



Jones Bikes H-Bar and Frameset Dealer requirements

Knowledge base

Jones Dealers need to have the tools to keep customers informed, and stock to keep them supplied. Jones Bikes requires its Dealers to make a reasonable effort to gain knowledge about our products by visiting our support page (<http://www.jonesbikes.com/support/>), as well as watching our recent youtube videos (<https://www.youtube.com/user/Veloperator>). This is critical for Frameset Dealers in particular because in order to get the ride that Jones bikes are famous for, care needs to be taken to set them up according to the criteria that Jeff has developed over the years. Knowing and understanding the Jones method of fitting and setting-up bikes will help you build Jones bikes that will get your customers stoked and coming back for more! Once you've decided you want to become a frame dealer, and we've approved you as such, we'll schedule a time for you and anyone who might be involved in selling or working on the bikes to talk on the phone with Jeff. Before you talk, it would be great if you could watch some of the videos about the bikes so that you could get some more background on the bikes before talking with him.

Ordering and Sales

Place all orders through the Jones Bikes B2B webstore at: <https://www.jonesbikesb2b.com/>. Jones works to keep information on JonesbikesB2B site up to date. If a product is not in stock in the B2B store, put your email address in the box to be notified as soon as it is available to order.

Inventory quantities on the Jones retail website is different from the inventory quantities on the dealer B2B website. We allocate our inventory to our Retail webstore and Dealer B2B webstore, so inventory quantities may vary.

Dealers are required to follow our [MAP Policy](#) (Minimum Advertised Pricing)

Jones Bikes Frameset Dealers are required to order a minimum of four (4) framesets per year, in addition to keeping a reasonable selection of H-Bars and supporting parts such as grips and headsets in stock at all times. We realize that some shops may not be able to order four framesets right away, but we do require that you order a minimum of two framesets to start.

Jones Bikes sells direct worldwide to distributors, dealers, and retail customers. This allows riders to get Jones products even if dealers and distributors don't have what they need in stock. Dealers and distributors can make the sale by keeping products in stock at all times.

Marketing, Displays, and Demos

You must have adequate shop space available to display a frameset built up into a complete demo bicycle, as well as framesets, H-Bars, and supporting parts such as wheelsets, grips and headsets. Having a place to put a large Jones sticker is also recommended to show customers that you are a committed Jones dealer. Also consider how Jones Bikes framesets will fit into your local riding scene: if you need help selecting the models and builds that will work best for your area, we are here to help!

It's our experience that when someone rides one of these bikes, they buy one, so we require our Frameset Dealers to have a demo bike built from a frameset on the floor for customers to ride. To make this easier for you, we offer a below-wholesale demo price on select models for this purpose. We are able to offer one frameset at demo pricing per year. The only caveats are that you have to keep the demo bike for one year before selling it, and it has to be on display when not being ridden so that your customers can see and get a feel for the bikes. When you get the demo, we expect you to advertise it on your social media outlets, and in any other ways you can. On our end, we will promote you as a new frame dealer, and note that customers can test ride a bike at your shop.

Pricing and shipment

Dealers are responsible for all shipping charges, duties, taxes, and fees associated with shipping of their orders. Payment is due at time of order. Once an order has been packed, no changes can be made.