



# 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: Phase 1

[Click here](#) to download Stage IV: Phase 1 Equipment Tuning

**Stage V** – Intermediate Participants.

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

**Model for Success Follow Up Study** – understanding purchase behavior, motivation and communication to the intermediate snow sports participant.

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

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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](mailto:LGroves@snowsports.org).