



MARINE RETAILERS ASSOCIATION OF THE AMERICAS

# Back to Sales Basics

Provided through an MRAA and BIA partnership

# Knock the Rust Off

- Greeting
- Relationship building
- Follow-up
- Overcoming objections
- Negotiating
- Closing
- And more ...



# Sales Training Clips from ...

- Sam Dantzler
  - Garage Composites
  - Sam's Dock @ Wheelhouse College
- Bob McCann
  - MRAA
  - Marine Industry Certified Dealership Program

A man with grey hair and glasses, wearing a dark blue polo shirt, is speaking in a video call window. Behind him is a framed picture that says "LIFE IS A beautiful ride" with a bicycle illustration.

The Sales & Marketing Pathway

**Need to Know?**

transferrable people use going like trade wing likes/dislikes payment budget used occupation brokerage new sleepers condition horsepower number type boat

DEALER WEEK

DEALER WEEK

This Pathway is made possible by:

RECREATIONAL BOATING & FISHING FOUNDATION

#DealerWeek



# Three Sales Processes

1. Sam's process: RACE
2. Bob's process: BRIDGE
3. Your process: ???



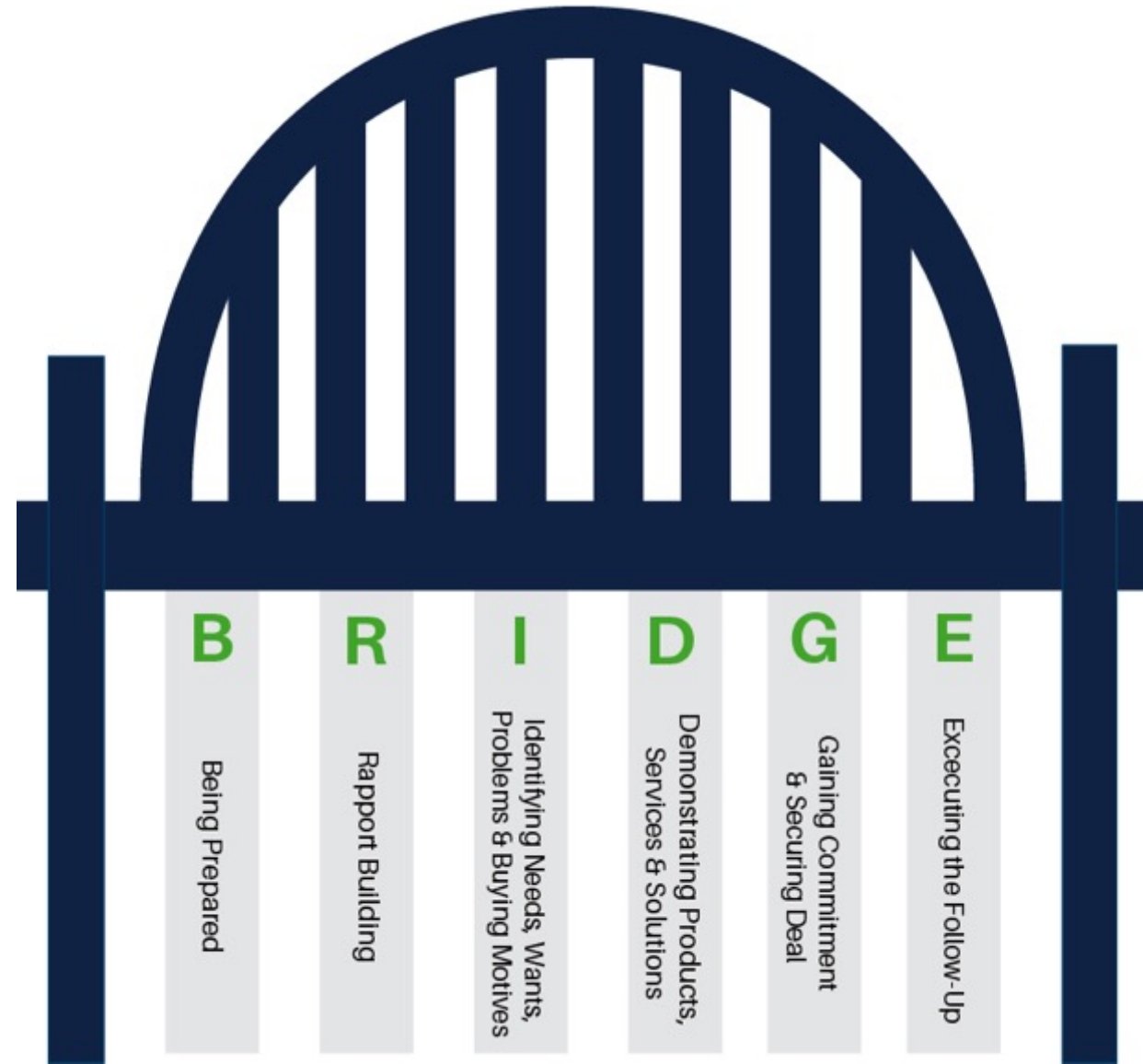
# Sam's Sales Process: RACE



- **R**elationship
- **A**cquire
- **C**lose
- **E**ntanglement

# Bob's Sales Process: BRIDGE

- **B**eing Prepared
- **R**apport Building
- **I**dentifying Needs, Wants, Problems and Buying Motives
- **D**emonstrating Products, Services & Solutions
- **G**aining Commitment & Securing Deal
- **E**xecuting the Follow-Up



# Your Sales Process?

- Review and update it with your team
- Put role-playing exercises for each step on the calendar
- Focus on the steps that are likely to be most rusty
- Leverage your team's experience: Veterans and newbies alike
- Don't forget to adjust for how customers are changing



# Resources to Apply What You Learn Today

- RACE PDF to post in your store
- MRAA Guest Survey
- Customer Interview Workbook packed with sales tips
- Role Playing Exercises
- More sales education for your team from MRAA





Learn More and Download Them Here:

[www.mraa.com/sales-basics-resources](http://www.mraa.com/sales-basics-resources)



# Hitting & Blocking: The Fundamentals of the Sale

- What you'll hear today: Four chapters from this 9-chapter series
- Introduction to Hitting & Blocking
- Selling in a Want-Based Environment
- The RACE Sales Process: It's Starts with the Relationship
- The Greeting: "Can I Help You?"

[The Fundamentals of the Sale Video.](#)



# Boost Sales by Adding Structure to the Interview

- What you'll hear today: A third of the full course on the customer interview
- Why the interview is such a critical element of the Sales Process
- Tactics for success with the interview
- How to use our interview tool: The MRAA Guest Survey

[BRIDGE Sales Process Video:](#)



# Want More Sales Training?

- MRAA Silver & Gold Members have access to these courses and 200+ more, including:
  - Fill the Gaps in Your Sales Process
  - Learn to Love Role-Playing
  - 7 Selling Strategies Your Dealership Will Need in 2023
  - Get Real about Follow-up or Get Gone
  - Start Closing More Phone and Internet Shoppers
  - How to Adapt to Your Changing Customer



- Questioning and Listening for Stellar Sales Results
- Get Ahead of the Pre-Owned Opportunity
- Develop Your Staff's Mental Toughness
- Get More People to the Desk





# Learn More and Download Free Resources Here:

[www.mraa.com/sales-basics-resources](http://www.mraa.com/sales-basics-resources)



**Thank you for attending the MRAA video presentation at Boating  
Industries Association of Upstate New York, April Meeting!**

These online education course clips were designed to help you and your team strengthen your sales basics so you can outperform the boating market in the year ahead. As part of the presentation, you learned several keys to success with your dealership's sales process.





Don't worry about  
2023 and don't wait.  
Be **proactive**.

Update your sales  
process, train your  
team on it and teach  
them to love role-  
playing. Then you'll be  
ready to **outperform**  
the market.



# Questions for MRAA?

Liz Walz

MRAA VP of Education

[www.MRAA.com](http://www.MRAA.com)

[liz@mraa.com](mailto:liz@mraa.com)

Office: 315-692-4533



Sherri Cuvala

MRAA Membership Manager

[www.MRAA.com](http://www.MRAA.com)

[sherri@mraa.com](mailto:sherri@mraa.com)

Office: 763-333-2420

Jason Walz

MRAA Director of Programs

[www.MRAA.com](http://www.MRAA.com)

[liz@mraa.com](mailto:liz@mraa.com)

Office: 315-256-2878

