

The **KRYPTONITE®** Experience

Dealer Profitability Toolkit

Helping riders through the
bicycle security experience

- › Encouraging a lock purchase
- › How to choose a lock
- › Support beyond the sale

OUR VISION

Our passion is to ensure you can go where you want, when you want by offering smart, serious security solutions. We will be the portable security standard against which all others will be compared by providing unparalleled product quality and service with integrity.

OUR BRAND PROMISE

The lock brand for people who want the certainty and freedom that comes from having Kryptonite protection.

Our competitors are in the one off “lock selling business.” We are not. We offer a complete security experience for life – **The Kryptonite Experience.**

Certainly, the Kryptonite® Experience is about selling high quality, high performance security. However, it extends beyond that. We provide a myriad of added value features and aftermarket services which provide further support to the cyclist's security needs. But we'll get into that later.

For you, the dealer, **The Kryptonite Experience** is about helping you help your customers throughout their lock journey while providing you with a high margin, easily sold accessory. Your time is limited. Your focus is on your bike sales, service offerings and delighting your customers. Ideally, you would love to spend time focusing on all of your aftermarket accessories, but there are just too many skus and not enough time.

Let us do the work for you. This guide walks you through a customer's bicycle security experience and how we are there to support you every step of the way. It is a simple reference guide including helpful tips and hints on each of our services – all designed to make your life easier.

Working together, we can make sure a cyclist's bike is always ready for them to ride. **Enjoy the ride!**

Top 10 Reasons To Carry **KRYPTONITE®**

Tip:

You only need to offer one lock brand in your store.

When offering multiple brands, you often repeat security options, confusing your customer and hindering any chance of selling up both in security and price. One brand will allow you to stock the breadth and depth of locks you need for your customers, create simplified self-serving displays which help customers choose, while improving efficiency and GMROI (gross margin return on investment) for you!

Knowledge	Security is the only business we are in. We eat, sleep and breathe it. Kryptonite has been in business for over 40 years.
Range	Our products range from theft deterrents to ultimate security. We have a solution for any lock up need.
You	We are committed to supporting you and your business. We do not sell direct, we operate a MAP policy which we monitor closely, and we point consumer business directly to your shop via our website using Buy Local Now.
Passion	Our customer experience team is passionate about helping you and your customers. They are knowledgeable, quick to serve and always willing to listen.
Training	We offer a training program for your employees on 3pt5. We want to help you educate your staff with the right information that is important to your customers. For more personalized training for your staff – just ask!
Online services	You and your customers can access our aftermarket services such as key & combo registration, key replacement and Anti-Theft Protection registration at www.kryptonitelock.com for fast and hassle free service.
Not your average company	With values such as “Serve others, not yourself” and “Be curious beyond the obvious” we have built a team who is here to support you, to learn about your business and to help you succeed.
Intelligent innovation	We don't just create new product ideas in our heads alone. Listening to customers and understanding their needs helps us bring meaningful products to the market.
Thieves	We know thieves and how they operate. Testing locks in sterile labs only gets part of the job done. We test our locks using actual methods used on the streets by thieves. We know the streets.
Engineered	in Canton, Massachusetts. Backed by a Lifetime Warranty.

STEP 1: STEP 2: STEP 3:

A CYCLIST DECIDES THEY NEED A LOCK FOR THEIR BIKE, OR THEY HAVE JUST BOUGHT A NEW BIKE.

What you should do: Explain to them why they should purchase a lock, specifically Kryptonite, while walking them over to the lock set.

Encouraging A Customer To Purchase a Lock

- › While a lock is not a “sexy” sell, it should be an easy after market sale.
- › When a customer purchases a new bike, there are three “necessaries” (necessary accessories) they need. For safety, a helmet and a light. For security a lock.
- › Do not ask a customer if they want a lock. A lock is an accessory they NEED. How would they feel if their bike was stolen? Provide information regarding local theft rates.
- › Discuss the value a lock provides. If their bike is stolen, what is it worth to them. Not just the dollar value, but what do they lose if they lose their bike?

Did you know?

Ever heard of Cycle Messenger World Championships, Girls Just Wanna Ride, San Francisco Bike Coalition Winter Fest, or Bikes not Bombs? These are examples of the grassroots events Kryptonite sponsors annually which support the cycling community.

Tip:

Save time by utilizing one of our pre-set planograms for your stores. See planogram guide for more details! Don't skip on your lock category – it's proven to be one of the **top 3 accessory attachments** at the time of a bike purchase. Make sure you're getting those extra \$.



Why Buy A Kryptonite Lock

Kryptonite® created the bicycle security category. Over the last 40 years, we have continued to develop unique security products.

Here's What Sets Kryptonite Apart:

Unparalleled Quality → We don't cut corners when it comes to product quality. Our products are made of premium quality materials designed and engineered in the U.S. and covered by a lifetime warranty.

Legendary Service → We stand by our products 100%. Our Key Replacement and Anti-Theft Protection Program have been setting the standards for 40 years.

Experience → When you sell Kryptonite, you can rely on decades of security leadership and integrity, the quality of our products, and the service we provide. We are your Trusted Advisor.

Never Finished. Always Evolving. → We listen, we learn, and we always push ourselves to create and experiment. We embrace change and consistently look for ways to improve.

YOUR CUSTOMER NEEDS HELP CHOOSING A LOCK.

[This is possibly the most important step in the sale. Don't worry, we've taken the stress out of the process.] What you should do: Walk your customer through our "How to Choose a Lock" chart.

Helping Customers Choose A Lock

Helping you match customers with the correct Kryptonite® product is one of our top goals. Kryptonite categorizes its bicycle security products by the location bikes will be locked, and how long your customer is planning to leave them (i.e. quick stop, couple of hours, all day, overnight).

Our rating system consists of a 1-10 point scale. A "10" provides ultimate security and is recommended for high risk areas, such as a densely-populated metropolitan area, regardless of whether the customer is making a quick stop or leaving their bike overnight. A "5" provides moderate security and is recommended for quick stops in a metro area or while in transit. A "1" provides secondary security and would be used for a low risk area, such as a trail in the woods.

Tip:

Make sure that you have the proper selling tools in your store. Kryptonite's point of sale displays, packaging, and website are resources for you to utilize in order to better assist your customers in making the right security choice for their lock-up situation. **Contact your Kryptonite representative or e-mail us to order in-store displays.**

		Quick Stop	Couple of Hours	All Day	Overnight
How to Choose a Lock 1 Consider where you lock your bike and for how long 2 Find the recommended security rating on the chart 3 Choose a product with that rating	Major Metropolitan Area	9-10 Ultimate Security	9-10 Ultimate Security	9-10 Ultimate Security	9-10 Ultimate Security
	Metropolitan Area	4-6 Moderate Security	7-8 High Security	7-8 High Security	9-10 Ultimate Security
	College Campus	7-8 High Security	9-10 Ultimate Security	9-10 Ultimate Security	9-10 Ultimate Security
	Suburbs	4-6 Moderate Security	4-6 Moderate Security	7-8 High Security	7-8 High Security
	Rural Area	1-3 Minimum Security	4-6 Moderate Security	4-6 Moderate Security	4-6 Moderate Security
	Car Rack on the Road	4-6 Moderate Security	4-6 Moderate Security	7-8 High Security	9-10 Ultimate Security

Selling Kryptonite

When helping your customers choose their locks, use these helpful Kryptonite selling tips.

- › Consumers want/need recommendations from you. Use our new POP signage to help guide their purchase.
- › Always determine the security level the customer requires FIRST – then move on to which security TYPE will best suit them – chain/u-lock etc.
- › Not only are our products grouped by security level, they are color coded this way as well. This enables you and the customer to compare pricing within a security level.
- › Remember to focus on where customers lock their bike and for how long. If they lock their bike in various locations, they should purchase security for the toughest security scenario.
- › Our product catalog and website detail the specific differences in our locks if a customer asks – most likely they will rely on the “how to choose” info and your guidance.
- › One technique to get customers to move up the security levels, is to remind them that if their bike is one level of security greater than others nearby – a thief knows this and will go for the easy option.
- › Eye level is buy level – put your highest-end security at eye level. Follow the recommendations from our standard planograms.
- › Two locks are better than one. Instruct the customer to purchase one for their frame and rear wheel and a second lock for their front wheel. Depending on where they lock their bike, they might even want to consider two u-locks or two chain locks. As a minimum sell a combination pack with U-lock and cable or sell an accessory looped cable.
- › Promote our FREE key registration and replacement service as well as our optional Anti-Theft Protection Offer. Think about offering to register for them before they leave your shop.

Tip:

When helping a customer choose a lock, you should help them based on **how long and where they are planning to lock their bike** – NOT where they live.



Tip:

If you do install the bracket for your customer, make sure to **give them all their paper work** that came with their lock.

Tip:

As soon as the customer buys a lock, they should be encouraged to **separate their keys** so that they are not on the same key ring.

YOUR CUSTOMER HAS CHOSEN THEIR LOCK AND IS PURCHASING IT.

What you should do: Explain Kryptonite's® aftermarket services to them. Decide if you're going to offer to install the bracket, if applicable.

The Kryptonite Experience

Kryptonite's Post-Sale Services - After the Sale

Key Replacement → Customers can register their key number with us for FREE. If they lose their keys we'll be happy to replace them. Many of our locks are sold with the Key Safe Program which provides customers with the first two replacement keys for free. After their first two FREE keys are ordered, the customer can order more keys at a nominal fee. Note: The first two FREE keys come in the same shipment.

Combination Registration → Customers can register pre-set or resettable combinations with us at no charge. If they lose or forget a combination, they simply call.

Lifetime Warranty → Kryptonite offers a limited lifetime warranty on products that have defects. Should your customer's lock stop working they should email us a photo of the lock along with a short explanation of the issue and we will replace it.

Anti-Theft Protection Offer → A much-imitated program that's set a security category standard – proves the brand stands behind its products, and gives your customer additional peace of mind. Available on noted U-locks and chains in the U.S., Canada, Germany & UK, this program reimburses registered customers for a specific dollar amount in the event their bike is stolen as a result of the failure of the lock when used properly. All Evolution and New York series locks include the first year free with a nominal fee for up to 3 years. KryptoLok series locks require a payment for all 3 years of the program. In the event a customer makes a claim, we do need to see a copy of their bike and lock receipt.

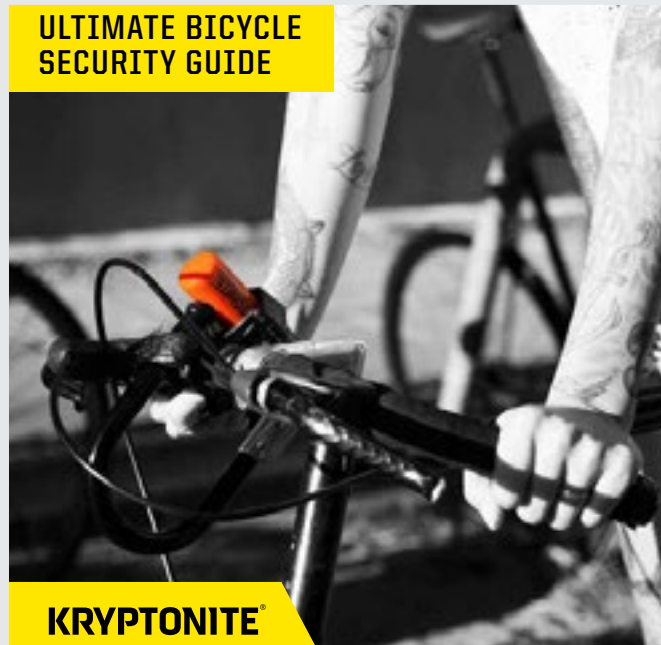
Rekey Program → Customers who lose their keys or combination number and DID NOT register it with us can send the product to Kryptonite with a small fee and we will replace the lock with a new one.

Tip:

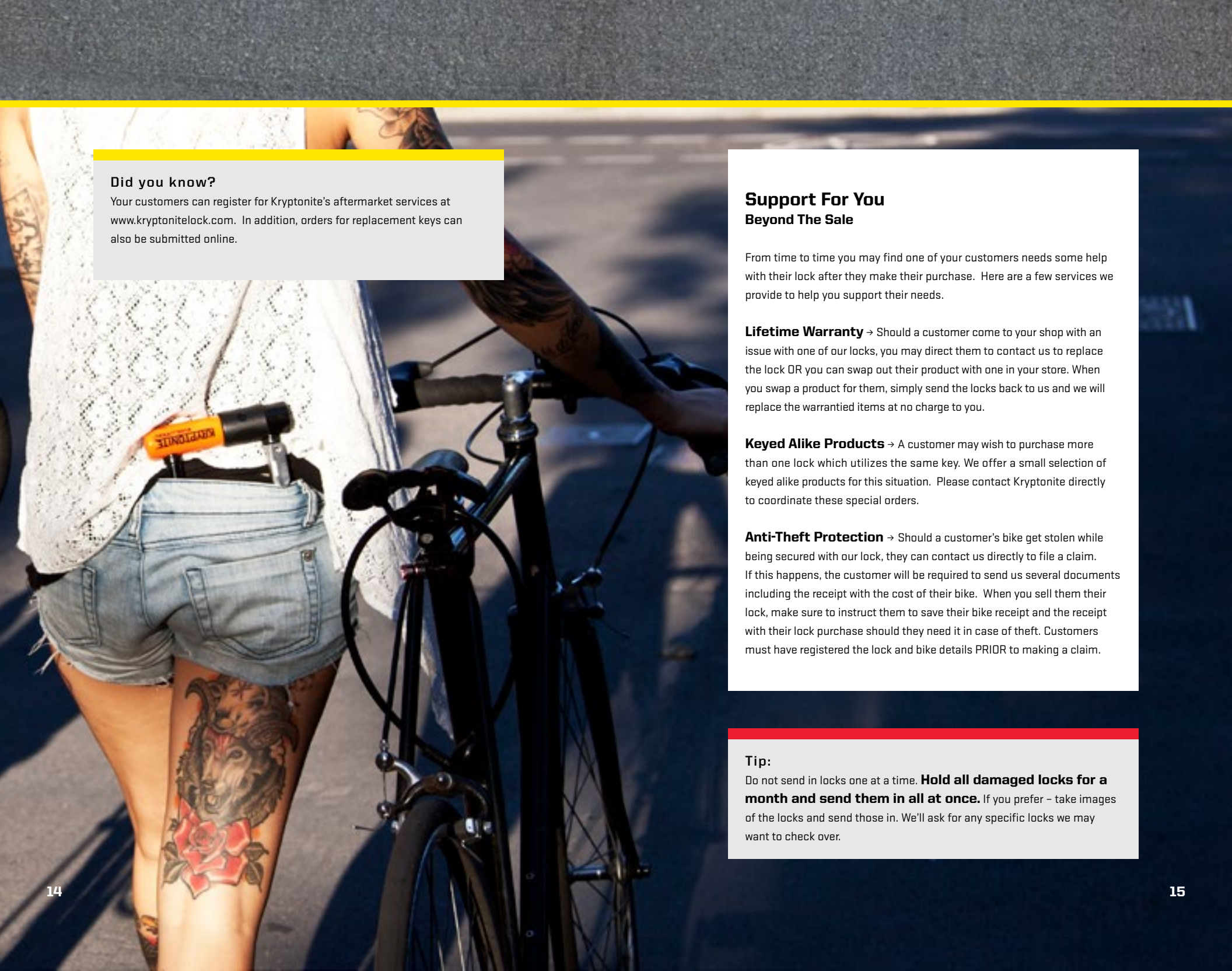
For information on how to help your customer properly lock their bike refer to our Ultimate Bicycle Security Guide!

These are perfect to give to your customers. Contact your Kryptonite representative or e-mail us to order some for your store.

ULTIMATE BICYCLE SECURITY GUIDE



KRYPTONITE®



Did you know?

Your customers can register for Kryptonite's aftermarket services at www.kryptonitelock.com. In addition, orders for replacement keys can also be submitted online.

Support For You Beyond The Sale

From time to time you may find one of your customers needs some help with their lock after they make their purchase. Here are a few services we provide to help you support their needs.

Lifetime Warranty → Should a customer come to your shop with an issue with one of our locks, you may direct them to contact us to replace the lock OR you can swap out their product with one in your store. When you swap a product for them, simply send the locks back to us and we will replace the warranted items at no charge to you.

Keyed Alike Products → A customer may wish to purchase more than one lock which utilizes the same key. We offer a small selection of keyed alike products for this situation. Please contact Kryptonite directly to coordinate these special orders.

Anti-Theft Protection → Should a customer's bike get stolen while being secured with our lock, they can contact us directly to file a claim. If this happens, the customer will be required to send us several documents including the receipt with the cost of their bike. When you sell them their lock, make sure to instruct them to save their bike receipt and the receipt with their lock purchase should they need it in case of theft. Customers must have registered the lock and bike details PRIOR to making a claim.

Tip:

Do not send in locks one at a time. **Hold all damaged locks for a month and send them in all at once.** If you prefer – take images of the locks and send those in. We'll ask for any specific locks we may want to check over.

KRYPTONITE®

**437 Turnpike Street
Canton, MA 02021 USA
800-SAY-LOCK (800 729-5625)
www.kryptonitelock.com
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