

NEMBA Dealer Program

-- Selling the Mountain Bike Lifestyle through NEMBA --

As a NEMBA supporter, we invite your retail shop to participate in a new program we've designed to help build a stronger mountain bike community, promote greater mountain bike access, and to help market mountain bicycles using NEMBA as the gateway to a lifelong pursuit of mountain biking. We hope that this program will help you to develop better customers, more avid riders, and let your customers know that your business cares about the future of the sport.

Why sell NEMBA Memberships at the Shop?

NEMBA wishes to engage your mountain bike customers and help to make them lifelong enthusiasts. Getting your customers involved with NEMBA will strengthen sport, build a larger voice for protecting our access to public lands, and gets your customers to use their equipment and come back to your shop for more. The more your customer rides, the more equipment he or she needs. By selling NEMBA, you'll be providing your customer with a portal to become a true mountain bike enthusiast.

NEMBA will acknowledge and thank bicycle dealers that participate in this program by listing them in a special section of our website (linking to your company's website) and in SingleTracks Magazine.

Nuts and Bolts: How the NEMBA Dealer Program Works

The mechanics of selling NEMBA are simple. However, the most important aspect of this program is your commitment to "make the sale" and email a weekly database of new memberships to us. NEMBA can provide marketing materials; however, the success of the program will be in the salesmanship of you and your employees.

We have beta-tested this program in conjunction with MassBike since the spring of 2005 and find that it works well. Here's how to start:

- 1) Contact NEMBA at 800-576-3622 to express interest in the program. We will visit your shop to discuss the program, if you wish, to answer questions and help get you started.
- 2) Set up a SKU for "NEMBA memberships" in your accounting program.
- 3) Use our POS poster, "NEMBA Sold Here," and explain to your employees that every employee that works with a mountain bike customer will be offered the purchase of a NEMBA membership.

- 4) Record every membership sale at the register with the following information: Name, address, email address and phone number. You must be able to export this information to a database, such as MS Excel.
- 5) The membership database must be emailed to NEMBA weekly, even if there has only been a single membership sold. This is critical since NEMBA mails membership packets out weekly in order to provide prompt customer service. These packets include a membership card, handbook, a copy of SingleTracks Magazine and some stickers.
- 6) Monies generated from membership sales may be sent monthly or bi-monthly, depending upon the agreed time frame.

Marketing Tips to "Sell" NEMBA

You and your sales staff are highly skilled in selling cycling as a fun-filled healthy lifestyle. Adding NEMBA to this marketing mix will provide a concrete gateway for your customers to immediately get out there and enjoy their new purchase. The best time to mention NEMBA is when you are building a relationship with your customer on the shop floor while you selling them a mountain bike or mountain bike accessories. Customers regard shop employees as experts of all things cycling, and listen carefully to what you say and recommend. By taking a few moments to promote NEMBA, you'll be playing a crucial role to protect our sport, as well as helping your customer become a better mountain biker and repeat customer. The more your sales staff understands NEMBA, the easier it will be for them to make the sale. We urge your staff to stay current about NEMBA by reading SingleTracks Magazine.

How to Get Started with the NEMBA Dealer Program

Contact NEMBA's Executive Director, Philip Keyes, by calling 800-576-3622 or email him at pk@nemba.org. He will work with you and arrange for a visit to your shop by a NEMBA leader to speak with your staff about how to market NEMBA and participate in the program.

We have a separate guide that discusses strategies and tips for marketing NEMBA and selling memberships in your shop. To request a copy, please email Philip Keyes at pk@nemba.org or call 800-576-3622.

Thank you for your interest and support.

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