

Motorcycle Powersports News

**"The Service Pavilion - Motorcycle & ATV Service, Repair & Accessories
SHOP PROFILE QUESTIONS:**

How long have you been in business? **Since 2002 (12 Years)**

How did your business start? **I (Robert) was working for Arai Helmets Americas. Had an idea and created a self-sufficient program called "The Arai Helmets Service Pavilion". It was focused on giving the consumers and potential customers direct contact to the manufacturer. It was a big hit. I was offered by Arai to take the ball and run with it so to speak. I left officially working for Arai in 2002. And here we are today!**

What is your main sales focus? **"The Best Service, The Best There Is..." That is our slogan. Whether it be taking care of someone's Arai helmet needs, check their tire pressure or getting second gear replaced on a bike. But really our speciality on Arai helmets is our main focus.**

How has business shifted throughout the down economy? **Very good question. It is down in gross dollars. That's reality. But it's making us learn to observe overhead costs. Be very aware of inventory on hand. Be more critical of what we keep in stock. We've learned our repeat customers are extremely important in this type of economy. We're always desiring new sales and leads. New directions. But budgets are smaller and spending is less frivolous. So again our repeat customers are key!**

Does service play a role in your business model? **Service is everything. In the amount of attention and detail we give everyone. We're not about being the cheapest or most expensive on pricing. We are about the service. We are fair in pricing for what we provide to each and every customer.**

How many employees do you have and in what departments?
**Service Dept. -1
Sales and Customer Service- 3**

How do you market the business? **Our marketing is 95% being in front of consumers at large events all across the U.S. We do newsletter via email to let our subscribers know things we have going on. We do very little other than that.**

What role do events play? **As mentioned before that is a very important and large part of our marketing and advertising.**

What have you found to be the best avenues to recruit new employees? **I meet them face to face by chance. I meet someone and they leave an impression on me. That will make me want to tell them about my business and try to bring them on board.**

Tell me about your employee training. Is in in-house, online, seminars at trade shows? **Training for what we do is unique. It is mainly done by watching and listening one of the current staff members at events and with actual customers. I throw them into the fire so to speak.**

How do you attract and retain customers? Do you advertise, or does word-of-mouth keep new customers coming to your shop? **Word of mouth! Which is priceless advertising.**

Discuss some of your successful customer service programs. **Always being there for the customer. Making them know our after the sale service is as important if not more so, than the initial transaction.**

Discuss shop appearance and how it helps attract customers? How do you feel you set your shop apart from the competition? **Our shop is very "old school" in the aspect that when someone walks in, they can talk to everyone that works there. I honestly don't look at other shops as competition. Because no one can or will ever do what we can do. We're that unique. But this is the type of shop that is hidden away from the main spotlight. If you find us, you are one of the chosen ones who deserve to be here!**

What strategies have you implemented to boost profitability? **Monitor overhead and be very aware of spending.**

What plans do you have for your website? **Always make it grow and make it everyone's favorite place to visit. But at the moment is making it's awareness grow.**

How have you implemented social media and YouTube? **Slightly, but not to the fullest extent. There is too much of that going on. Have had many consumers who are numbed and turned off by it all. So it's not been a focus for us. But that could always change as we change.**