



2022 CONTINUOUS CERTIFICATION

The 2022 Continuous Certification program offers Certified Dealers exclusive education to take best practices and lessons learned in the initial Certification program and improve upon them, building an even stronger dealership.

Q1: The Key Performance Indicators of a Profitable Dealership



BOB CLEMENTS AND SARA HEY

- Understand the importance of measuring numbers from a dealership level
- Identify and understand the KPI's for the service, parts, sales, and rental departments.
- Know how and when to measure numbers.

AVAILABLE: JANUARY 1, 2022

Q2: The Five Red Flags that Derail Your Recruiting and Retention Effort




KELLY McDONALD



- Assess effectiveness of previous recruiting practices.
- Learn how to effectively use the "Feet on the street" approach to hire new blood.
- Identify diversity opportunities.

AVAILABLE: APRIL 1, 2022

COURSE PACKAGES



- **Customize** your learning!
- Earn 2022 credit at **Dealer Week 2021**. 
- Get **access** to several courses on one topic.
- Take just **one course** from **each package** to meet your Certification requirement.
- Complete a **Commitment to Improvement** form to start implementation.

Package 1: Parts & Accessories

- Create a Parts & Accessories Superstar, Robert Grant
- Design Your Way to More Parts & Accessories Revenue, Brett Beaudette 
- Develop Marketing & Growth Plans for your Parts Department, Sara Hey 
- The Internet is Killing Your Parts & Accessories Biz? Think Again, Sam Dantzler

AVAILABLE: BEFORE JUNE 30, 2022

Package 2: Sales

- Assess, Develop & Coach Your Sales Team, Ty Bello
- Fill the Gaps in Your Sales Process, Bob McCann and Jim Million
- How to Seek and Sell More Pre-Owned Units Profitability, Tony Gonzalez 
- Improve Productivity by Focusing on the Customer Interview, Bob McCann 
- Redesign Your Showroom to Sell More, Jennifer Robison

AVAILABLE: BEFORE JUNE 30, 2022

OTHER REQUIREMENTS OF CONTINUOUS CERTIFICATION:

Certification Assessment & Affidavit, Employee Satisfaction Survey & ESS Meeting, Facility Review Process, CSI Tracking & Trending, Performance Planning. **All Available BEFORE June 30, 2022.**



FREQUENTLY ASKED QUESTIONS



How do I enroll my dealership in Continuous Certification?

Certified Dealers have two paths for enrollment; they can upgrade their MRAA membership to Gold and have access to all the content on MRAATraining.com along with the Continuous Certification curriculum, or purchase Continuous Certification a la carte. Pricing for enrollment is based by location; the first location is included in Gold membership dues and additional locations are discounted. A la carte purchasers will receive the same discounted rate as Gold members for additional location enrollment. Re-enrollment is required annually.



Who is eligible to participate in Continuous Certification?

Continuous Certification is only available to companies that have completed the requirements established in the Marine Industry Certified Dealership program and are considered current with the MICD standards.



Will I have access to the course archive?

Previous years' courses (2018-2021) are available as part of Gold membership. Certified Dealers may upgrade to Gold for access to those course catalogs, or they can buy each year's Continuous Certification curriculum a la carte.



I have more than one location, who on my staff can participate in Continuous Certification?

MICD participation is based on by location access, which means that all staff enrolled to participate in Continuous Certification will need to be employed at a location that has completed the MICD process. There are multi-location discounts available to companies that use this program across multiple locations in their company.



How often will I have to go through Continuous Certification?

Continuous Certification is an annual program. It's designed for you and your staff to receive new, up-to-date, pertinent education throughout the year every year. Through the annual Certification Assessment & Affidavit, Employee Satisfaction Survey, Facility Review Process, CSI Tracking and Trending and Performance Planning Process, it also assures you're upholding the tenants of the Marine Industry Certified Dealership program and continuing to improve.



Do I have to take all of the courses in the course packages?

No! To fulfill your course package requirements, you are only required to complete one course from each package. You are, however, welcome to watch as many within each package as you want! You may notice some, but not all courses include Tests or Skill Checks. You are not required to complete these within the course packages, but they will prove helpful in checking your knowledge retention, as such they are encouraged.

Contact Liz Keener to get information on your enrollment or to enroll with the multi-location discount.

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