



Model for Success



The Model for Success is the result of year-long research project conducted on behalf of SIA. Learn the buying habits of your customer in this up-to-date analysis of the snow sports consumer, market trends, sales and merchandising recommendations to help stimulate business and more.

Executive Summary – a compilation of the five stage study aiming to determine whether it is possible to increase sales of downhill conveyances and, if so identify the means of doing so.
[Click here](#) to download the **Executive Summary**.

The five Stages of the Model for Success are available for download below.

Stage I – reviewed the recent sales history.
[Click here](#) to download Stage I: Downhill Conveyances

Stage II – culled a best-practices list from the strategies and tactics of a list retailers from outside the ski industry.
[Click here](#) to download Stage II: Retailer Best Practices

Stage III – surveyed more than 1,300 avid participants, primarily advanced and expert, to discover their purchase habits and to determine what in their sports matter most to them. Unaided, open-ended questions helped reveal what customers meant by “performance,” and the responses provided many of the slogans used in Stage IV.

[Click here](#) to download Stage III: Consumers

Stage IV – tested a series of print ads developed to test the power of these phrases and concepts.

[Click here](#) to download Stage IV: Retail Consumer Directions

[Click here](#) to download Stage IV: Retail Consumer Directions with Comments

[Click here](#) to download Stage IV: Equipment Tuning

Stage V – Intermediate Participants.

[Click here](#) to download Stage V: Intermediate Participants

[Click here](#) to download Stage V: Intermediate Participants with Comments and Suggestions

Intermediate Participants Follow Up Study – a follow up understanding of the purchase behavior, motivation and communication to the intermediate snow sports participant.

[Click here](#) to download Model for Success: Intermediate Participant Follow Up

The study is provided in pdf format which highlights the key findings of the study, a breakdown of the markets and steps suppliers and retailers can take to help move more product. For more information, contact Leslie Groves at LGroves@snowsports.org.