



2023 CONTINUOUS CERTIFICATION

The 2023 Continuous Certification program offers Certified Dealers exclusive education to take best practices and lessons learned in the initial Certification program and improve upon them, building an even stronger dealership.

▶ Q1: Managing Multiple Priorities – How to Apply Better Thinking vs. More Effort

- » Improve focus on your highest priorities by applying the Weekly Strategy Sheet
- » Decrease procrastination and perfectionism
- » Increase concentration by working in small sprints of time

AVAILABLE: JANUARY 1, 2023



ERIC PAPP



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▶ Q2: How to Plan and Optimize Your Digital Marketing Strategy

- » Assess effectiveness of your current digital marketing efforts
- » Identify opportunities to update your digital marketing efforts
- » Learn how to use KPIs to figure out marketing channel effectiveness

AVAILABLE APRIL 1, 2023

▶ Course Packages

- » **Customize** your learning!
- » Earn 2023 credit at **Dealer Week 2022**.
- » Get **access** to several courses on one topic.
- » Take just **one course** from **each package** to meet your Certification requirement.
- » Complete a **Commitment to Improvement** form to start implementation.

Package 1: Customer Experience

- » Get Real About Follow-Up or Get Gone, Jordon Schoolmeester
- » Use Digital to Personalize the Customer Experience, Rich Delancey
- » 3 Ways to Earn Your Service Customer's Trust, Chris Collins
- » Create the Ultimate User Experience, Marcus Sheridan

Package 2: Employee Development

- » Rethink How to Engage & Hold onto Your Employees, Gloria Sinclair Miller
- » How to Recruit, Work with and Lead People Not Like You, Kelly McDonald
- » Telling Ain't Training Workshop, Jim Million
- » Create a Culture that Delivers, Tony Gonzalez
- » Intrapreneurship: Developing Early Adopters & Harnessing Innovation in Your Company, Samantha Cunningham Zawilinski

BOTH AVAILABLE BEFORE JUNE 30, 2023

OTHER REQUIREMENTS OF CONTINUOUS CERTIFICATION

Certification Assessment & Affidavit, Employee Satisfaction Survey & ESS Meeting, Facility Review Process, CSI Tracking & Trending, Performance Planning. All available BEFORE June 30, 2023



FREQUENTLY ASKED QUESTIONS

How do I enroll my dealership in Continuous Certification

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

Who is eligible to participate in Continuous Certification?

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

Will I have access to the course archive?

Previous years' courses (2018-2022) are available as part of Gold membership. Certified Dealers may upgrade to Gold for access to those course catalogs, or they can buy each year's Continuous Certification curriculum a la carte.

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

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

How often will I have to go through Continuous Certification?

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

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

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