

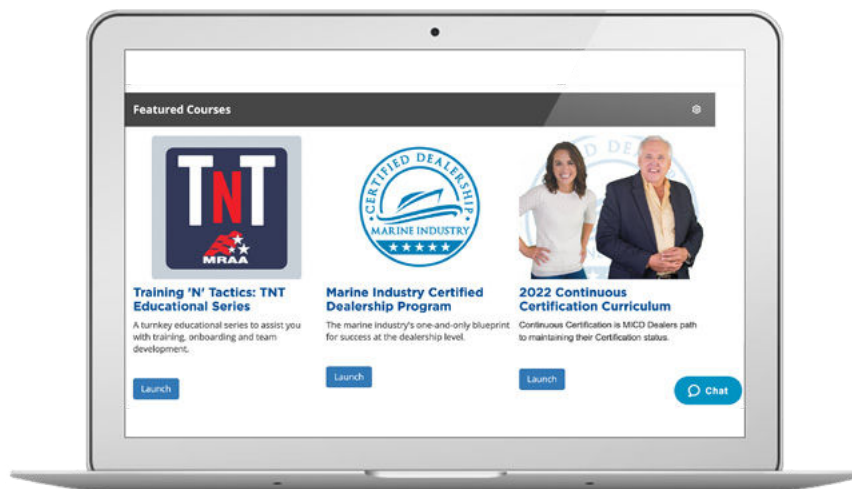


MRAATraining.com Courses



*Courses updated November 2022

**Dealer Week 2022 Courses

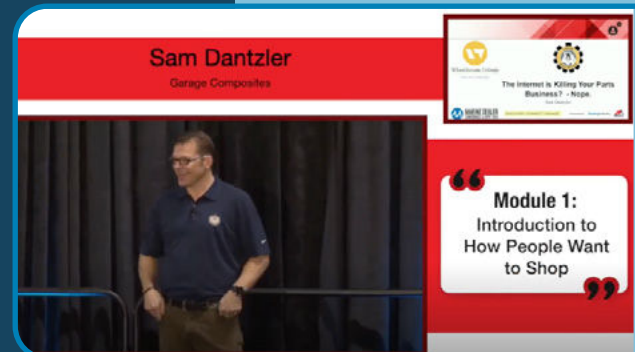
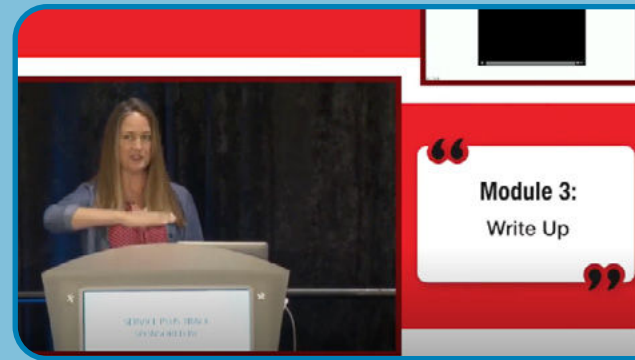


Since 2014, the MRAA has offered online, virtual educational programming to help dealers learn and improve their businesses on their own schedule. Featuring 200+ courses on sales, marketing, leadership, management, customer service, the service department and more, MRAATraining.com provides MRAA Silver 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.

Except where noted, MRAATraining.com courses are available to all employees of MRAA Silver and Gold member companies. For questions about how to get access, contact sherri@mraa.com

Service Courses

- 3 Tactics to Turn Your Shop into a Customer Loyalty Machine
- 3 Ways to Earn Your Service Customer's Trust
- Attract and Keep Techs
- Build a Service Dream Team
- Coach Your Service Team to Success
- Combat the Assault on Your Shop's Repair Time
- Create a Parts & Accessories Superstar
- Dealer to Dealer: Increase Your Service Profits
- Design Your Way to More Parts and Accessories Revenue
- Develop Marketing & Growth Plans for Your Parts Department
- Fix It Right: Then and Now
- Forecasting Service Net Profit
- How to Catch Up in Service
- Improve Revenue, Efficiency and CSI with an Active Delivery Process
- Keep Your Surgeons in Surgery
- Master the Write-Up
- Reducing Repair Cycle Time
- Rethink How You Find Great Techs and Advisors
- Service CSI & Upselling: Not an Either/Or Proposition
- Service Scheduling & Parts: How to Create Harmony
- Shop Talk: Mastering Communication Inside Service
- Super Service to the Rescue!
- The Future of Service Efficiency
- The Internet is Killing Your Parts & Accessories Biz? Think Again.
- The Technician Shortage
- Too Much ____ + Not Enough ____ = Service Stress
- Update Your Service & Parts Playbook
- Solve Service Writer Suffering**
- The Service Clock: Rethink Your Department's Approach to Time**
- Time to Settle the P&A Inventory Debate: Lean & Mean or Fat & Happy**
- Service & Parts Warranty: Control the Tsunami**
- Reduce Service Department Pain with These Workforce Tools & Strategies**



Sales Courses

- Assess, Develop & Coach Your Sales Team
- Buyer Motivation: The Key to Building Value
- CSI: Outside the Box
- Dealer to Dealer: Compete on Value
- Defining the Customer Experience: An In-Depth Look at the Ingredients for Pre- and Post-Sale Success
- Develop Your Sales Staff's Mental Toughness
- Discover Boating First-Time Boat Buyer Research
- F&I: Does That Stand for Fairies and Imps? No, the Money is Real
- Fill the Gaps in Your Sales Process
- Fire Your Sales Team
- Gain a Trust Edge Over the Competition
- Get Ahead of the Pre-Owned Opportunity
- Getting More People to the Desk
- Go for No
- Grow Your Business with First-Time Boat Buyers
- Hitting & Blocking: The Fundamentals of Sales
- How to Fix Your Phone Performance
- How to Navigate Difficult Customer Conversations
- How to Seek and Sell More Pre-Owned Units Profitably
- How to Sell to First Time Boat Buyers
- Implement Digital Into Your Sales Process
- Improve Sales Productivity by Focusing on the Customer Interview
- Learn to Love Role-Playing
- Let's Play Detective and Solve a Mystery: The Customer
- Make Customer Service Your Competitive Advantage
- Maximize Boat Show Sales
- Moving Inventory Through Positioning and Promotion
- Optimize Sales Lead Performance for Maximum Return
- Plan Your Post (???) Pandemic F&I Process
- Questioning and Listening for Stellar Sales Results
- Sales Attribution: The Secret Sauce Behind Smart Marketing and Bigger Profits
- Sales Strategies for the Hyper-Informed Customer
- Sell More Boats With CRM Coaching
- Selling Boats on eBay and Craigslist
- Stop Leaking Customers! Master Omnichannel
- The Key to a Killer Sales Process
- The Rules of Engagement
- Three Strikes, and You're NOT Out in F&I
- Unify Sales and Service for the Ultimate CX
- Why Your Dealership Needs a Business Development Center
- 7 Selling Strategies Your Dealership Will Need in 2023**
- Get Real about Follow-Up or Get Gone**
- Start Closing More Phone & Internet Shoppers**



Grow Your Business with First-Time Boat Buyers



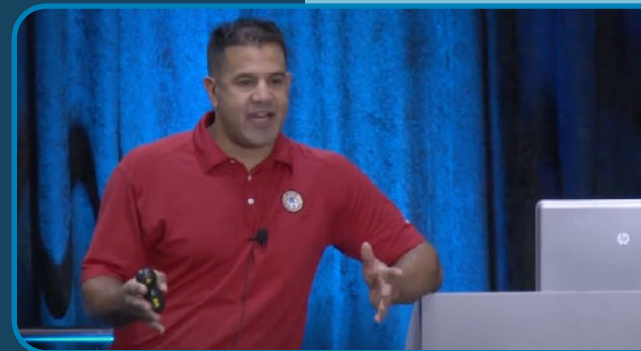
Learn to Love Role-Playing

Management Courses

- Avoid 5 Mistakes that Impact What's Next for Your Business
- Become Bulletproof for the Next Recession
- Boost Efficiency by Navigating Dealership Change
- Case Study: The Lean Profit Machine
- Create a Culture That Delivers
- Dealer to Dealer: Best Ideas Package
- Dealer to Dealer: Best Ideas Panel
- Dealership of the Future
- Design Your Dealership for a Changing Market
- Develop Compensation Plans that Produce Results
- Developing Your Dealership's Bench Strength
- Dominate the Delegation Demon
- Ease the Pain of Seasonality Through Better Processes
- ESI Fuels CSI
- Future-Proofing Your Business
- Hiring: Stop Doing it Wrong
- How to Classify Your Exempt and Non-Exempt Employees
- How to Excel as a Dealership Leader and Manager
- How to Implement Effective Onboarding
- How to Recruit, Work With, and Lead People Not Like You
- How to Thrive on the Other Side of 2020
- HR Strategies to Fill the Gaps in Your Dealership's Workforce
- Improve Your Dealership Through Process Mapping
- Intrapreneurship: Developing Early Adopters & Harnessing Innovation in Your Company
- Job Descriptions That Amp Up Productivity
- Marine Industry Guide to Growing the Workforce
- Master Your Time & Stress
- Move Beyond Burnout
- MRAA Guide To Dealership Improvement
- Normalization of Deviance: A Silent Profit Killer
- OSHA Rules' Effect on Required Reporting
- Planning for Peak Performance
- Prepare a Transition Plan That Works
- Shine a Bright Light in Your Dealership's Dark Spaces
- Strengthen Your Dealership's Workforce
- Supercharge Your Customer Experience Workshop
- Take Control of Your Day
- Take Control with a Positive AttitudeTake Control of Your Day
- Telling Ain't Training Workshop
- The Agile Dealership: Confidently Responding to Change & the Unknown
- The Conversations that Drive Succession
- The Managing Me Workshop
- Three Tools to Lead Your Managers
- What You Need to Know About Credit Bureaus
- Work with Different & Sometimes Conflicting Personalities
- Prepare Your Dealership for the Disruption Ahead**
- Rethink How to Engage & Hold onto Your Employees**
- Manage Promises, Not People: How to Create a Self-Managing Team**
- Get a Grip on your Business: Don't Let your Business Run You (Part 1)**
- Apply These Tools to Overcome the Obstacles in Your Way (Part 2)**



Dominate the Delegation Demon



Marketing Courses

- Amp Up Your Email Marketing
- Bring in Business with Local Digital Marketing
- Create the Ultimate User Experience
- Customer Loyalty in the Digital Age
- Dealer to Dealer: Grow Your Customer Base
- Developing Your Personal Brand
- Evaluate Your Website's Domain, Design and Digital Content
- Grow Your Customer Base with Facebook Ads in 2021
- Guerilla Marketing for Service
- How Digital Can Supercharge Your Dealership
- How to Become a Video-First Dealership Workshop
- How to Build a Brand Everyone Wants to Connect to
- How to Build Your 2021 Marketing Plan with or without a Boat Show
- How to Create a Marketing Plan When You don't Have Any Inventory
- How to Hold Your Digital Accountable
- How to Identify & Attract Your Ideal Customers
- How to Win at Google Mobile Search, Local Search and Maps
- In-Store Technology Marketing Makeover
- Local Search: How to Win at Google's Game
- Marketing the Boating Lifestyle
- Marketing to #Millennials
- Millennials: How They Work and Why They Buy
- Online vs Offline Customers – Give Them the Same Great Experience
- RBLC: New Markets Case Studies
- Redesign Your Showroom to Sell More
- Stop Letting Data Get Between You and the Customer
- Take Your Dealership Mobile
- Text Me! Improve Customer Communication and Staff Efficiency in Parts & Service
- Texting Customers: Do's, Don'ts and How to Make It a Win-Win
- The Magic and Myth of Digital Media
- Think Outside the Inbox: Email Marketing Pro Tips
- Two Marketing Metrics That Can Increase Sales and Lower Costs
- Using Digital to Personalize the Customer Experience
- Using Technology to Sell More
- Web of Value
- What's New in Digital and Why Should I Care?
- Why Branding Matters and What to Do About It
- 5 Marketing Mistakes Your Dealership Can No Longer Afford**
- Why Aren't We Doing That? The Low Hanging Fruit of Digital Advertising**



Samantha Scott, APR
Pushing the Envelope

Amp Up Your Email Marketing



How to Win at Google Mobile Search, Local Search and Maps

Dealer Case Studies

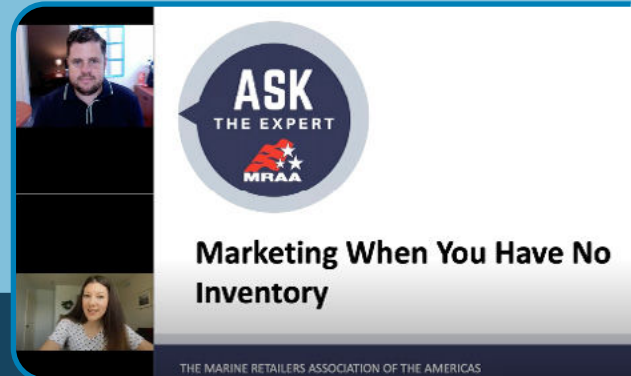
- An Alternative to the Performance Review
- Be Efficient & Adaptable thru Technology
- Buy & Sell Pre-Owned Boats
- Digital Checklists
- Engage More Customers, Sell More Boats
- Onboarding
- Pre-Owned Boat Photography and Video
- Support & Retain Your Techs
- The Advantage of Apprenticeship
- The Power of Customer Profiling



Pre-Owned Boat Photography and Video

MRAA Ask the Expert Webinars

- How to Adjust Your Sales Process for COVID-19
- How to Adjust Your Service Business
- How to Conserve Cash and Stabilize Your Business
- How to Get More Boat Deals Financed in Today's Economy
- How to Keep Your Customers Boating (and Buying)
- How to Keep Your Dealership Safe
- How to Lead Dealership Employees Working from Home
- How to Lead from the Front During Uncertainty
- How to Make the Best of the Mad Rush in Service
- How to Make This Season's Boat Shows Work For You
- How to Make Your Website ADA Compliant
- How to Manage Cash Flow in a Crisis
- How to Manage Your Inventory
- How to Market During the Coronavirus Pandemic
- How to Maximize Client Communication & Revenue with Texting
- How to Sell in Today's Environment
- How's it Going on "Developing Your Dealership's Bench Strength?"
- Immediate Steps to Operate Safely Today
- Legal Insights to COVID-19 Solutions
- Marketing Service Year Round
- Marketing When You Have No Inventory
- Nurturing Leads with No Inventory
- PPC Got You Perplexed?
- Refresh-Are You Earning Your Customer's Trust?
- Virtual Town Hall--MRAA and the COVID-19 Response
- What Dealers Need to Know About the Latest U.S. COVID-19 Mandates
- Your Dealership's Digital Storefront...The Future is Now



Marketing When You Have No Inventory

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. Want to learn more about Continuous Certification? Contact Liz Keener, lizk@mraa.com

Continuous Certification (Gold Members Only)

- Good to Great with CRM
- Improve Loyalty with a Customer Experience Mindset
- How to Create a High-Accountability Dealership
- Strategy: A Path to Improved Performance
- Develop Your Dealership's Workforce Outside In
- Boost the Productivity of Your Leadership Team
- Align Your Dealership with Today's Customer
- Supercharge Your Customer Experience
- Maximize Your Boat Show Sales
- Take Your Employee Satisfaction to the Next Level
- Fill the Gaps in Your Dealership's Sales Process
- Turn Your Shop Inside Out
- How to Raise Your Game as a Leader and a Follower
- Become a Trusted Dealership in the Eyes of Today's Customer
- The Key Performance Indicators of a Profitable Dealership
- The Five Red Flags that Derail Your Recruiting and Retention Effort



Key Performance Indicators of a Profitable Dealership

For help accessing these courses, contact sherri@mraa.com.

Not a Silver or Gold member? Learn more at [MRAA.com/membership](https://mraa.com/membership) or contact Sherri to learn how your team can get started with these courses today.