

Transforming Retail Sales Performance with Modern Data Reporting

How Peraison helped Harley Davidson improve sales efficiency and real time decision making

Executive Summary

Harley Davidson's frontline sales teams relied on data to serve customers and hit daily targets, yet their reporting tools were slow, unclear, and disconnected from the sales process. Peraison rebuilt the reporting experience to be faster, simpler, and aligned to dealership workflows. Reporting time fell by seventy five percent, sales conversations became more informed, and managers gained clearer visibility across operations.



Harley Davidson faced familiar retail pressures:

- rising customer expectations
- complex product choices
- consistent service required across stores

Sales associates required:

- quick access to customer history
- model comparisons
- test ride activity
- daily performance

Instead, their SAP based sales dashboard took nearly two hours to refresh and another two hours to interpret. It was cluttered, difficult to navigate, and not built around the steps of the sales process. This reduced productivity, slowed customer engagement, and limited visibility for managers.

The Challenge



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The Solution

Peraison began by observing how dealership teams actually sell. We then rebuilt the reporting model around the natural flow of a sales day.

Sales Centric Report Redesign

We reorganised the reporting flow around the core responsibilities of Harley Davidson sales associates:

- Greeting and qualifying customers
- Identifying the right motorcycle fit
- Executing feature–benefit selling
- Crossselling Parts & Accessories and F&I
- Managing testrides, quotes, and followup
- Monitoring daily performance vs. quotas

Workflow Based Dashboard Layout

Peraison delivered a set of sales ready dashboards:

- **Today View:** appointments, hot leads, walkins, test rides, bikes in stock
- **Model Fit & Compare:** side by side motorcycle cards, accessories bundles
- **Deal Desk Lite:** pricing bands, tradein guidance, and financing options
- **Pipeline & Forecast:** demoto sale funnels, lead progression
- **AttachRates:** P&A and F&I attachment metrics
- **Sales Scorecards:** quotas vs. actuals, conversion metrics, followup SLAs

Performance Optimization

We redesigned the data model to optimize the refresh:

- Reporting refresh time down by **75%**
- Sales analysis time reduced by **75%**

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The new reporting experience strengthened sales performance and customer service.

Salespeople now:

- Recommend the right motorcycle faster
- Personalise conversations with clearer customer insights
- Cross sell more effectively
- Convert test rides at higher rates
- Follow up with greater consistency

The Impact



Managers gained real time visibility into team performance, pipeline strength, and attach rates. Across dealerships, decision making became faster, more confident, and more aligned to business goals.

Peraison transformed reporting from a bottleneck into a driver of sales productivity and customer experience.

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