects to disengage, avoid the dealership, or ghost entirely.

The better approach: ***follow up like a host.***

Invite them into the Harley-Davidson community and give them a reason to come back that isn't "buy now." Invite them to the bike night, the customer appreciation day, the chili cook-off, or the test ride event. Remind them that a visit offers an opportunity to increase their odds of winning.

The goal of the first call isn't to close the deal. It's to build trust, create comfort, and earn the next visit.

