

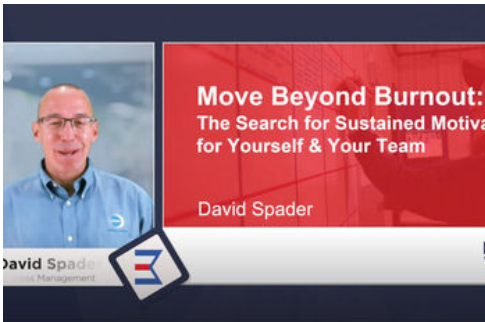
MRAA's ULTIMATE GUIDE TO DEALER SOLUTIONS

Dealer-Focused Education Impacting Sales,
Operations and Customer Experiences.

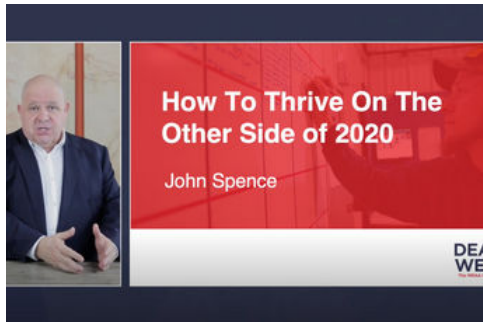
- **Lead Generation**
- **Sales & Marketing**
- **Management**
- **Customer Experience**
- **Accountability**
- **Leadership & Strategy**
- **Service Operations**
- **Competition**
- **First-Time Boat Buyers**



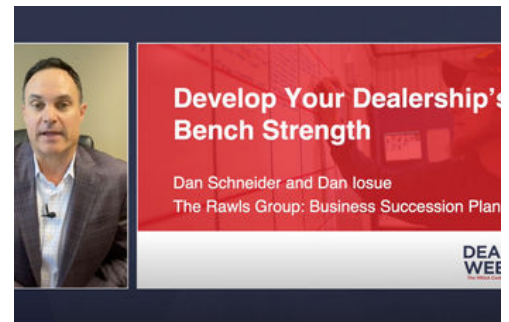
NEW! From Dealer Week 2020



Move Beyond Burnout,
by David Spader



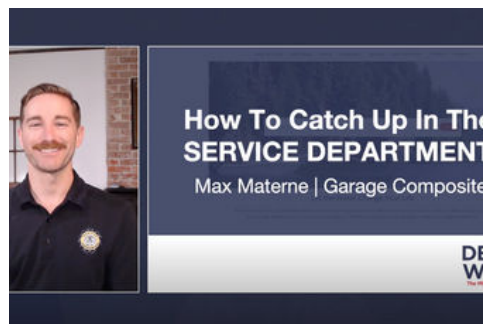
How to Thrive on the Other Side of 2020,
by John Spence



Developing Your Bench Strength, by Dan
Iosue & Dan Schneider: The Rawls Group



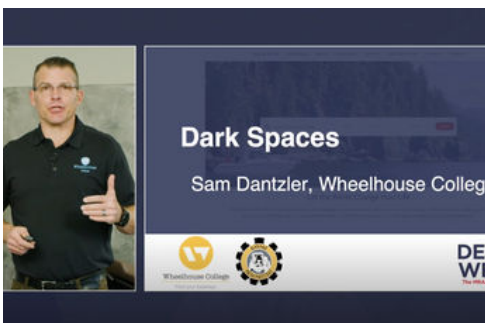
**How to Recruit, Work With and Lead
People Not Like You**
by Kelly McDonald



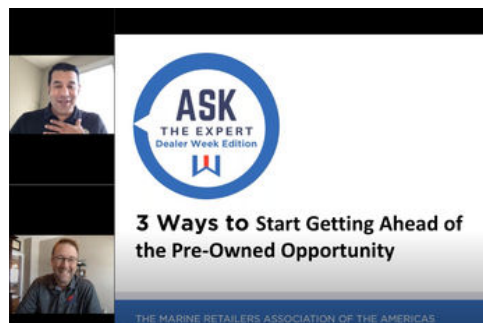
How to Catch up in Service,
by Max Materne



**How to Build Your 2021 Marketing Plan
With or Without a Boat Show,**
by Marcus Sheridan



**Shine a Bright Light in Your Dealership's
Dark Spaces,** by Sam Dantzler



**Get Ahead of the Pre-Owned
Opportunity,** by Tony Gonzalez



**Grow Your Customer Base with
Facebook Ads in 2021,** by Danny Decker

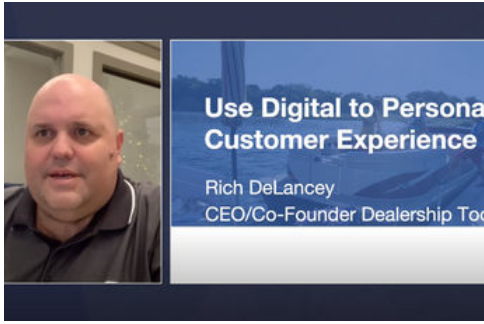
VIRTUAL TRAINING COURSE CATALOG



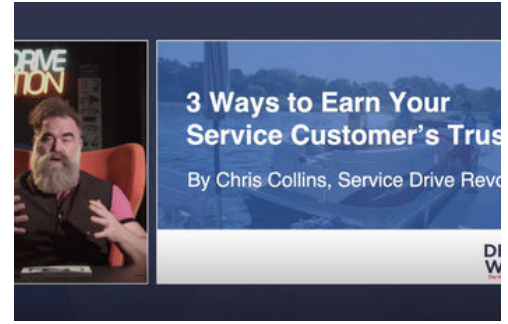
NEW! From Dealer Week 2020



How to Navigate Difficult Customer Convos, by John Spence



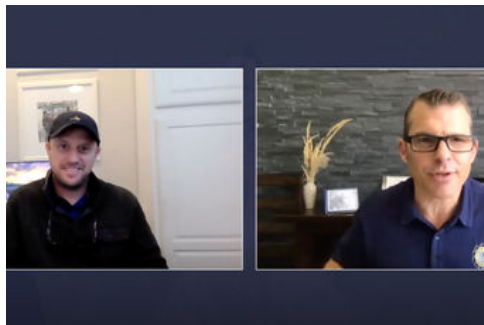
Using Digital to Personalize the Customer Experience, by Rich DeLancey



3 Ways to Earn Service Customer's Trust, by Chris Collins



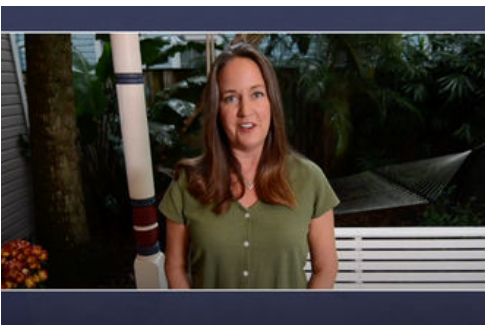
Dealer Case Study: Onboarding, by Valerie Ziebron



Dealer Case Study: Digital Checklists, by Sam Dantzer



Dealer Case Study: Pre-Owned Boat Photography and Video, by Jim Million & Mark Dougherty



Turn Your Shop Inside Out, by Valerie Ziebron



How to Become a Video-First Dealership, by Marcus Sheridan



Fill the Gaps in Your Sales Process, by Jim Million and Bob McCann

GOLD

AVAILABLE WITH MRAA GOLD MEMBERSHIP

Dealer Education @ MRAATraining.com

Since 2014, the MRAA has offered online, virtual educational programming to help dealers learn and improve their businesses on their own schedule. Featuring 150+ courses on sales, marketing, leadership, management, customer service, the service department and more, MRAATraining.com provides MRAA Silver and Gold Members and their teams with expert insights and relevant strategies in a platform that is tailored to their busy schedules.

Inside MRAATraining.com, you can search by topic, department, speaker and by keywords that will help you and your team engage with the content that will offer you the most impact.

LEADERSHIP



A is for Attitude
by Sam Dantzler



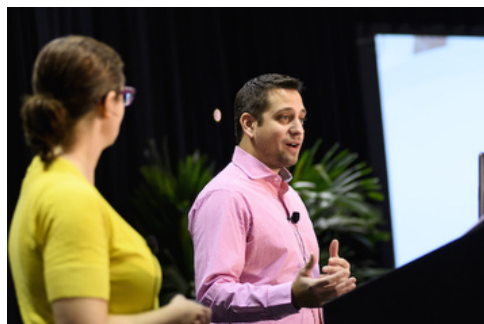
Create a Culture That Delivers,
by Tony Gonzalez



**Dealer Case Study: An Alternative to the
Performance Review,** by Len's Cove Marina



**Dealer Case Study: Succession
Planning,** by David Spader & Carrie Stacey



Dealership of the Future,
by Brad Smith & Colleen Malloy



**Ease the Pain of Seasonality Through
Better Processes,** by David Foco

LEADERSHIP



ESI Fuels CSI,
by Sam Dantzler



Fire Your Sales Team,
by Eric Keiles



Hiring: Stop Doing it Wrong,
by Sam Dantzler



**How to Create a High-Accountability
Dealership,** by John Spence



How To Fix Your Phone Performance,
by Mike Markette



**Improve Loyalty With A Customer
Experience Mindset,** by Theresa Syer



**Improve Your Dealership Through
Process Mapping,** by Paul Weaver



**Intrapreneurship: Developing Early
Adopters & Harnessing Innovation in
Your Company,** by Samantha
Cunningham Zawilinski



**Make Customer Service Your
Competitive Advantage,** by Theresa Syer

LEADERSHIP



Master Your Time & Stress,
by Valerie Ziebron



**Millennials: How They Work and Why
They Buy,** by Sam Dantzler



Planning for Peak Performance,
by John Spence



Pulverizing Performance Problems,
by David Spader



Put Your Lazy Assets to Work,
by John Spader



Succession: What It Takes to do it Right,
by David Spader



Take Control of Your Day,
by Tony Gonzalez



**The Agile Dealership: Confidently
Responding to Change & the Unknown,**
by David Spader



**The Conversations that Drive
Succession,** by Andrew Keyt

VIRTUAL TRAINING COURSE CATALOG



LEADERSHIP



How to Sell to First-Time Boat Buyers,
by Sam Dantzler



Sales Strategies for the Hyper-Informed Customer, by David Martin

SERVICE



Attract and Keep Techs,
by Valerie Ziebron



Build a Service Dream Team,
by Valerie Ziebron



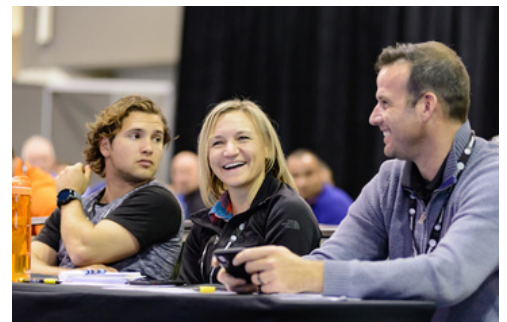
Case Study: The Advantage of Apprenticeship, by Seattle Boat Company



Case Study: The Lean Profit Machine,
by Tim Lawrence & Rob Brown



Coach Your Service Team for Success,
by Jim Million



Combating a Local Tech Shortage,
by Jim Million & Eric Smith

GOLD

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SERVICE



Create a Parts & Accessories Superstar,
by Robert Grant



Dealer to Dealer: Increase Your Service Profits, by Tony Jeary



Ease the Pain of Seasonality Through Better Processes, by David Foco



Forecasting Service Net Profit,
by Ed Alosi



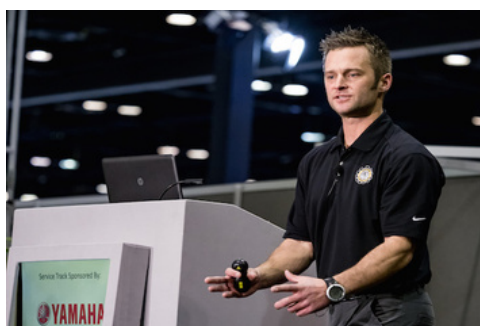
Go For No,
by Richard Fenton & Andrea Waltz



Guerilla Marketing for Service,
by Matt Sellhorst



Guide To Building a Service Menu,
by David Parker & Liz Walz



Increase the Profit of What's Already on Your Lift, by Jordon Schoolmeester



Keep Your Surgeons in Surgery,
by Jordon Schoolmeester

SERVICE



Let's Play Detective and Solve a Mystery: The Customer, by DJ Stringer



Mastering the Write-Up, by Valerie Ziebron



Reducing Repair Cycle Time, by Valerie Ziebron & Carrie Stacey



Service CSI & Upselling: Not an Either/Or Proposition, by Valerie Ziebron



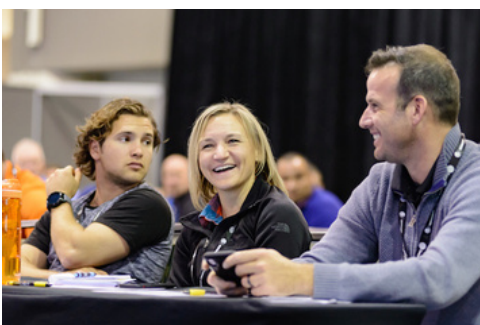
Service Scheduling & Parts: How to Create Harmony, by Robert Grant



Shop Talk: Mastering Communication Inside Service, by Valerie Ziebron



Telling Ain't Training, by Jim Million



Turn Upset Customers Into Loyal Ones, by Valerie Ziebron

MARKETING



Amp Up Your Email Marketing,
by Samantha Scott



**Bring in Business with Local Digital
Marketing,** by Aaron Weiche



**Case Study: The Power of Customer
Profiling,** by OneWater Marine



Dealer to Dealer: Best Ideas Panel



**Discover Boating First-Time Boat Buyer
Research,** by Grow Boating



Guerilla Marketing for Service,
by Matt Sellhorst



**How Digital Can Supercharge Your
Business,** by Tim Sanders



How to Hold Your Digital Accountable,
by Rich DeLancey



**How to Win at Google Mobile Search,
Local Search, and Maps,** by Aaron Weiche

MARKETING



Increase Closing Rates with Content Marketing, by Marcus Sheridan



Intrapreneurship: Developing Early Adopters & Harnessing Innovation in Your Company, by Samantha Cunningham Zawilinski



Segmenting Customer Data, by Kevin Zoodsma & Sam Dantzler



Stop Letting Data Get Between You and the Customer, by Sam Dantzler



Supercharge Your Customer Experience, by Theresa Syer



Take Your Dealership Mobile, by Aaron Weiche



Texting Customers: Do's, Don'ts, and How to Make It a Win-Win, by Bob McCann & Graham Anderson



The Magic and Myth of Digital Media, by Jim Ackerman



What's New in Digital and Why Should My Dealership Care?, by Rich DeLancey

VIRTUAL TRAINING COURSE CATALOG



MARKETING



How to Sell to First-Time Boat Buyers,
by Sam Dantzler

SHARE WITH YOUR TEAM

With an MRAA Silver or Gold membership, your entire dealership team can create an account, access the courses, view a personal transcript, and much more.

SALES



100% Turnover to F&I: From Idea to Reality, by Myril Shaw



Buyer Motivation: The Key to Building Value, by Jim Million



Case Study: Engage More Customers, Sell More Boats, by Gordy's Lakefront Marine



Case Study: The Power of Customer Profiling, by OneWater Marine



CSI: Outside the Box, by Steve Pizzolato



Dealer to Dealer: Compete on Value, by Tony Jeary

GOLD

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VIRTUAL TRAINING COURSE CATALOG



SALES



Dealer to Dealer: Grow Your Customer Base, by Tony Jeary



Developing Your Personal Brand, by Allison Chaney



F&I: Does That Stand for Fairies and Imps? No, The Money is Real, by DJ Stringer



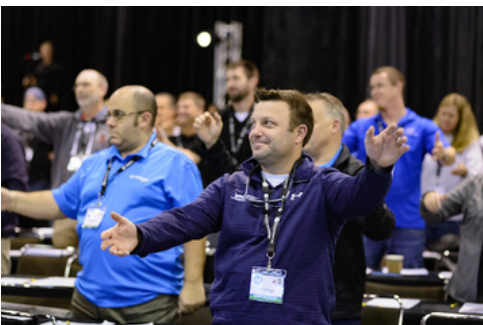
Fire Your Sales Team, by Eric Keiles



From Fumble to Flawless: The Handoff to Finance, by Myril Shaw



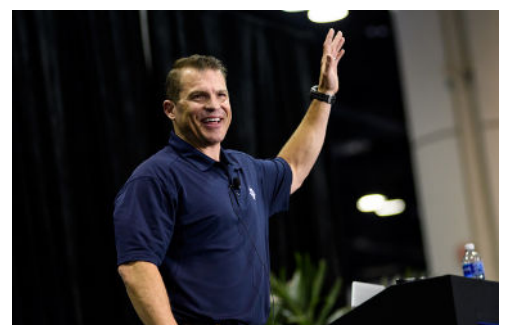
Getting More People to the Desk, by Tony Gonzalez



Go For No, by Richard Fenton & Andrea Waltz



Hitting & Blocking: The Fundamentals of Sales, by Sam Dantzler



How to Sell to First Time Boat Buyers, by Sam Dantzler

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VIRTUAL TRAINING COURSE CATALOG



SALES



Let's Play Detective and Solve a Mystery: The Customer, by DJ Stringer



Millennials: How They Work and Why They Buy, by Sam Dantzler



Questioning and Listening for Stellar Sales Results, by John Spence



Redesign Your Showroom to Sell More, by Jennifer Robison



Sales Strategies for the Hyper-Informed Customer, by David Martin



Segmenting Customer Data, by Sam Dantzler & Kevin Zoodsma



Sell More Boats with CRM Coaching, by Bob McCann



Supercharge Your Customer Experience, by Theresa Syer



Take Your Dealership From Good To Great with CRM, by Sam Dantzler

GOLD

AVAILABLE WITH MRAA GOLD MEMBERSHIP

VIRTUAL TRAINING COURSE CATALOG



SALES



Texting Customers: Do's, Don'ts, and How to Make It a Win-Win, by Bob McCann & Graham Anderson



The Key to a Killer Sales Process, by Sam Dantzler



The Rules of Engagement, by David Martin



Using Technology to Sell More, by Kirk Armstrong



Why Your Dealership Needs a Business Development Center, by Sam Dantzler

GOLD

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Grow Boating with First-Time Boat Buyers

MRAA and Grow Boating have partnered to deliver a variety of educational programming, both at MRAA's annual conference and through MRAATraining.com. Drive sales at your dealership through the online three-part series of educational courses — and try out a free pilot for Dealership Certification — with Jim Million.

Understand & Guide the First-Time Boat Shopper

A thumbnail image for the first course. On the left, a green box contains the title "Grow Your Business with First-Time Boat Buyers" and "Part One: Understand & Guide the First-Time Boat Shopper". Below this is a list of topics: "Introduction (10:00 min.)", "Understanding the Initial Research (12:00 min.)", "First-Time Boat Buyer's Journey (25:00 min.)", and "Conclusion & Prepping for Success (2:30 min.)". To the right is a photo of Jim Million, a man with a grey beard wearing a grey polo shirt, with his hands clasped. Above him are the "gb GROW BOATING" and "MRAA" logos. A "Click here to begin" link is at the bottom right.

Grow Your Business with First-Time Boat Buyers

Part One: Understand & Guide the First-Time Boat Shopper

- Introduction (10:00 min.)
- Understanding the Initial Research (12:00 min.)
- First-Time Boat Buyer's Journey (25:00 min.)
- Conclusion & Prepping for Success (2:30 min.)

Click here to begin

Leadership trainer Jim Million walks you through the process **first-time boat buyers** like to use to buy and how dealers can apply that info to attract more shoppers.

Sell to First-Time Boat Buyer Motivations

A thumbnail image for the second course. On the left, a green box contains the title "Grow Your Business with First-Time Boat Buyers" and "Part Two: Sell to First-Time Boat Buyers' Motivations". Below this is a list of topics: "Introduction (6:00 min.)", "The Research to Act On (9:00 min.)", "Six Types of First-Time Boat Buyers (30:00 min.)", "Tips for Selling to First-Timers (16:00 min.)", "From Knowledge to Application (8:00 min.)", and "Conclusion & Prepping for Success (3:00 min.)". To the right is a photo of Jim Million, a man with a grey beard wearing a grey polo shirt, gesturing with his hands. Above him are the "gb GROW BOATING" and "MRAA" logos. A "Click here to begin" link is at the bottom right.

Grow Your Business with First-Time Boat Buyers

Part Two: Sell to First-Time Boat Buyers' Motivations

- Introduction (6:00 min.)
- The Research to Act On (9:00 min.)
- Six Types of First-Time Boat Buyers (30:00 min.)
- Tips for Selling to First-Timers (16:00 min.)
- From Knowledge to Application (8:00 min.)
- Conclusion & Prepping for Success (3:00 min.)

Click here to begin

Gain customized guidance on how to identify what motivates our prospects and use the information to provide an outstanding shopping and purchase experience.

Tools to Turn First-Time Boat Shoppers into Buyers

A thumbnail image for the third course. On the left is a photo of Jim Million, a man with a grey beard wearing a grey polo shirt, with his hands clasped. To his right is a graphic that says "THREE-PART E-LEARNING COURSE" above the "MRAA" and "gb GROW BOATING" logos.

THREE-PART E-LEARNING COURSE

MRAA GROW BOATING

Tap into new tools to ensure you and your team are set up for success with implementing what you've learned in Parts 1 and Parts 2.

Certification (Free) Pilot: Key to Building Value

A thumbnail image for the fourth course. On the left is a photo of Jim Million, a man with a grey beard wearing a pink button-down shirt, with his hands clasped. To his right is a graphic that says "Continuous Certification" above "Buyer Motivation: The Key to Building Value" and "Presented by Jim Million of PRG, Inc." with a circular seal on the right.

Continuous Certification

Buyer Motivation: The Key to Building Value

Presented by Jim Million of PRG, Inc.

In this test run of the Continuous Certification Program, learn how to successfully engage prospective buyers and improve your chances for winning their business.

How To Excel as a Marine Dealership Leader and Manager

Whether you're a leader and manager in your dealership today – or you're preparing to become one – you want to perform at your best. That's the purpose behind this package of e-learning courses: To give you the insight and tools to expand your management and leadership skills, allowing you to grow professionally and therefore contribute at a higher level to your dealership.

As you make your way through this education, you will learn how to:

- Influence your team's attitudes and beliefs
- Strengthen the bond you have with your team
- Help employees see your business through "owner's eyes"
- Improve your job performance and satisfaction
- Recruit, assess, interview, select who to hire and onboard them
- And hold your employees accountable for high performance



A is for Attitude,
by Sam Dantzler



ESI Fuels CSI,
by Sam Dantzler



Master Your Time & Stress,
by Valerie Ziebron



Planning for Peak Performance,
by John Spence



Take Control of Your Day,
by Tony Gonzalez



**Strengthen Your Dealership's
Workforce,** by Ty Bello



**Normalization of Deviance: A Silent
Profit Killer,** by Tony Gonzalez

TIP: Use this seven-part package as a weekly training program for training up-and-coming leaders in your dealership. Take the courses, download the resources, pass the test and earn your certificate.

2020 Continuous Certification Curriculum

Year three of the Continuous Certification Curriculum continues to offer 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. Certified Dealers are encouraged to share this training with their staff, offering them a unique opportunity to engage with in-depth, marine-specific courses.

Maximize Your Boat Show Sales



Maximize Your Boat Show Sales	
Introduction & Welcome	(10:00 min.)
Understanding the Unique Environment	(14:00 min.)
Selling at the Show	(22:00 min.)
Collecting Leads	(14:00 min.)
Following Up	(18:00 min.)
Prepping for Success	(7:00 min.)

Click here to begin

Boat shows remain one of marine dealers' biggest expenditures. Getting your show strategy right and preparing to execute is particularly important in our fast-changing market. **Don Cooper** will walk you through updating and evolving your sales and CRM strategies and processes to tee up your salespeople for boat show success.

Take Your Employee Satisfaction to the Next Level



With evolving customer demands and increasing technology in boats, having the right employees at your dealership is critical. Learn the importance of employee satisfaction surveys and how to analyze survey results — and not take them personally — through this course taught by **MRAA's Bob McCann & Liz Keener**.

Update Your Sales Process for Today's Marine Market



Data suggests that today's sales processes are often not delivering an experience that best serves your dealership, your prospects and your customers. **Jim Million** will guide you through an evaluation, updating and refining your current sales process. Or you'll have the option of taking ours and customizing it for your specific needs.

Improve Your Service Shop from the Inside Out



The service department plays a critical role in a dealership's success — whether you're looking at the business from the inside out or the outside in. Subject Matter Expert, **Valerie Ziebron**, will help you examine 5 ways dealerships can break down walls and improve your service processes.

2019 Continuous Certification Curriculum

Year two of the growing Continuous Certification Curriculum doubled-down on the value that its comprehensive educational programming provides Certified Dealers, helping them develop a competitive edge with timely, relevant and impactful content, as well as numerous high-quality downloadable resources. Certified Dealers must complete all four courses and all corresponding requirements in order to maintain their Certification status.

Develop Your Dealership's Workforce

The No. 1 impediment to dealership growth? Lack of skilled workers. Through this course you can learn how to **Develop Your Workforce**, with Jim Million.

Align Your Dealership with Today's Customer

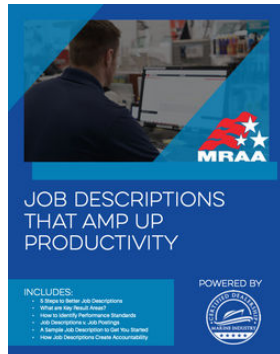
Today's customers can be hard to figure out. This course, featuring Liz Walz and a series of experts will help you make sure you are aligned well with **today's customers' needs**.

Boost Your Team's Productivity

It's easy to be busy these days, but being busy and being productive are two different things. This course, featuring Ty Bello, will help **make your entire team more productive**.

SUPERCHARGE the Customer Experience

Highly regarded Theresa Syer is back to help you supercharge and maximize the value of **the customer experience** you and your team are creating.



2018 Continuous Certification Curriculum

The then all-new 2018 Continuous Certification Curriculum launched with four incredible courses to help set Certified Dealers apart, arming them not only with the fundamentals of two critical customer-focused strategies, but also with strategic and operational tactics to help them drive greater success. Certified Dealers must complete all four courses and all corresponding requirements in order to maintain their Certification status.

Good to Great with CRM

Take Your Dealership from Good to Great with CRM

- Introduction to CRM ✓
- CRM Case Study: Sam's Lexus Story ✓
- The definition of CRM ✓
- The types of CRM strategies ✓
- What data to capture ✓
- What data to track and why ✓
- Improve customer loyalty with CRM ✓
- Generate team buy-in ✓
- Summary ✓



Capture the key strategies on **Customer Relationship Management** — from the data to capture to how it can be used to drive customer loyalty — from Sam Dantzler.

The High-Accountability Dealership





John Spence
Building the very best marine dealership today

The No. 1 dealer-requested topic, **Dealership Accountability** comes to life in a real-world approach through the advice of the foremost authority on the subject, John Spence.

The Customer Experience Mindset






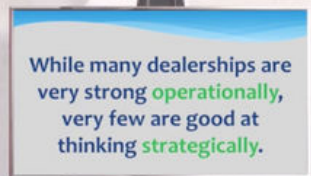
Theresa Syer
Author/Speaker/Consultant

syer
hospitality group inc.

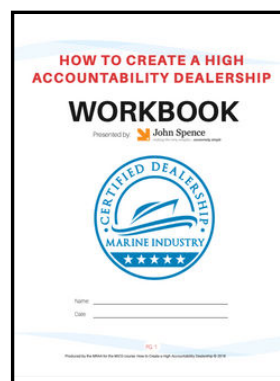
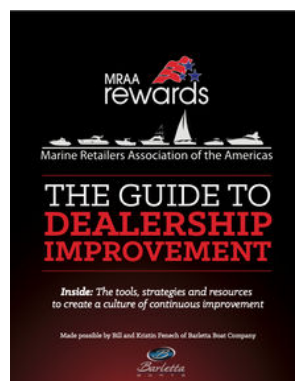
There's a difference between customer service and customer experience. Learn how to instill a **Customer Experience Mindset** throughout your dealership with Theresa Syer.

Strategy: Path to Improved Performance





Don't worry about creating your **Dealership Strategy** after finishing this course; dealership expert David Spader will help you create it while you navigate the content.



MRAA Guides to Success

The Marine Retailers Association of the Americas is dedicated to creating guides to enhance the success of our members and their employees.

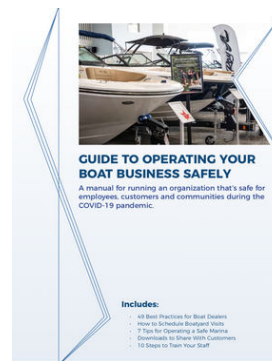
Below you'll find how-to resources, created by the MRAA, subject matter experts and various partners in order to address all topics and aspects of the dealership including sales, service, operations, marketing and more.



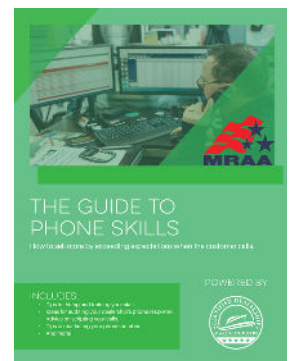
The Boat Dealer's Guide to Working From Home



Best Practices For Operating Your Dealership Safe



Guide to Operating Your Boat Business Safely



The Guide to Phone Skills



Job Descriptions That Amp Up Productivity



The MRAA Guide to Apprenticeship



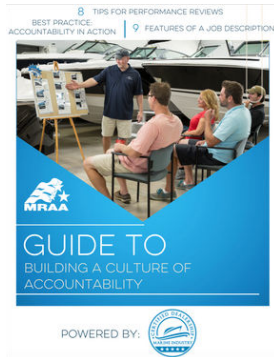
Realign Your Website



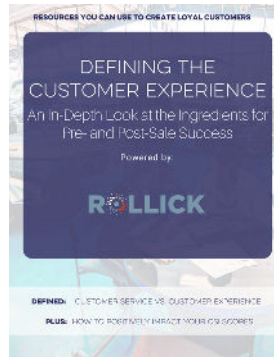
MRAA Great Dealerships to Work For - 2018

RESOURCE CENTER GUIDES

MRAA Guides to Success



**MRAA Guide to Building
A Foundation for
Accountability**



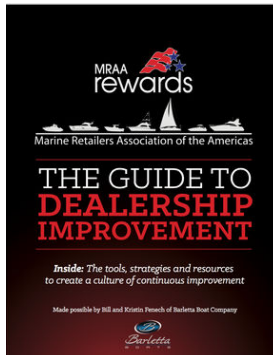
**The Guide to Defining the
Customer Experience**



**Evaluate Your Website's
Domain, Design and
Digital Content**



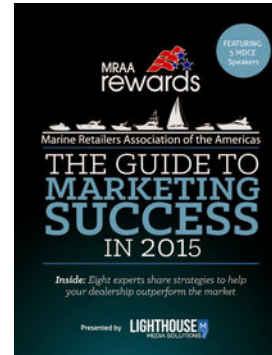
**The Guide to Customer
Relationship Management**



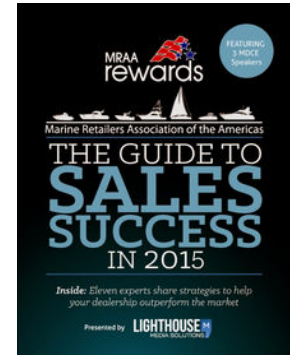
**The Guide to Dealership
Improvement**



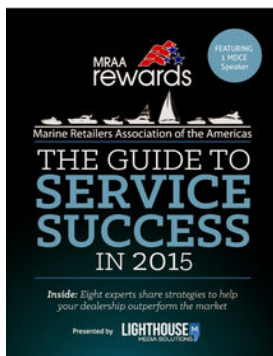
**Marine Industry Guide to
Growing the Workforce**



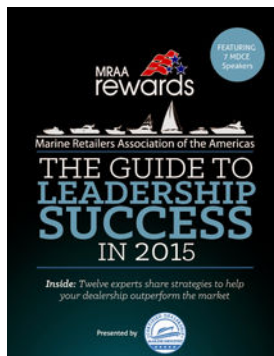
**MRAA's 2015 Marketing
Guide to Success**



**MRAA's 2015 Sales
Guide to Success**



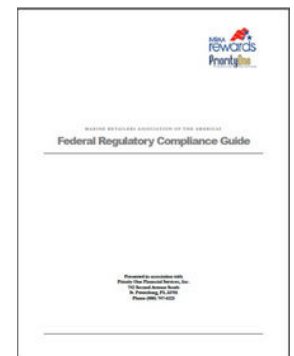
**MRAA's 2015 Service
Guide to Success**



**MRAA's 2015 Leadership
Guide to Success**



**MRAA's 2014 Guide to
Success**



**Federal Regulatory
Compliance Guide**

Resource Center

We've gathered and developed resources from around the industry to help you succeed. Manufacturers, solution providers and other dealers have shared tools with us so that we can share them with you.

MRAA Career Center

- Annual Employee Training Plan Template
To help structure the employee training plans throughout the year
- 10 Tips for Marine Dealership Performance Reviews
Guidance on how to conduct positive and productive performance reviews
- Job Descriptions (MRAA Member Benefit)
Nearly 50 job description templates for common positions around the typical dealership
- Employee Handbook (MRAA Member Benefit)
Sample employee handbook to use as a guide or template while creating an employee handbook
- Marine Technical School Listing
Search the Marine Technical School database to get involved and recruit potential employees
- Dealership Scholarships
MRAA Educational Foundation provides scholarships for technical and training opportunities
- KPA's Exempt vs. Non-Exempt Guide
Determine employee classification between exempt and non-emempt employees

Industry Data

- Marine Retailer Pulse Reports
Monthly reports identifying industry trends



SALES & GROSS MARGINS					MEMO	
CATEGORIES		(3) x	(4) x	(5) GROSS	(1) # x	(2) AVG UNIT
w/ Freight / Tric. Dept 1		SALES \$	G / M %	MARGIN \$	UNITS	MARKET PRIC
Model 1		\$ 120,000	18.0%	\$ 21,600	3	\$ 40.00
Model 2		\$ 252,000	19.0%	\$ 47,880	6	\$ 42.00
Model 3		\$ 198,000	22.0%	\$ 43,120	4	\$ 49.00
Model 4		\$ 570,000	20.0%	\$ 114,000	10	\$ 57.00
Model 5		\$ 62,000	21.0%	\$ 13,020	1	\$ 62.00
Model 6		\$ 70,000	22.0%	\$ 15,400	1	\$ 70.00
1		\$ 1,270,000	20.1%	\$ 255,020	25	\$ 50.80
17'		\$ 280,000	18.0%	\$ 50,400	14	\$ 20.00
19'		\$ 275,000	19.0%	\$ 52,250	11	\$ 25.00
20'		\$ 240,000	20.0%	\$ 48,000	8	\$ 30.00
22'		\$ 210,000	21.0%	\$ 44,100	6	\$ 35.00



Resource Center

F&I Resources

- Federal Regulatory Compliance Guide
Further your understanding of regulations and maintaining compliance
- Boat Loan Calculator
Help illustrate to potential customers how affordable boating can be
- F&I Menu Selling
Advice on creating and finding success with menu selling in marine dealerships
- F&I Compliance Roster
Document to help dealerships keep track of F&I compliance efforts, such as training
- F&I Compliance Manual Elements
Lists of elements a dealership should include in its F&I Compliance Manual
- Educate Your Customer About F&I
Increase boat sales by giving consumers confidence while making financing decisions
- Four Square Closing Worksheet
A tool to help determine what kind of buyer the customer is
- F&I Follow-Up
How to follow up with customers who chose not to purchase the F&I products and services
- F&I Goals
Tips and advice for setting SMART goals, tracking your team's progress and ultimately reaching them
- The Six Cs of Successful Lending
Expert advice on the fundamentals dealers need in today's market to excel at boat financing

Financial Management Resources

- Sample One-Page Budget Worksheet
Fine-tune your financial management by drilling down financials to the department level
- Sample Inventory Management Worksheet
Spreadsheet with pre-set formulas to help calculate inventory costs, margins, and days-in-inventory
- Sample Net Cash Condition Worksheet
Worksheet to support the tracking and trending of cash flow

Resource Center

Marketing Resources

- **How to Write a Marketing Plan For Your Business**
A complete report on how to write a marine-specific marketing plan
- **Social Media Resources For Your Business**
Listing of social media resources that are free to use
- **Discover Boating Marketing Toolkit**
Tools and resources available for marine retailers to use to market to prospects and current customers
- **Take Me Fishing Resource Center**
Number of tools and resources that you can use to engage more people in boating
- **Boating Safety Resources**
Boating Safety content for newsletters, marketing materials and more
- **Boat Loan Calculator**
Help illustrate to potential customers how affordable boating can be
- **How To Better Manage Discover Boating Leads**
Best practices on nurturing leads from Discover Boating
- **Boating Industry's Marketing Tactics White Paper**
Publication discussing cost-effective and proven marketing tactics
- **Boating Industry's eProfitability White Paper**
List of expert advice, tips, ideas and best practices for conducting business online

Operations Resources

- **The FTC's New Identity Theft Prevention Rule**
To support dealers establish and maintain a written Identity Theft Prevention Program
- **Red Flags of Risky Business**
To help stay in compliance with the The Red Flags regulations
- **Write Your Business Plan**
A tool to support marine retailers while writing a business plan
- **Online Privacy Policy**
An online Privacy Policy template
- **Document & Record Retention**
All-encompassing schedule outlining how long to retain documents



Resource Center

Sales Resources

- "As Is - No Warranty" Waiver for Used Boats
To support dealers establish and maintain a written Identity Theft Prevention Program
- How to Generate More Income with Consignment Boats
Article on how to make more money through consignment boats
- Consignment Promotional Copy
Guidance on promoting to boat owners who are looking to sell
- Four Square Closing Worksheet
A tool to help determine what kind of buyer the customer is
- How To Better Manage Discover Boating Leads
Best practices on nurturing leads from DiscoverBoating.com

Service Resources

- Service Department Liability Waiver
A Service Authorization Form template to outline the liabilities held by the customer
- Build a Service Menu
Downloadable publication on how to build a service menu at marine dealership

Safety Resources

- Newsletter and Email Content
Boating Safety content for newsletters, marketing materials and more
- Activities for Children
Activities to entertain children during the boat buying experience
- Designated Skipper Program
Promote safe boating with the designated skipper materials
- Life Jacket Programs
Promote boating safety locally by participating in and promoting life jacket use

