

Keep those stand-up paddleboards selling

→ **STAND-UP PADDLEBOARDS** are hot, but they aren't the easiest of sales with big price tags of \$700 to \$2,000. Here is how manufacturers are training their dealers to sell:

Embrace the entry point

Ronnie Ayres of **Tahoe SUP (#39134)** puts it clearly: "The consumer for SUP usually goes out and buys a Costco

board, tries it for a while, then gives the board to their kids, comes in and upgrades to one of our touring boards. It is great that there is an easy entry."

Get the customer hooked

Ryan Guay of **Boardworks Surf (#38138)** is the king of demos. You can often find him with a fleet at Boulder Reservoir. "We really aim

to connect to our customer through demos and events."

Give them a comparison

"If you think about it," continued Guay, "a SUP is cheaper than a bike or skiing or a lot of other forms of recreation. Putting it in context is important for the sell."

--LORIN PALEY