

ACCELERATING GROWTH




MARINE
DEALER
Conference & Expo

NOV. 6-9, 2011 | GAYLORD PALMS | ORLANDO, FLA.

Boating
INDUSTRY



Creating a Menu Selling Culture

How Menu Pricing Increases Profits for Service and F&I

Presented By:

David Parker

Parker Business Planning, Inc.



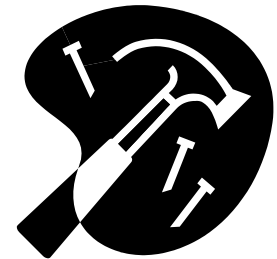
Service Department Menu Pricing

➤ What is the service philosophy of your dealership?

■ Break and Fix?

OR

■ Preventive Maintenance?



Break and Fix Philosophy

➤ Trains customers to fix their boat only when it is ***BROKEN***

➤ Problems with “Break & Fix”

- You only see customers when they are unhappy: when their boat is broken
- These shops typically make less money



- More Grief = Less Gravy!
- Typically charge by the hour; Very few flat rates
- Typically lower productivity due to hourly billing

Break and Fix Philosophy

- More Problems with “Break & Fix”
 - Boats have lower trade-in values if maintained below industry standards
 - Cheaper in the short run; more expensive in the long run
 - Guaranteed to ruin at least one weekend and most likely two or three
 - Ruins the “Fun Factor”





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Preventive Maintenance (PM) Philosophy

- Trains customers to take proactive care of their boat. Do Preventive maintenance on a regular basis, BEFORE there is a problem.
- Benefits of Preventive Maintenance
 - Get to see customers when they are happy!
 - These shops typically make more money = A LOT MORE!!!
 - More Gravy = Less Grief!
 - Typically employ more Menu Jobs and Flat Rate billing
 - Typically have higher productivity because of the Flat Rate billing
 - Increases Billable Labor revenue





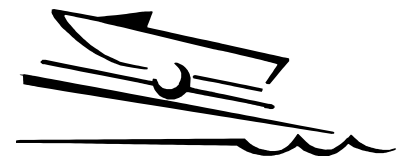
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More Benefits of Preventive Maintenance

- Boats have higher trade-in values if maintained at or above industry standards
- Least expensive in the long run – greatly reduces chance of expensive repairs
- Theoretically will never have a ruined weekend, because parts are changed out **BEFORE** they break, and then only after reasonable use
- Enhances the “*Fun Factor*” while providing the most peace of mind





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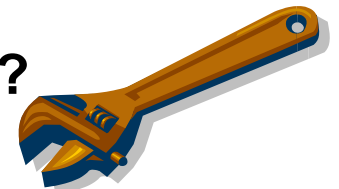


Preventive Maintenance
and a
Menu Selling Culture
go very nicely together.

**Let's get started with
developing our Menus...**

Developing Menus

- Start by converting all hourly charges to Flat Rate billing for each job
- Flat Rate Billing vs. Hourly Billing
 - Hourly Billing = NOT Recommended
 - No one seems to know for sure how long a repair should take – you end up over or under charging
 - What if the tech takes too long?
 - What if the tech does it in half the time of another tech?





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Flat Rate Billing



- Everyone knows how long a job should take = no second guessing
- Tech does it faster, still gets paid the allotted time
- If “new tech” takes longer, customer still only pays the quoted flat rate amount
- Flat Rated rigging significantly reduces conflict between Sales and Service
- Estimates are much easier to prepare and quote



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Flat Rate Billing

- Enables Billed Labor to increase without raising the labor rate by increasing the Flat Rate time for each job
- Flat Rates are the **ONLY** fair way to charge for service work
- **EVERYONE** wins with Flat Rate Billing
 - The customer knows the cost ahead of time
 - The technician gets paid more if they do the work in less time
 - The dealer makes more money too when techs are more efficient



Getting Started with Flat Rates

- **Create your own**
 - ✓ **List (most) all service and rigging jobs**
 - ✓ **Assign hours to complete each one**
 - ✓ **Be generous with the hours – it takes longer than you think**





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Getting Started with Flat Rates

- ✓ Use the manufacturer's warranty times and multiply by 1.5 – 2.0
- ✓ Use the Manufacturer Recommended Service Schedules at different hourly and seasonal intervals
- ✓ Be prepared – it will take you days to do it this way

OR





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Getting Started with Flat Rates

➤ Buy a stock manual

- Customize it to your dealership
- Spader has a great one





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Tech Pay / Incentives

- Pay Technicians a higher hourly rate for billable work
 - Retail
 - Warranty
 - Rigging

- Pay Technicians a lower hourly rate for non-billable work
 - Fixing the shop truck
 - Shoveling snow, etc.



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Tech Pay / Incentives

- **No incentives for non-billable work**
- **Never pay a percentage of the labor charges**
 - **If labor rate increases, the tech gets a raise – you may not want that**
 - **Pay by the billed hour**



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Invoicing

- Customer copy only shows dollar amount\$ – NO HOURS!
- Dealer copy shows both dollar\$ and hours = Actual and Flat Rate





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From Flat Rates to Menus

- **Most Common Menu Jobs**
 - **Basic Winterization**
 - **Upgrade Winterization**
 - **Change oil**
 - **Water pump impeller**
 - **Service Outdrive, etc.**
 - **Winter Storage**
 - **50/100/150 hour Service Packages**



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From Flat Rates to Menus

- **Less common but valuable Menu Jobs**
 - **300 or 500 hour service**
 - Change all belts and hoses
 - **Premium detailing packages**
 - Charge by the foot
 - **“Platinum Preventive Maintenance” program**
 - Upgraded Winterization / Spring Splash
 - Winter Storage – Heated
 - Detailing / Buff and Wax
 - Minor Fiberglass repairs, etc.



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Two Kinds of Service Menus

➤ Working Service Menus

- Summary Description of Service/Price with Check Boxes

➤ Display Service Menus

- Summary/Detail Description Only, Often with Pricing

See Handout:

“Working Service Menus”



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Working Service Menus

1. Skier's Marine - Winter
2. Redline Watersports – End of Season
3. Seattle Boats – Service & Storage Packages
4. Taylor's Boats – Every Fall
5. Taylor's Boats – Every Year
6. Gordy's – Off Season - PWC
7. Gordy's – Off Season - Boat
8. Action Water Sports – Stern Drive Check List-1
9. Action Water Sports – Stern Drive Check List-2

MDCE Presentation
By David Parker
Gaylord Palms Resort,
November 9, 2011



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2011-12 Winter Service Menu

All prices plus tax and shop supplies.
Prices for 5.7L engines, additional charge for big blocks.
Additional charge for special application engines.

☐ Winterization Package 1 - \$99.95

- Drain Engine
- Disconnect Battery
- Drain Ballast

☐ Winterization Package 2 - \$217.35

For Non-Cat Engine V-Drive:

- Add Fuel Stabilizer & Run
- Fill & Flush w/Anti-Freeze
- Fog Combustion Chambers
- Drain Engine
- Drain Ballast
- Disconnect Battery

☐ Winterization Package 2 - \$210.40

For Cat Engine V-Drive:

- Add Fuel Stabilizer & Run In
- Fill & Flush w/Anti-Freeze
- Drain Engine
- Drain Ballast
- Disconnect Battery

☐ Winterization Package 2 - \$164.85

For Direct Drives:

- Add Fuel Stabilizer & Run In
- Fill & Flush w/Anti-Freeze
- Fog Combustion Chambers
- Drain Engine
- Drain Ballast
- Disconnect Battery

Specialized Care

- ☐ Drain Shower - \$25.00
- ☐ Drain Heater - \$25.00
- ☐ Lot Storage - \$65.00 Month
- ☐ Dry Storage - \$150.00 Month
- ☐ Boat Detailing - \$

Other Items

Approval Signature Line:

Approval Date:

Hull Number:

By signing in the space provided above, I hereby grant Skier's Marine permission to perform all work "checked" and/or written on this form and enter into an agreement for this work to be completed. I further understand that I must carry Fire & Theft Insurance coverage while my boat is in Skier's Marine possession. I further understand that Skier's Marine will not be responsible for the theft of any boat, or contents of any boat, or damage while transporting boat, or any animal damage. My signature upon this document indicates that I have read all of the foregoing and that I am bound to the terms of this agreement.



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End of Season Services

- | | |
|--|---|
| <input type="checkbox"/> Winterization #1 \$199.99
Disconnect Battery, Stabilize Fuel System, Full Engine Temp Cycle, Full Systems Check, Transmission Shift Test, Steering & Throttle Test, Drain Engine & Manifolds, Engine Fogging, Add Anti-Freeze, Lube Wheel Bearings & Lower Unit Lube Change on O/B & I/Os | <input type="checkbox"/> Winterization #2 \$269.99
Add Oil & Filter Change |
| | <input type="checkbox"/> Winterization #3 \$299.99
Add Oil & Fluid Change and Transmission Fluid Change
<i>Prices do not include oil & ATF</i> |

Additional Add On's

- | | | | | | |
|---------------------------------|---------------------------------|----------------------------------|-------------------------------------|--------------------------------------|---|
| <input type="checkbox"/> Heater | <input type="checkbox"/> Shower | <input type="checkbox"/> Ballast | <input type="checkbox"/> Slick Boot | <input type="checkbox"/> Shrink Wrap | <input type="checkbox"/> Impeller Replacement |
| ----- \$29.95/Item ----- | | | \$8.95-\$13.95/ft | | \$29.95 or \$79.95
(Ballast) (Water Pump) |

☐ Complete Detail

Exterior wash, exterior hand wax, clean storage compartments, coolers, & cup holders, vacuum carpet, clean all vinyl & apply vinyl conditioner, steam clean carpet, clean windows;
19': \$199.95 20': \$219.95 21': \$249.95 22-23': \$289.95
24-26': \$379.95 27-28': \$399.95 29' and Up: Estimate available

☐ Acid Wash

Removes grime & most discoloration from bottom of boat
 On Trailer: **\$9.00 per foot**
 Off Trailer: **\$12.95 per foot**

☐ Platform Restoration:

Deep surface cleaning, surface re-finishing, application of teak sealer
 Standard platform: **\$90.00**
 Teak inlay platform: **\$150.00**

☐ **Bilge Detail:** \$29.95

☐ **Platform Teak Oil Treatment:** \$25.00

Winter Projects

- ☐ Audio Customization ☐ LED Kit ☐ New Decal ☐ Fiberglass Buff ☐ Gel Coat Repair
☐ Upholstery Repair & Replacement ☐ MC By Design Additions



Regular Maintenance

- | | | |
|--|--|---|
| <input type="checkbox"/> 100 Hour Service - Inboard
\$549.95-\$619.95 | <input type="checkbox"/> 300 Hour Service - Inboard
\$1,499.95-\$1,699.95 | <input type="checkbox"/> 100 Hour Service - Honda
\$679.95 |
|--|--|---|

FREE INDOOR STORAGE ON JOBS OVER \$2,000!



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SERVICE & STORAGE PACKAGES



Boat maintenance extends the life of your boat and reduces the need for costly repairs. It doesn't only mean paying attention to your boat when you're actively using it during the warm weather months – you also need to be sure to protect your boat through an effective winterization routine.

customize your winter service, storage & detail service (select from each category): simple as 1, 2, 3!

Step
1

WINTERIZE PACKAGES

★ ONE STAR ☐
Freeze Protection Service

- Basic Freeze Protection

\$349.80 plus parts

★★ TWO STAR ☐
Freeze Protection Plus

- "Freeze Protection Service", plus:
- Oil & Filter change, Fuel Filter

\$588.30 plus parts

★★★ THREE STAR ☐
Annual Premium Winterize

- "Freeze Protection Plus", plus:
- Annual Drive Service ☒ **\$325 Savings**

\$675.75 plus parts

★★★★ FOUR STAR ☐
Platinum Winterize plus Major Tune

**Manufacturer Recommended*
- "Premium Winterize", plus:
- Impeller
- Bellows
- Tune-up
- Belts & Batteries, as needed ☒ **\$370 Savings**
(not included)

est. \$1,475.00 plus parts

Step
2

STORAGE PACKAGES

- 5-month minimum stay -

★ ONE STAR ☐
Outdoor Premium 24

- Boats up to 24'
- Outdoor Secure Storage
- Includes transportation

** Requires min. 1 star Winter Service Pkg*

\$150.00/mo.

★★ TWO STAR ☐
Outdoor Premium 30

- Boats up to 30'
- Outdoor Secure Storage
- Includes transportation
- (over 30' - pricing is available)

** Requires min. 1 star Winter Service Pkg*

\$200.00/mo.

★★★ THREE STAR ☐
Indoor Heated Storage

- Indoor Heated & Secure Storage
- Includes transportation

** Requires 3 or 4 star Winter Service Pkg*

starting at \$226.00 per month

Step
3

DETAIL PACKAGES

★ ONE STAR ☐
Bottom Clean Service

- Algae & Scum Removal

starting at \$190.00

★★ TWO STAR ☐
Interior Detail

- Interior Detail

starting at \$225.00

★★★ THREE STAR ☐
Interior & Exterior Clean

- "Interior Detail", plus:
- Hand Wash & Wax

starting at \$414.00

★★★★ FOUR STAR ☐
Deluxe Interior/Exterior

- "Interior Detail", plus:
- Machine Buff & Wax

starting at \$845.00

NOTES: List Prices are estimates only. Prices do not include Parts or any expenses in Labor. It may be necessary to conduct routine maintenance on your vessel. All work must be pre-approved by vessel owner.

save even more with our package value plus coupon:

SAVINGS COUPON

PACKAGE VALUE PLUS

(Save an additional \$100 — Select all three)

★★★★ FOUR STAR Platinum Service
★★★ THREE STAR Indoor Heated Storage
★★★ THREE or ★★★★★ FOUR STAR Detail Service

SAVINGS COUPON

NEW CUSTOMER

or

NEW CUSTOMER REFERRAL

(Save \$50) on your next service bill.



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Name: _____ Keys / Ignition Code _____
 Address: _____ City: _____ State: _____ Zip: _____
 Home Phone: _____ Cell Phone: _____
 E-Mail: _____
 Boat Year: _____ Make: _____ Model: _____ Engine: _____
 Serial Number: _____

Every Fall — Manufacture Recommended Services

- ☐ **Winterize I** Treat fuel with stabilizer, drain water, flush with antifreeze, check all fluid levels.
Small Block Engines \$163 Big Blocks \$184
- ☐ **Winterize II** Winterize I plus change engine oil, oil filter, fuel filter, check all fluids.
Volvo SB \$363 Volvo BB \$390 Merc SB \$363 Merc BB \$402 IB SB \$348 IB BB \$387
- ☐ **Winterize III Stern Drive** Includes Winterize I, Winterize II plus pull outdrive, grease u-joints, gimbal bearings, all grease fittings. Check engine alignment. Change outdrive gear lube. Replace o-rings and gaskets.
Volvo SB \$585 Volvo BB \$624 Merc SB \$603 Merc BB \$642
- ☐ **Winterize III Inboard** Includes Winterize I, Winterize II plus change transmission fluid, check shifting and linkage.
Inboard Small Block \$534 Inboard Big Block \$573 Add for V—Drive \$65.00
- ☐ **Shower \$27.25 Heater \$54.50 Fresh Water System \$54.50**
- ☐ **Engine Tune Up Service** Check all major systems. Run diagnostic. Check and clear all computer codes. Replace cap, rotor spark plugs as needed. Replace fuel filter. Check wires. Check battery. **Most Boats \$275 Plus Parts Parts \$120—\$200**

Storage and Shrink Wrap

Unit Size	Cost per Month	6 Months	Pre Pay 10% Discount	Shrink Wrap	Storage & Shrink Wrap
Up to 19'	\$ 55.00	\$ 330.00	\$ 300.00	\$ 228.00	\$ 528.00
20' - 22'	\$ 60.00	\$ 360.00	\$ 324.00	\$ 252.00	\$ 576.00
23' to 24'	\$ 65.00	\$ 390.00	\$ 351.00	\$ 288.00	\$ 639.00
25' to 27'	\$ 70.00	\$ 420.00	\$ 378.00	\$ 312.00	\$ 690.00
29' to 31'	\$ 75.00	\$ 450.00	\$ 405.00	\$ 360.00	\$ 765.00
Over 31' by Quote					
Add for Towers					\$ 50.00

Additional Services:

- ☐ _____
☐ _____
☐ _____
☐ _____
☐ _____
☐ _____
☐ _____

Customer Signature _____ Date: _____

A minimum diagnostic fee of \$65 will be charged for all requested services.

By signing this customer authorizes Taylor's Boats, Inc. to complete the requested work with all necessary materials, loading and operating the boat. Owner leaves the boat at Taylor's Boats, Inc. at their own risk. Taylor's Boats, Inc. will not be responsible for any theft or damage that may occur to the boat.



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Customer Name: _____
 Address: _____ City: _____ State: _____ Zip: _____
 Home Phone: _____ Cell Phone: _____
 E-Mail: _____
 Boat Year: _____ Make: _____ Model: _____ Engine: _____
 Serial Number: _____ Keys / Ignition Code: _____

Every Year — Manufacture Recommended Services

- ☐ **Summer Prep** Check batteries. Check and top off all fluid levels. Check all major engine, outdrive, transmission systems. Check cooling system. Run antifreeze from engine and water systems. Check and service trailer systems and lights. Check prop, skeg, outdrive, shifting and steering systems. Check bilge pump and blowers. Check for fuel, oil and water leaks. **INSTALL PLUGS AND HOSES \$54**

Battery Age _____ **Authorize Replacement** _____ **All Single Engines \$153**

- ☐ **Engine Lubrication Service** Change engine oil. Change oil filter. Change fuel filter. Check and top off all fluid levels. Check all major engine functions. **Big Blocks \$146 Small Block Engines \$136**

- ☐ **Outdrive Service** Remove and service outdrive, grease u-joints, gimball bearings, all grease fittings. Check engine alignment. Change outdrive gear lube. Replace o-rings and gaskets. **Mer cruiser A1, Bravo \$216 Volvo SX, DP, AQ \$210**

- ☐ **Engine Cooling System Service** Check water flow and cooling. Replace water pump impeller, replace housing kits as needed. **Volvo \$247 Merc A1 \$475 Merc B1 \$375 Merc HO \$479 Merc IB \$375 IB \$237**

- ☐ **Transmission Service** Check and top off all fluid levels. Change transmission fluid. Check shifting and steering. Check and adjust shift cables, tighten coupler bolts. **All Inboards \$198**

- ☐ **V Drive Service** Check and top off all fluid levels. Change V Drive fluid. **All Inboards w/Trans Service \$69**

Every Other Year—Manufacture Recommended Services

- ☐ **Trailer Service** Inspect master cylinder for rust and water. Top off break fluid. Remove wheels and repack bearings. Replace bearing seals. Inspect all trailer lights. Check and adjust tire pressure. Torque lug nuts. **Tandem \$335 Single \$180**

Every Three Years—Manufacture Recommended Services

- ☐ **Engine Tune Up Service** Check all major systems. Run diagnostic. Check and clear all computer codes. Replace cap, rotor spark plugs as needed. Replace fuel filter. Check wires. Check battery. **Most Boats \$327 Plus Parts Parts \$120—\$200**

- ☐ **Express Wash Interior / Exterior** Exterior wash, window, interior wipe, vacuum **\$99.00**
☐ **Gelcoat Restoration** Three stage buffing and polishing to restore faded and oxidized gelcoat finish. **\$20 / ft**
☐ **Exterior Detail** Wash, complete exterior wax. Black Magic treatment. **\$10 / ft**
☐ **Complete Detail** Wash, wax. Black Magic treatment. interior cleaning, carpet cleaning **\$15 / ft**

Additional Services:

- ☐ _____
☐ _____
☐ _____
☐ _____
☐ _____
☐ _____
☐ _____

Customer Signature _____ Date: _____

Minimum Diagnostic Fee of \$65 for all requested service.

By signing the customer authorizes Taylor's Boats, Inc. to complete the requested work with all necessary materials, testing and operating the boat. Owner leaves the boat at Taylor's Boats, Inc. at their own risk. Taylor's Boats, Inc. will not be responsible for any theft or damage that may occur to the boat.



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Celebrating 50 Years of Boating Fun Gordy's Lakefront Marine In the Heart of Fontana's Lakefront		P.O. Box 320, Fontana, WY 82125 Tel# 202-275-3518 Fax# 202-275-0953																			
2011/2012 OFF SEASON PWC SERVICE CONTRACT																					
Name:	PWC Make & Model:																				
Address:	Pier, Buoy, Slip #:																				
City, State, Zip:	Keys in unit:	<input type="checkbox"/> Yes <input type="checkbox"/> No																			
Home Phone:	Haul out date:																				
Cell Phone:	Gordy's to pick up by:																				
Work Phone:	Please pick up:																				
E-mail:	Customer to drop off by:																				
1. PWC Storage <input type="checkbox"/> Yes, please store for the winter \$550 each unit <input type="checkbox"/> No, I will pick up (date): <input type="checkbox"/> No, please deliver to (date / location): <input type="checkbox"/> I will bring back in the spring <input type="checkbox"/> I will NOT bring back in the spring																					
<input type="checkbox"/> Gordy's PWC Service <input type="checkbox"/> I am interested in selling my pwc this year																					
2. Per Unit parts additional <small>*If contract is not filled out, Gordy's will not have your parts ready by Memorial Day</small>																					
<table border="0"> <tr> <td></td> <td style="text-align: center;"><i>plus antifreeze & parts</i></td> <td style="text-align: center;"><i>plus parts</i></td> </tr> <tr> <td><input type="checkbox"/> Winterize PWC</td> <td style="text-align: right;">\$109.95</td> <td><input type="checkbox"/> Summerize PWC, Tune up</td> <td style="text-align: right;">\$109.95</td> </tr> <tr> <td><input type="checkbox"/> Wash and hand wax</td> <td style="text-align: right;">\$186.75</td> <td><input type="checkbox"/> Engine Service 4-Stroke</td> <td></td> </tr> <tr> <td></td> <td></td> <td><input type="checkbox"/> Engine Service 2-Stroke</td> <td></td> </tr> <tr> <td></td> <td></td> <td><input type="checkbox"/> PWC Battery R/R</td> <td style="text-align: right;">\$62.50 plus battery</td> </tr> </table>				<i>plus antifreeze & parts</i>	<i>plus parts</i>	<input type="checkbox"/> Winterize PWC	\$109.95	<input type="checkbox"/> Summerize PWC, Tune up	\$109.95	<input type="checkbox"/> Wash and hand wax	\$186.75	<input type="checkbox"/> Engine Service 4-Stroke				<input type="checkbox"/> Engine Service 2-Stroke				<input type="checkbox"/> PWC Battery R/R	\$62.50 plus battery
	<i>plus antifreeze & parts</i>	<i>plus parts</i>																			
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<input type="checkbox"/> Wash and hand wax	\$186.75	<input type="checkbox"/> Engine Service 4-Stroke																			
		<input type="checkbox"/> Engine Service 2-Stroke																			
		<input type="checkbox"/> PWC Battery R/R	\$62.50 plus battery																		
3. Hull Cleaning - all boats will be stored with a clean hull. Customer will be billed based on acid needed.																					
<table border="0"> <tr> <td><input type="checkbox"/> Acid wash hull</td> <td>Light Acid</td> <td style="text-align: right;">13.95 / ft.</td> </tr> <tr> <td></td> <td>Standard Acid</td> <td style="text-align: right;">14.95 / ft.</td> </tr> <tr> <td></td> <td>Standard Acid including Zebra mussel removal</td> <td style="text-align: right;">15.95 / ft.</td> </tr> </table>			<input type="checkbox"/> Acid wash hull	Light Acid	13.95 / ft.		Standard Acid	14.95 / ft.		Standard Acid including Zebra mussel removal	15.95 / ft.										
<input type="checkbox"/> Acid wash hull	Light Acid	13.95 / ft.																			
	Standard Acid	14.95 / ft.																			
	Standard Acid including Zebra mussel removal	15.95 / ft.																			
4. Trailer Service																					
<table border="0"> <tr> <td><input type="checkbox"/> Trailer tire maintenance, brakes, repack bearings, etc</td> <td style="text-align: right;">By estimate</td> </tr> <tr> <td><input type="checkbox"/> Inspect trailer, set tire pressure, grease wheel bearings and check all lights</td> <td style="text-align: right;">\$125.00</td> </tr> </table>			<input type="checkbox"/> Trailer tire maintenance, brakes, repack bearings, etc	By estimate	<input type="checkbox"/> Inspect trailer, set tire pressure, grease wheel bearings and check all lights	\$125.00															
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Additional Estimate Requests & Notes:																					
<table border="0"> <tr> <td><input type="checkbox"/> New PWC Cover</td> <td><input type="checkbox"/> Leak cleaning / oil</td> <td><input type="checkbox"/> Windshield repair</td> </tr> <tr> <td><input type="checkbox"/> Repair PWC Cover</td> <td><input type="checkbox"/> Wax, sand deck / hull</td> <td><input type="checkbox"/> Reg. / Name Paint</td> </tr> </table>			<input type="checkbox"/> New PWC Cover	<input type="checkbox"/> Leak cleaning / oil	<input type="checkbox"/> Windshield repair	<input type="checkbox"/> Repair PWC Cover	<input type="checkbox"/> Wax, sand deck / hull	<input type="checkbox"/> Reg. / Name Paint													
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<input type="checkbox"/> Repair PWC Cover	<input type="checkbox"/> Wax, sand deck / hull	<input type="checkbox"/> Reg. / Name Paint																			


By placing the attached pages and signing below, you are authorizing Gordy's Lakefront Marine, Inc. to service and/or store your boat. Owner is to maintain insurance coverage while stored at Gordy's. Gordy's does not assume any liability for theft, fire or damage to the boat, trailer or accessories. Gordy's shall not be responsible for losses or damage caused to boats made available for pickup after October 15th. I have read and understand this information. I authorize Gordy's to use any necessary parts/supplies to perform all work and bill my credit card for all services and storage performed.

Print Name _____	Sign Name _____	Date _____
Credit Card Type _____	Credit Card Number _____	Exp. _____



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 <div style="float: right;"> P.O. Box 320, Fort Lauderdale, FL 33325 Phone 232.275.8518 Fax 232.275.8518 </div>	
2011/2012 OFF SEASON BOAT SERVICE CONTRACT	
Name:	Equal Year & Month
Address:	Pier, Buoy, Slip #
City, State, Zip:	Keys in boat? <input type="checkbox"/> Yes <input type="checkbox"/> No
Home Phone:	Estimated date:
Cell Phone:	Pick up by: <input type="checkbox"/> Land <input type="checkbox"/> Water
Work Phone:	Please pick up: <input type="checkbox"/> Duct/Silo Lines <input type="checkbox"/> Lifting Straps
E-mail:	Customer drop off by: <input type="checkbox"/> Land <input type="checkbox"/> Water
Platinum Plan - Complete Service Plan <input type="checkbox"/> Easy. Check here, see details section & sign below. Details on pg 3-4 Authorized Winter Services Below - Quote Platinum Services Recommended <input type="checkbox"/>	
At-Boat Services Selected - If not choosing platinum plan, please select all services you would like.	
1. Boat Storage <input type="checkbox"/> Yes, please store for the winter <input type="checkbox"/> Heated add \$44.00 *Space is limited, up to 29' only	
<input type="checkbox"/> PVC \$550/ea <input type="checkbox"/> 22' - \$1000 <input type="checkbox"/> 27' - \$1450 <input type="checkbox"/> 32' - \$2575	<input type="checkbox"/> 18' - \$825 <input type="checkbox"/> 24' - \$1175 <input type="checkbox"/> 25' - \$1500 <input type="checkbox"/> 34' - \$2675
<input type="checkbox"/> 18' - \$825 <input type="checkbox"/> 24' - \$1175 <input type="checkbox"/> 25' - \$1500 <input type="checkbox"/> 34' - \$2675	<input type="checkbox"/> 27' - \$890 <input type="checkbox"/> 28' - \$1275 <input type="checkbox"/> 30' - \$2325 <input type="checkbox"/> 35' - \$2700 <input type="checkbox"/> 36' - \$2025
<input type="checkbox"/> No, I will pick up (date): <input type="text"/> I.e., please deliver to (date / location): <input type="text"/> <input type="checkbox"/> Will bring my boat back in the spring <input type="checkbox"/> I will NOT bring my boat back in the spring	
Gordy's Engine / Boat Service <input type="checkbox"/> I am interested in seeing my boat this year <i>*If contract is not bid out, we will not have your boat ready by Memorial Day</i>	
2. Per Engine, parts additional	
<input type="checkbox"/> Winterize I/O & Inboard <input type="checkbox"/> Winterize Cockpit Heater (excludes diesel cooling engines) <input type="checkbox"/> Winterize Outboard <input type="checkbox"/> Pump Head - Mandatory <input type="checkbox"/> Winterize Fuel & Cool Water Systems & Head <input type="checkbox"/> Winterize Air Conditioning <input type="checkbox"/> Fall out Regs - ski boats only	plus parts & work \$750.00 \$31.25 \$125.00 \$45.00 \$62.50 \$125.00 \$212.50 \$125.00 \$187.50
<input type="checkbox"/> Fire Spring Commission <input type="checkbox"/> Engine Service <input type="checkbox"/> In Line (OR) Cool Fuel Oil Fuel Filter <input type="checkbox"/> Lower Unit Service <input type="checkbox"/> IAC Filter <input type="checkbox"/> Gimbal Ring U-bolt <input type="checkbox"/> Torque manifold nuts - all small blocks <input type="checkbox"/> Outdrive Service (Alpha / Bravo) *Every other year <input type="checkbox"/> Impeller Service (Pump) *Every other year <input type="checkbox"/> Impeller Service (Pump) *Every other year <input type="checkbox"/> Major tune up *Every three years <input type="checkbox"/> Tune up 495 only - pumps *Every three years	plus parts \$ 75.00 \$63.75 \$31.25 \$63.75 \$21.25 \$21.25 \$21.25 \$167.50 \$250.00 \$375.00 \$750.00 \$ 75.00 \$250.00
3. Generator Service, every year plus parts (30' boats and larger) <input type="checkbox"/> Winterize \$31.50 plus antifreeze <input type="checkbox"/> Summerize \$62.50 <input type="checkbox"/> Oil Change \$125.00 plus parts <input type="checkbox"/> Impeller Replacement \$125.00 plus parts	
4. Prop Repair <i>*Unless noted, damaged props will be replaced</i> <input type="checkbox"/> Repair as noted, remove & re-install prop \$62.50 plus outside labor for prop(s) repair <input type="checkbox"/> Do Not Repair Prop - Call	
5. Hull Cleaning - all boats will be stored with a clean hull. Customer will be billed based on acid needed.	
<input type="checkbox"/> Acid wash hull <input type="checkbox"/> Acid wash unit only	Unit Only Acid Cleaning \$75 Light Acid 10.50 / ft Standard Acid 14.50 / ft Standard Acid including Zetrol or urea removal 16.95 / ft
6. Battery service <i>*Unless noted, all batteries will be replaced after 3 years</i> <input type="checkbox"/> Replace battery(s) \$62.50 plus battery(s) \$99.95 each <input type="checkbox"/> Do Not Change Battery	
7. Boat Detailing <i>*Unless noted, all boats will be replaced after 3 years</i> <input type="checkbox"/> Dry Dock <input type="checkbox"/> G-Polish <input type="checkbox"/> P-Trim <input type="checkbox"/> Ultraclean	
Exterior wash and interior touch up (sun face only) \$7.00 / hr & \$25 plastic fee Exterior wash and hull interior detail excluding compartments \$13.00 / hr & \$25 plastic fee Exterior wash, hand wax, full interior detail including compartments & all wash load covers \$18.00 / hr - 25' \$16.50 / hr (26-28') \$23.00 / hr > 29' Exterior wash, 3-step hull, hand wax, shampoo carpets, polish stainless, full interior detail and covers \$23.50 / hr > 25' \$25.00 / hr (26-28') \$33.50 / hr > 29'	<input type="checkbox"/> Do Not Clean \$25 wash fee
8. Trailer Service <input type="checkbox"/> Trailer maintenance, brakes, repack bearings, etc. By estimate <input type="checkbox"/> Inspect trailer, set tire pressure, grease wheel bearings and check all lights \$125.00	
Additional Estimate Requests & Notes Continued on back of form:	
<input type="checkbox"/> Reg. White Paint <input type="checkbox"/> Teak deck / up / oil <input type="checkbox"/> Reg. 4" Name Paint <input type="checkbox"/> IP #1 <input type="checkbox"/> Stere. upgrade <input type="checkbox"/> Canvas & Upholstery repair - \$	CONTINUED ON BACK

Customer authorizes the use of Customer's credit card information on file for future charges.
 Customer has read and agrees to the terms and conditions as stated on the back of this form and acknowledges receipt of a copy of this document.

Print Name	Signature	Date
Credit Card Type	Credit Card Number	Exp.

Advanced Working Menu – Service Checklist

➤ In the service bay a technician completes a Check List of additional items that need repair and calls the customer

- First, any safety issues – Your customer's safety is of **PRIMARY** concern
- Second, any maintenance issues, scratches, dings, gas shocks for engine compartment lids, etc.





Creating a Menu
Selling Culture

STERN DRIVE CHECK

LIST

CUSTOMER _____

BOAT _____

DATE: _____

SECTION 1

1. CHECK ALL LIGHTS.
2. CHECK TIRES.
3. CHECK OIL BATH CAPS.
4. CHECK GUIDE ON POLES.
5. CHECK WIRE HARNESS.
6. CHECK TRAILER JACK.
7. CHECK STEP PADS.

SECTION 2

1. CHECK ENGINE OIL.
2. CHECK TRIM UNIT FLUID.
3. CHECK STEERING.
4. CHECK THROTTLE CONTROL.
5. CHECK FLAME ARRESTOR.
6. CHECK ENGINE BELTS.

SECTION 3

1. CHECK PROP, PROPNUT.
2. CHECK TRIM LINES.
3. TRANSOM CO DECAL.
4. CK. LOWER UNIT OIL LEVEL.
5. CHECK SEAT/LID SHOCKS

SECTION 4

1. CHECK NAVIGATION LIGHTS.
2. CHECK COURTESY LIGHTS.
3. CHECK DASH LIGHTS.
4. CHECK HORN.
5. CHECK BLOWER.
6. CHECK BILGE PUMP.
7. CHECK FLOAT SWITCH.
8. CHECK BATTERY/CABLES.
9. CK. FIRE EXTINGUISHER/BRKT.
10. CHECK STEREO EQUIP.
11. CHECK TRIM OPERATION.
12. CK. FOR RECALL BUILT FITS.

SECTION 5

1. CK. WATER CONSUMPTION.
2. CHECK FOR WATER LEAKS.
3. CHECK FOR FUEL LEAKS.
4. CK KILL SWITCH OPERATION.

CHECKED OUT GOOD

MAY NEED FUTURE ATTENTION

REQUIRES IMMEDIATE ATTENTION

PART NUMBER AND COST

LABOR

COMMENTS:

SERVICING TECHNICIAN : _____

TOTAL OF PARTS AND LABOR COMPLETED : _____

PARTS \$ _____

LABOR: _____



Creating a Menu Selling Culture

WORK PERFORMED

Job 1.

Problem found: _____

Action Taken: _____

Job 2.

Problem found: _____

Action Taken: _____

Job 3.

Problem found: _____

Action Taken: _____

Job 4.

Problem found: _____

Action Taken: _____



Creating a Menu
Selling Culture

Boating
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Advanced Menu Incentives

- Techs gets a bonus on the additional work they sell
 - 10% of the additional labor
 - 5% of the additional parts
- Very effective in increasing service sales





**Creating a Menu
Selling Culture**

Boating
INDUSTRY



Note: When Up-Selling Services

- **Do not up-sell at the original write-up - let the customer be on their way, right away**
- **When a customer in for Break & Fix, they come in negative**
- **When a customer comes in for maintenance they leave at “0” - no better off than when they came in**
 - **Do your customers a favor—sell them accessories that will improve their boating experience**
 - **Leave > “0” = + Positive! Customers will love it!**



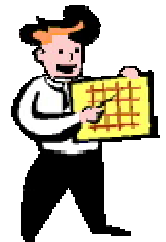
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Up-Selling Services

- Visual aids are a significant help; use brochures with package details
- Do all estimates first two hours of each day. Except during winterization rush. Put them where you can easily get at them later.
- Mention that doing extra work now saves the customer time and money later
- Show broken parts with copies of repair bills
- Employee Targets – Weekly & Monthly sales goals are a powerful tool





Creating a Menu
Selling Culture



Up-Selling Services

- Tell stories of customers who suffered ruined weekends or vacations because of a lack of preventive maintenance
- Lastly – Training is very important
 - Sales and F&I people need to be familiar with your products
 - Employees need to feel good about the value of the products offered





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Two Kinds of Service Menus

“Continued”

➤ Display Service Menus

- Summary/Detail Description Only, Often with Pricing

See Handout:

“Display Service Menus”



Creating a Menu Selling Culture



Creating a Menu Selling Culture

Display Service Menus

1. Gainesville Marina – Common Services & Prices
2. Action Water Sports – Winterize Price List
3. Erickson Marine - Winterization - Website
4. N3 Boatworks - Winterization - Website
5. Cleveland Boat Center - Winterize - Sterndrive
6. Cleveland Boat Center - Winterize - MasterCraft
7. Woodard Marine - Power Point – 6 Slides

MDCE Presentation
By David Parker
Gaylord Palms Resort,
November 9, 2011



Creating a Menu Selling Culture

Common Services & Prices:

DSM-1

- Oil & Filter Change 139.00
- 20 Hour Service 190.00

20 Hour Service Includes:

Change engine oil & filter.
Check engine motor mounts.
Check idle speed & adjust.
Check condition and tension of belts.
Check hoses and exhaust system for leaks.
Tighten all hose clamps.
Check throttles linkage
Check shifting.
Check bellows.
Re-torque outdrive.
Top off all fluids.
Check steering and lubricate.
Check fuel lines.
Check props for damage & wear and re-torque.

- Tune-up 6 or 8 Cylinder 360.00

Tune-up for all size engines includes:

Add fuel system cleaner.
Change spark plugs.
Change distributor cap.
Change rotor button.
Check spark plug wires.
Check timing.
Adjust idle mixture.
Check throttle linkage.
Clean flame arrestor.
Change fuel/water separator.

- Seasonal Service 475.00

Seasonal Service Includes:

Change engine oil and filter.
Replace fuel filter.
Check engine motor mounts.
Check idle speed and adjust.
Check electrical system for corrosion and damage.
Check condition and tension of belts.
Check hoses and exhaust system for leaks.
Tighten all hose clamps.
Check throttles linkage



Creating a Menu Selling Culture

Change outdrive oil.
Grease engine to drive coupler.
Check bellows.
Remove outdrive and check engine alignment.
Check and Grease gimbal bearing and U-joints.
Grease coupler.
Check splines on outdrive.
Re-torque outdrive.
Pull prop and grease prop shaft.
Check shifting.
Check battery with load meter and connections.
Top off all fluids.
Check steering system and lubricate.
Check anodes.
Check prop for damage.
Check fuel lines.
Add fuel system cleaner.

- Replace Impeller - Bravo 345.00
- Replace Impeller - Volvo 225.00

Replace Impeller for Bravo and Volvo includes:

Replace impeller and check for water flow.

- Replace Impeller - Alphas 415.00

Replace Impeller for all Alpha drives includes:

Change impeller.
Check bellows.
Re-torque outdrive.
Check anodes.
Remove outdrive and check engine alignment.
Check gimbal bearing.
Grease gimbal bearing and U-joints.
Grease coupler.
Check spline's on outdrive.
Pull prop and grease prop shaft.
Check for fishing wire.
Check for water flow.

Haul & Launch Fees:

Haul & Launch fees will apply to all boats needing to be pulled from the water for repairs. Call the service department for pricing.



Creating a Menu Selling Culture

- 115hp to 225hp* 250.00
- 250hp to 350hp* 275.00

Includes: oil, filters, gear lube, grease, tax, hazardous waste fee & labor.

**Fuel Filters & Fuel Additives are extra.*

Please call in advance to schedule an appointment.

YAMAHA SEASONAL SERVICE



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Selling Culture



WINTERIZING PRICES INCLUDING PARTS AND LABOR-DSM-2

DIRECT DRIVE.....	\$184.78	WINTERIZE BALLAST.....	\$20.98 each
DIRECT DRIVE WITH BALLAST....	\$237.27	WINTERIZE HEATER.....	\$20.98
V - DRIVE / I.O.	\$205.63	WINTERIZE SHOWER	\$20.98
V - DRIVE WITH BALLAST.....	\$258.12	FLUSH LOWER UNIT	\$121.15
TWIN ENGINE.....	\$311.13		
TWIN ENGINE WITH BALLAST.....	\$363.62		
OUTBOARD ENGINE	\$132.66		
O/B - FLUSH LOWER UNIT	\$270.72		

ADDITIONAL SERVICES

STORAGE \$18 a foot, \$24 for heated

	Non heated	heated		non heated	heated
20 foot.....	\$366.31	\$486.31	21 foot.....	\$384.31	\$510.31
22 foot.....	\$402.31	\$534.31	23 foot.....	\$420.31	\$558.31
24 foot.....	\$438.31	\$582.31	25 foot.....	\$456.31	\$606.31
26 foot.....	\$474.31	\$630.31	27 foot.....	\$492.31	\$654.31
28 foot.....	\$510.31	\$678.31	29 foot.....	\$528.31	\$702.31

DETAIL SERVICES

FULL DETAIL INCLUDES WASIT & WAX, STEAM CLEAN CARPET AND RE-DRESS UPHOLSTRY.

All details now include one quart of Zing hull cleaner.

19 FOOT.....	\$311.06	22 or 23 feet.....	\$425.02
20 FOOT.....	\$352.75	24 foot.....	\$477.85
21 FOOT.....	\$384.02	28 foot.....	\$529.97

OIL CHANGE.....	\$84.50
OIL CHANGE TWIN.....	\$169.00
RETEAK SWIM PLATFORM.....	\$147.02
CHANGE TRANSMISSION FLUID DIRECT DRIVE...	\$78.40
CHANGE TRANSMISSION FLUID V - DRIVE.....	\$115.99
CHANGE TRANSMISSION FLUID TWIN.....	\$231.98
REPLACE IMPELLOR DIRECT DRIVE.....	\$105.01
REPLACE IMPELLOR V- DRIVE.....	\$142.59
TUNE UP BOAT.....	\$197.28
SHAFT ALIGNMENT.....	\$125.31
REPLACE BALLAST IMPELLOR.....	\$94.91 (EACH)
REPLACE IN-TANK FUEL FILTER.....	\$159.12
REPLACE ALT. BELT COST UP TO.....	\$103.95
REPLACE BILGE PUMP COST UP TO.....	\$124.27
REPLACE BLOWER.....	\$87.17
REPLACE STEERING CABLE.....	\$378.71 and up.



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Boating
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Where fun comes in all sizes!



ERICKSON MARINE

10 Minutes South of 494 on Hwy 61
651-437-6159 • Fax: 651-437-7283 • www.ericksonmarine.com
11721 Point Douglas Road S. Hastings, MN 55033

[Home](#)
[Showroom](#)
[Dealer Info](#)
[Dealer Services](#)
[Customer Corner](#)
[Contact Us](#)

Winterization

[Winterizing Menu](#)

Stern Drive Packages listed below - call for outboard pricing.

Basic Package*

\$172.00

- Drain block, manifold and hoses
- Add gas stabilizer to fuel
- Fog engine
- Disconnect battery

Premium Package*

- Merc \$313.00
- Volvo \$334.00

Basic package plus:

- Change engine oil and filter
- Change water separating fuel filter

Deluxe Package*

- Alpha \$143.00
- Bravo \$496.00
- Yacht \$496.00
- Volvo SX \$448.00
- Volvo DP \$178.00

Basic package plus:

- Change engine oil and filter
- Change water separating fuel filter
- Remove drive and:
- Inspect bellows
- Inspect u joints / grease
- Inspect gimbal bearing / grease
- Grease yoke splines
- Check engine alignment
- Change gear lube (V drive transmission fluid change, filter extra.)

*SPRING PREP NOT INCLUDED

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For the fourth year in a row,
Erickson Marine is proud to
have received the Mercury
Mercury "Service CSI
Award". This is truly an honor
and we will continue our
commitment to complete
customer satisfaction.

Parts


Did you know that Erickson
Marine's parts department
stocks your maintenance
items for Volvo, Mercury
Outboards, MerCruiser I/O's
and Yamaha Outboards? We
also have many Merc NLA
parts that are hard to find. Call
us with the serial number of
your motor or a part number;
we ship daily and can get your
part to you quickly!

Proud dealers of:













Creating a Menu Selling Culture



2011 Winterization and Storage Rates



CHECK OUT OUR NEW ONLINE PARTS AND ACCESSORIES
[Click Here](#)



2012 Nautiques in Stock!

New 2012 Nautiques are in!

Storage Rates - Pre-Paid Only

All boats are stored inside. Storage Period starts the first day of fall and ends 5/15/2013.

Storage 10 to 24' \$500.00
*Boat length up to 24' overall. \$35 per extra foot.



Premium Winterization Package

Package Includes: Anti-freeze engine block, Oil Change w/ Filter, Check Transmission Fluid, Check V-Drive Lube, (70 lower unit post-oil), Fine Filter Change, Fuel Stabilizer, and Disposal on Battery Terminals.

Direct Drive Inboard	\$254.00
V-Drive Inboard	\$319.00
JO Runabout	\$326.00

Standard Winterization Package

Package Includes: Antifreeze Engine Block, Fuel Stabilizer, and Disposal on Battery Terminals.

Direct Drive Inboard	\$158.00
V-Drive Inboard	\$168.00
JO Runabout	\$168.00
Outboard	\$164.00
W/O	\$148.00

Boat Pick Up Charge/Dock Charge

Geist Lake	\$160.00
Korse Lake	\$175.00
Gracynow Lake	\$200.00
Sawmill	\$200.00
\$35 Mile = Per mile	\$5.50
Canopy Removal	\$70.00

Detail Cleaning

Level 1 Package - Includes wash with water hose, high pressure detail and vacuum of floor and compartments.

Inboard	\$175.00
V-Drive	\$200.00
JO	\$200.00
Platform Renewal	\$65.00

Level 2 Package - Includes Level 1 plus Vinyl Detailing of interior, Vinyl 305, a central Vacuum, Detail Lube if equipped, and Spray Wax on Hull and Bimini.

Inboard	\$250.00
V-Drive	\$400.00
JO	\$350.00
Platform Renewal	\$65.00

Level 3 Package - Includes Level 2 plus Detail of exterior, Wax on Hull, Deck, Bimini, Transom, and Fuel Storage. Does not include wheel covers.

Inboard	\$359.00
V-Drive	\$509.00
JO	\$459.00
Platform Renewal	\$65.00



Pre-Dryed & In Stock



On Sale!

**Creating a Menu
Selling Culture**

Sterndrive Winterization Menu

Keep your boat in mint condition!

Follow Warranty
Service Recommendations!

Is it time for a new
boat???

Service Menu

Winterize Engine	\$159.99
Heater System	\$ 49.99
Shower/Wash Down	\$ 49.99
Sink	\$ 49.99
Head	\$ 49.99
Oil Change	\$129.99
Lube Change	\$ 89.99
Lower Unit Service	\$159.99
Boat Cleaning	\$249.99
Boat Detail (wax,/buff)	\$419.99



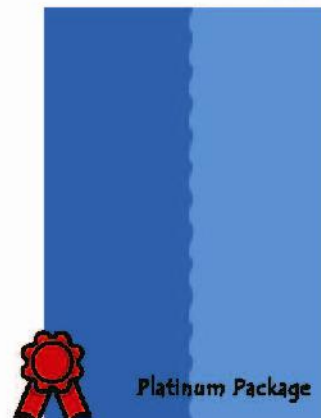
Silver Package

Winterize Engine	\$159.99
Oil Change	\$129.99
Lube Change	\$ 89.99
10% Discount	(\$38.00)
Free De-Winterization	
Total with Discount	\$341.97



Gold Package

Winterize Engine	\$159.99
Oil Change	\$129.99
Lower Unit Service	\$159.99
10% Discount	(\$45.00)
Free De-Winterization	
Total with Discount	\$404.97



Platinum Package

Winterize Engine	\$159.99
Oil Change	\$129.99
Lower Unit Service	\$159.99
Boat Cleaning	\$249.99
10% Discount	(70.00)
Free De-Winterization	
Total with Discount	\$629.96



Creating a Menu
Selling Culture

MasterCraft Winterization Menu

Keep your boat in mint condition!

Follow MasterCraft's Warranty
Service Recommendations!

*Is it time for a new
boat???*

Service Menu

Winterize Engine	\$169.99
Ballast System	\$ 79.99
Heater System	\$ 49.99
Shower/Wash Down	\$ 49.99
Sink	\$ 49.99
Oil Change	\$129.99
Boat Cleaning	\$249.99
Boat Detail (wax,/buff)	\$419.99
50 Hour Service	\$279.99
100 Hour Service	\$699.99



Silver Package

Winterize Engine	\$169.99
Ballast System	\$ 79.99
Heater System	\$ 49.99
Oil Change	\$129.99
10% Discount	(\$43.00)
Free De Winterization	
Total with Discount	\$386.96



Gold Package

Winterize Engine	\$169.99
Ballast System	\$ 79.99
Heater System	\$ 49.99
Oil Change	\$129.99
Boat Cleaning	\$249.99
10% Discount	(\$68.00)
Free De Winterization	
Total with Discount	\$612.00



Platinum Package

Winterize Engine	\$169.99
Ballast System	\$ 79.99
Heater System	\$ 49.99
Oil Change	\$129.99
Boat Cleaning	\$249.99
50 Hour Service	\$279.99
10% Discount	(\$95.90)
Free De Winterization	
Total with Discount	\$864.04



Creating a Menu
Selling Culture

Boating
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Two Kinds of Service Menus

“Continued”

➤ “Power Point” - Display Menus

- Summary/Detail Description Only, Often with Pricing

See Handout:

End of “ Display Service Menus”

Creating a Menu
Selling Culture

Did You Know?

- Woodard Marine was Voted As one of America's Top 100 Marine Dealerships 6 years running



- 2005 & 2006 #21
- 2007 & 2008 #13
 - 2009 #9
 - 2010 #14



WOODARD MARINE INC.

LAKE BOMOSEEN, VT.
www.woodardmarine.com





Creating a Menu
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Boating
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The Woodard Marine Boat Spa

- **Interior Only Cleaning \$195**
(wash upholstery, windows, Spot treat carpet, vacuum, UV protect upholstery)
- **Exterior Only Cleaning \$195**
(water line up, wash and wax exterior, wash windows)
- **Complete Interior and Exterior \$295**

Rates are based on boats smaller than 22 feet in length. This service is intended to maintain the quality of your boat. For restoring the finish and upholstery, ask us for a custom detailing quote

WOODARD MARINE INC.
LAKE BOMOSEEN, VT.
www.woodardmarine.com



Creating a Menu
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2011 Dock Slip Rates

- **Seasonal Slip \$1,150** (April 15th-Oct 31st)
- **Monthly Slip \$400**
- **Weekly Slip \$200**
- **Nightly Slip \$75**



WOODARD MARINE INC.

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www.woodardmarine.com





Creating a Menu
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Boating
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Deluxe Outboard Tune Up Special

- Complete Tune-Up includes engine tune-up and replacement of water pump impeller.
- The water impeller pumps water through your engine. Water impeller replacement is suggested every 3-5 years. They have a limited life.
- **Your Certified Marine Technician Will Perform the Following:**

All services as in the basic tune-up plus these additions

Remove the lower unit and replace the water pump impeller and associated gaskets

Drain the lower unit oil, pressure test and vacuum test the unit

Inspect the prop shaft for straightness

Inspect the drive shaft spline for wear and advise

Refill the lower unit with high performance lube.

2hp-200hp - Deluxe Outboard Tune-Up \$340-\$599



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Creating a Menu
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Reserve Your Storage Space Now!

• 2010-2011 Storage Rates

- **16ft Boat \$544**
- **17ft Boat \$578**
- **18ft Boat \$612**
- **19ft Boat \$646**
- **20ft Boat \$680**

• Storage is based on Sept 1 – June 30



• 2010-2011 Storage Rates

- **21ft Boat \$714**
- **22ft Boat \$748**
- **23ft Boat \$782**
- **24ft Boat \$816**
- **Waverunner \$450**

• Storage is based on Sept 1 – June 30



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5 Star Certified Marine Dealership

- Woodard Marine is Vermont's Only 5 Star Certified Marine Dealership



- Woodard Marine is inspected yearly and the service department is monitored closely by industry leaders and industry standards for efficiency and integrity. These ratings ensure that your boat and engine will be serviced timely and efficiently, while being serviced by some of the industry's most knowledgeable technicians



WOODARD MARINE INC.

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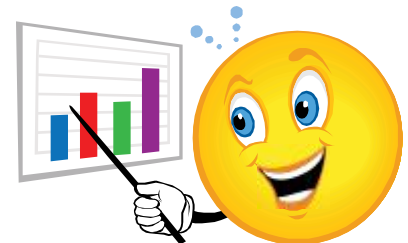


Creating a Menu
Selling Culture



Menus – Other Items

- **Quote a total “all inclusive price”**
 - **Include taxes, shop supplies, etc.**
 - **Strive to charge less than you quote**
 - **Quote about 10% higher than expected**
 - **Strive to come in under that number**
 - **Builds customer loyalty**
 - **Winterization check-off menus can be mailed to customers**





**Creating a Menu
Selling Culture**

Boating
INDUSTRY



Menus – Other Items

“Continued”

**Display Menus on a monitor or TV screen
behind the service counter**

- **See if your computer system will track and
recommend periodic maintenance**

○ **Customers love this!**





Creating a Menu
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Boating
INDUSTRY



Finance & Insurance (F&I) Menus

Increase F&I Income with Menu Selling





Creating a Menu
Selling Culture



F&I Menus

- **Success Starts with the Sales People –
“T-up” the F&I Manager**
 - Prepaid Maintenance
 - Extended Warranty
 - Others Products

- **Consistency – “3 x 100”**
 - 100% of Customers
 - 100% of Products
 - 100% of Time





Creating a Menu
Selling Culture



Extended Warranty & Other Products

- Use an Evidence Book for selling extended warranties to include:
 - Copy of Court Case that requires you to offer all your backend products to all customers
 - Equal Fair Opportunity Act
 - If not offered and documented, a claimant could say they were discriminated under EFOA based on age, sex, ethnicity, etc.
 - Have a place to approve or decline all products offered or you may have to pay for the broken item☹





**Creating a Menu
Selling Culture**

Boating
INDUSTRY



Extended Warranty & Other Products

- Pictures of what went wrong that would have been covered under the extended warranty and a copy of a repair bill that a customer actually paid
- Actual Broken Parts = even better





**Creating a Menu
Selling Culture**

Boating
INDUSTRY



Customer is turned over to the F&I or Business Manager

- **When introduced to the F&I Manager they might ask the customer something like:**
 - **“Do you plan to use your boat a lot?”**
 - **“Are you the kind of person that likes to take great care of your things?”**

- **Gather the additional information you need:**
 - **Complete the usual F&I paperwork**
 - **Customer can tour the Accessory/ProShop**
 - **Ask if they want to add any accessories to the deal**

 - **Schedule their first service appointment**



**Creating a Menu
Selling Culture**



Begin to Sell – Either now or at the delivery

- **Prepaid maintenance – “You mentioned you are the kind of person who likes to take great care of all of your stuff.”**
- **For only \$x/mo all your maintenance is taken care of for the next 2 seasons.**
- **Would you like to have the peace of mind of worry free boating for the next 2 seasons?”**





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Begin to Sell – Either now or at the delivery

- **We offer a 20% discount for 2 seasons of maintenance and your first year's winter storage**
 - **Includes 50hr, 100 hr and 150 hr services + 1 winterization & dewinterization**
 - **“Most of our customers buy this package”**
 - **Offer 3 or 4 interest free payments or**
 - **Include cost in finance contract**





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Dealer Note:

- **Why Sell Prepaid Maintenance?**
 - It ties customers to the dealership
 - Frees up customer cash to make additional purchases
 - All other F&I products require a bad experience to use it
 - Prepaid Maintenance creates a positive feeling for customers – it's already paid for!

- **Use a deferred revenue account in your GL to keep track of the \$\$**





**Creating a Menu
Selling Culture**

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Extended Warranty & Other Products

- **F&I is best sold on a Menu with 3 or 4 columns of services, each with a price and payment**
- **Use lots of color**
- **Customers usually choose the second one from the left so plan on this being the primary sale**



Creating a Menu Selling Culture



Creating a Menu Selling Culture

F&I Menus

1. Priority One
2. ADP
3. Texas Marine
4. Rambo Marine – Front Page
5. Rambo Marine – Data Entry Page

MDCE Presentation
By David Parker
Gaylord Palms Resort,
November 9, 2011



Creating a Menu Selling Culture



FINANCIAL SERVICES OVERVIEW

Dealership: SAMPLE DEALER
Customer: LISA LYNN GILBERT
Loan Amount: \$49,009.00 (includes fees)

Bus. Mgr.: Rina Aponte 800-747-6223 x208
Collateral: 2012 MOOMBA MOBIUS LSV
APR: 5.99%

Date: Sep 06, 2011
Cash Down: \$3,500.00
P&I Payment: \$413.30 for 180 months

Preferred	Standard	Basic
Loan Amount: \$56,873.00 Payment: \$479.62	Loan Amount: \$55,811.12 Payment: \$470.66	Loan Amount: \$52,587.90 Payment: \$443.48
<p>Extended Service Contract</p> <p>Extended coverage for the engine, drive, and controls that pays the cost of parts and labor on covered repairs. (includes tire & wheel Road Hazard)</p> <p>...</p>	<p>Extended Service Contract ✕</p> <p>Extended coverage for the engine, drive, and controls that pays the cost of parts and labor on covered repairs. (includes tire & wheel Road Hazard)</p> <p>...</p>	<p>Extended Service Contract ✕</p> <p>Extended coverage for the engine, drive, and controls that pays the cost of parts and labor on covered repairs. (includes tire & wheel Road Hazard)</p> <p>...</p>
<p>Ski Boat Pac</p> <p>Extended coverage of additional accessories & electronics that pays the cost of parts and labor on covered repairs.</p> <p>...</p>	<p>Ski Boat Pac ✕</p> <p>Extended coverage of additional accessories & electronics that pays the cost of parts and labor on covered repairs.</p> <p>...</p>	<p>Ski Boat Pac ✕</p> <p>Extended coverage of additional accessories & electronics that pays the cost of parts and labor on covered repairs.</p> <p>...</p>
<p>Gap Protection</p> <p>Pays the difference between actual cash value and the outstanding balance of the loan in the event of a total loss.</p>	<p>Gap Protection ✕</p> <p>Pays the difference between actual cash value and the outstanding balance of the loan in the event of a total loss.</p>	<p>Gap Protection ✕</p> <p>Pays the difference between actual cash value and the outstanding balance of the loan in the event of a total loss.</p>
<p>Joint Credit Life</p> <p>Pays off the installment loan contract if either buyer dies</p> <p>...</p>	<p>Joint Credit Life ✕</p> <p>Pays off the installment loan contract if either buyer dies</p> <p>...</p>	
<p>Accident & Health</p> <p>Makes your loan payment while you're unable to work due to any covered accident or illness.</p> <p>...</p>		
<p><input type="radio"/> Accept <input type="radio"/> Decline</p>	<p><input type="radio"/> Accept <input type="radio"/> Decline</p>	<p><input type="radio"/> Accept <input type="radio"/> Decline</p>



Creating a Menu Selling Culture

Menu Selling

Deal 1245 for Jerry Young ☐ Buyer Declines

Deal Total: \$26,704.94 Amount to Finance: \$26,704.94 Interest Rate: 12.9% Term: 120 Monthly Payment: \$397.66

Platinum

This is where you can enter in selling points

Price: \$1,000.00

Detail Package

We will clean your trailer every time you use it!

Price: \$1,000.00

GAP

This is where you can enter in selling points

Term: 0 Price: \$350.00

Y.E.S. Extended Warranty

This is where you can enter in selling points

Term: 60 Price: \$33.00

Service Contract

This is where you can enter in selling points

Term: 60 Price: \$125.00

Property/Liability

This is where you can enter in selling points

Term: 60 Price: \$20.00

Prepaid Maint

This is where you can enter in selling points

This is additional information

More

More

More

Term: 0 Price: \$50.00

Credit Life

This is where you can enter in selling points

Type: Single Term: 60 Price: \$7,738.04

Accident/Health

This is the dealer defined area to tell about the benefits of Accident and Health Insurance

Type: 7 Day R... Term: 60 Price: \$0.00

Rate **Term** **Payment**

12.9% 120 \$451.98

Price: \$162,303.04/Balance \$129,007.88

Gold

Fabric Protection

This is where you can enter in selling points

Unit: 1/2 length 50 Price: \$7,300.00

Total: \$28,000.00

Detail Package

We will clean your trailer every time you use it!

Price: \$1,000.00

GAP

This is where you can enter in selling points

Term: 0 Price: \$350.00

Accident/Health

This is the dealer defined area to tell about the benefits of Accident and Health Insurance

Type: 7 Day R... Term: 60 Price: \$0.00

Credit Life

This is where you can enter in selling points

Type: Single Term: 60 Price: \$70,388.15

Y.E.S. Extended Warranty

This is where you can enter in selling points

Term: 60 Price: \$30.00

Service Contract

This is where you can enter in selling points

Term: 60 Price: \$125.00

Rate **Term** **Payment**

12.9% 120 \$475.97

Price: \$85,650.15/Balance \$126,556.09

Silver

Fabric Protection

This is where you can enter in selling points

Unit: 1/2 length 20 Price: \$1,000.00

Total: \$28,000.00

GAP

This is where you can enter in selling points

Term: 0 Price: \$350.00

Perma Plate

This is where you can enter in selling points

Price: \$1,000.00

Property/Liability

This is where you can enter in selling points

Term: 60 Price: \$20.00

Service Contract

This is where you can enter in selling points

Term: 60 Price: \$125.00

Y.E.S. Extended Warranty

This is where you can enter in selling points

Term: 60 Price: \$30.00

Rate **Term** **Payment**

12.9% 120 \$438.25

Price: \$25,528.00/Balance \$56,229.94

Bronze

Accident/Health

This is the dealer defined area to tell about the benefits of Accident and Health Insurance

Type: 7 Day R... Term: 60 Price: \$0.00

Credit Life

This is where you can enter in selling points

Type: Single Term: 60 Price: \$33,478.47

Y.E.S. Extended Warranty

This is where you can enter in selling points

Term: 60 Price: \$30.00

Rate **Term** **Payment**

12.9% 120 \$397.61

Price: \$33,400.47/Balance \$60,213.41



Creating a Menu Selling Culture

TEXAS MARINE		Repayment Options		SNIDER, OSCAR	
Sale Price: \$45,788.00 Sales Tax: \$2,959.92 Cash Down: \$4,600.00 Doc Fee: \$50.00 License / Registration Fees and Taxes: \$250.00 Base Payment (180 months, 7.75% Interest Rate): \$419.72					
Option 1 Extended Service Contract - Pays 100% on labor and parts for all covered repairs following a mechanical breakdown anywhere in the US or Canada via credit card or check. - Transferable coverage when selling or trading boat which increases resale value.		Option 2 Extended Service Contract - Pays 100% on labor and parts for all covered repairs following a mechanical breakdown anywhere in the US or Canada via credit card or check. - Transferable coverage when selling or trading boat which increases resale value.		Option 3 Extended Service Contract - Pays 100% on labor and parts for all covered repairs following a mechanical breakdown anywhere in the US or Canada via credit card or check. - Transferable coverage when selling or trading boat which increases resale value.	
Pontoon Boat Accessory Package - Designed for all models of pontoons. - Accessory component coverage includes; Electric trolling motor, Appliances, Stereo, Hoist/lift-out, pick up, delivery and towing.		Pontoon Boat Accessory Package - Designed for all models of pontoons. - Accessory component coverage includes; Electric trolling motor, Appliances, Stereo, Hoist/lift-out, pick up, delivery and towing.		Pontoon Boat Accessory Package - Designed for all models of pontoons. - Accessory component coverage includes; Electric trolling motor, Appliances, Stereo, Hoist/lift-out, pick up, delivery and towing.	
Guaranteed Asset Protection - Provides coverage for the deficiency of what your RV/Boat is worth and what you owe in the event you suffer a total loss. - There is no deductible that applies and it pays your deductible up to \$1000.		Guaranteed Asset Protection - Provides coverage for the deficiency of what your RV/Boat is worth and what you owe in the event you suffer a total loss. - There is no deductible that applies and it pays your deductible up to \$1000.			
Tire & Wheel - Will pay for any Road Hazard repair or replacement for your wheels and/or tires. There is no deductible. Benefits are extended to the tow vehicle (while the vehicle is towing a watercraft trailer) and to the towed boat trailer. - Reimbursement for emergency towing, flat tire, tire replacement wheels (rims), mounting and balancing and taxes.					
Term: 180 Amount Due: \$474.29	Term: 180 Amount Due: \$470.71	Term: 180 Amount Due: \$464.10	Term: 180 Amount Due: \$466.96		
I understand this is not a contract or offer to purchase. It is a description of the optional products that are available to purchase and the estimated monthly payment for each choice. I understand I must qualify to obtain financing and the payment may vary based on my credit. The finance charges, amount financed, total of payments, and total of payments including the down payment will be disclosed on my actual finance contract. The dealer makes no warranties, whether expressed or implied.					
X _____ Purchaser's Signature		X _____ Co-purchaser's Signature		X _____ Date Friday, October 21, 2011 9:43 AM	



Creating a Menu
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Your Dealership Name Here!

Premium Service Menu

Customer Name: Mr. Smart Buyer Boat Model: Quick Draw Year: 2012 Engine Size: Really Big Date: 1/01/2000

PREMIUM	
Extended Warranty <input type="checkbox"/>	
<ul style="list-style-type: none"> Extends factory warranty to 5 yrs. Engine, transmission, accessories Lifetime fiberglass hull coverage 	
Price	\$2,990
Max Gard Premium Protection <input type="checkbox"/>	
<ul style="list-style-type: none"> Protective layer for interior vinyl Protects against wear & tear, rips, cuts Protective layer for gel coat 3-yr. warranty on vinyl and cabin 	
Price	\$2,000
Maintenance Plan <input type="checkbox"/>	
<ul style="list-style-type: none"> 10hr, 50hr, 100 hr. service included 1st Year's Winterization & De-Winterization 	
Price	\$1,250
Gap Protection <input type="checkbox"/>	
<ul style="list-style-type: none"> Ensures boat is paid in full in the event of a total loss Covers the difference of what you owe vs. what the insurance company will pay 	
Price	\$795

Term	Additional Monthly
120	\$95.32
180	\$67.19
240	\$58.80
Total Package Price	
\$7,035	

GOLD	
Extended Warranty <input type="checkbox"/>	
<ul style="list-style-type: none"> Extends factory warranty to 6 yrs. Engine, transmission, accessories Lifetime fiberglass hull coverage 	
Price	\$2,990
Max Gard Basic Protection <input type="checkbox"/>	
<ul style="list-style-type: none"> Protective layer for interior vinyl Protects against wear & tear, rips, cuts 3-yr. warranty on vinyl 	
Price	\$750
Maintenance Plan <input type="checkbox"/>	
<ul style="list-style-type: none"> 20hr, 50hr, 100 hr. service included 1st Year's Winterization & De-Winterization 	
Price	\$1,250

Term	Additional Monthly
120	\$90.52
180	\$47.66
240	\$41.71
Total Package Price	
\$4,980	

SILVER	
Extended Warranty <input type="checkbox"/>	
<ul style="list-style-type: none"> Extends factory warranty to 5 yrs. Engine, transmission, accessories Lifetime fiberglass hull coverage 	
Price	\$2,950
Max Gard Basic Protection <input type="checkbox"/>	
<ul style="list-style-type: none"> Protective layer for interior vinyl Protects against wear & tear, rips, cuts 3-yr. warranty on vinyl 	
Price	\$750

Term	Additional Monthly
120	\$45.36
180	\$35.77
240	\$31.26
Total Package Price	
\$3,740	

STANDARD	
Boat Factory Warranty <input type="checkbox"/>	
<ul style="list-style-type: none"> 3 yr. protection on engine & transmission 1 yr. protection on accessories Lifetime fiberglass hull coverage 	
Price	\$0
Max Gard Basic Protection <input type="checkbox"/>	
<ul style="list-style-type: none"> Protective layer for interior vinyl Protects against wear & tear, rips, cuts 3-yr. warranty on vinyl 	
Price	\$750

Term	Additional Monthly
120	\$0.13
180	\$7.15
240	\$6.27
Total Package Price	
\$750	

Accept ☐
Decline ☐

Accept ☐
Decline ☐

Accept ☐
Decline ☐

Accept ☐
Decline ☐

Representative

Customer Signature



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MasterCraft
HELD TO A HIGHER STANDARD



2008 CONTRACT DATA ENTRY PAGE

SALESMAN NAME	
DATE	
CUSTOMER NAME	Mr Smart Buyer
ADDRESS	
CITY, STATE, ZIP	
PHONE	
CELL PHONE	
BOAT MAKE	Go Fast
YEAR	2012
BOAT MODEL	Quick Draw
BOAT COLOR	
BOAT VIN#	
ENGINE LITER SIZE	Really Big
HORSEPOWER	Plenty
ENGINE MODEL	Smooth & Steady



	5.7	8.1	5	4.3	3
EX WARR	1860	2990	1800	1740	1700
MAX GAR	750	750	750	750	750
SERVICE	1250	1250	1250	1250	1250
INTEREST RATE	7.99%				



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In Conclusion

- **Menu selling can significantly improve your income in service and F&I**
- **If you are not already using menus, I would highly encourage you to start right a way 😊**



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In Conclusion

- Like a copy of presentation with the .pdf menus in color?
- Drop off a card with “Menus” on written on the back at my booth or send me an email requesting the same.



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QUESTIONS?

ParkerBusinessPlanning.com
407-843-8808