



By Alisa Clickenger

WHAT'S IN STORE FOR 2020...

And Beyond?

I love the beginning of the New Year. It's a time to reflect upon and take pride in all our accomplishments from the prior year. It's also time to chart a new course for the coming year... 2020 is significant because it not only opens up a significant next twelve months, but also heralds in the start of a new decade.

One hundred years ago this year, women gained the right to vote. A major step in the democracy of our great nation, the passage of the 19th Amendment was a hard-fought battle for women of the time. One hundred years later, women are once again rising up, making their voices heard for social change, and this time inside the motorcycle industry.

No longer content with the lack of products, services and events the motorcycle industry once offered, women are stepping forth and creating their own companies, creating female-focused businesses, and most of all, creating a community for themselves they've always wanted, yet found lacking in the male-dominated industry.

The next decade will see the numbers of female riders continuing to rise, and women becoming even more outspoken about the products and services they desire on a retail level. We'll be watching successful stores stepping out onto the cutting edge of this rapidly growing demographic and shifting their focus from one-size-fits-most to individualized consumer retail journeys through their retail offerings. Those stores not taking the quantum leap towards anchoring these loyal lady customers within their communities will suffer. They never catch up with the other retailers in the area who've already blazed the path.

The coming decade will also see the rise of powersports 'experiences' with experiential marketing becoming the new normal. We'll see more stores offering motorcycle rentals inside the dealership. With EagleRider's new and expanded subscription plan for motorcycle access, we're going to see shifts in the internal structures of dealerships.

We're going to see stores embracing the changes in the marketplace and adapting to new ways of doing business. We are going to see management styles that are stuck in the old paradigm of doing business losing business if they don't adapt to the new customers' wants, needs, desires, and most importantly, if they do not see themselves represented in the marketing materials and within the four walls of the building.

'Minorities' are now the new normal, and in many places are actually the majority. All the moto-manufacturers are already looking for ways to court them. We'll be seeing the smart companies becoming lighter on their feet, exploring new and innovative ideas in marketing, and reinventing the way they talk to their customers.

What's in your store for 2020 and the coming decade? Will it be business as usual, or will you crush it with your customers and build a community that's light on its feet and quick to serve? 🏠

*Alisa is a two-wheeled world traveler, author, tour operator, and event producer. She has been featured in a variety of media outlets as a woman pursuing a life of adventure and helping others to access their inner wisdom and be free to lead lives they are passionate about. Her book **Boost Your Confidence Through Motorcycling: A Woman's Guide to Being Your Best Self On and Off the Bike** became an Amazon.com #1 Bestseller. In 2019 Alisa was also named to Dealernews TOP 100 People in Powersports. Her personal mission is to empower women through motorcycling and adventure while being a strong advocate for the powersports industry at large. Alisa's motorcycle touring company is www.WomensMotorcycleTours.com.*