

# GET CERTIFIED IN



# 7



Earn Certified Dealer status through The MRAA's new seven-week webinar program

## Your goal is to have a strong business. But maybe:

1. You have a hard time stepping away to work on the business instead of in the business.
2. You need a guide to keep you on track for success.
3. You don't have the tools available to make your dealership more efficient and effective.

## Join the Marine Industry Certified Dealership program and get Certified through a boot-camp-style webinar series.

- » Pick your 7-week webinar series from the MICD calendar.
- » Attend on 90-minute webinar with your consultant and peers each week.
- » Work on strengthening your business.
- » Get Certified in an efficient manner, earning benefits and perks in just 7 weeks.



“The whole Process has been super helpful to identify issues that were in my blind spots and has been a great push to move us along to another level of operations.”

— Andrew Brodie, Yankee Boating Center, Lake George, New York



[mraa.com/get-certified](http://mraa.com/get-certified)

**The Certification webinar boot camp** is designed for you to spend time really digging into improving your business. With the guidance of a consultant, and the best practice sharing that goes along with getting Certified alongside of a group of your peers.

Attendance is required at each of the 7 webinars, but feel free to share the education by inviting different team members each week, as the week's agenda pertains to their particular department.

## The Schedule

### WEEK 1

- » Process mapping
- » Employee handbooks
- » Employee job descriptions
- » Performance evaluations

### WEEK 2

- » Employee Satisfaction Survey (ESS) process
- » Uniformed look
- » Tracking education/training
- » Customer relationship management
- » CSI tracking & trending

### WEEK 3

- » Process improvements
- » Sales checklists
- » Internet leads
- » Sales philosophy and tracking
- » Mystery shopping
- » Marine Industry Consumer Commitment

### WEEK 4

- » A Certified facility
- » Service Department narratives
- » Repair orders
- » Tracking service comebacks
- » Service follow up
- » Parts Department

### WEEK 5

- » ESS
- » Accounting process

### WEEK 6

- » Best practice sharing of several requirements

### WEEK 7

- » Best practice sharing of several requirements
- » Post the Consumer Commitment



### Pricing

\$2,899 for MRAA Members, discounts offered for multiple locations

### To enroll

Reach out to Stevie Cook at 763-402-7236 or [stevie@mraa.com](mailto:stevie@mraa.com).

### For more information

Reach out to Liz Keener at 763-333-2417 or [lizk@mraa.com](mailto:lizk@mraa.com).