



MRAA Education Opportunities for Your Dealer Meeting

MRAA is excited to offer you and your dealers a selection of education topics that MRAA staff can present at your in-person or virtual 2024 dealer meeting or dealer events. The following are topics in which MRAA has data, information, resources and expertise.

Who is MRAA?

- Info on MRAA's mission
- Free education, tools and resources for all dealers
- What is MRAA membership?
- Opportunity to focus on specific MRAA services: MRAA Training, Dealer Week, Dealership Certification, Position-Specific Certification

Dealers Advocating for Their Needs

- What are the top issues in dealer advocacy today?
- How can dealers get involved in advocacy – locally, statewide and nationally?
- How to become an MRAA Dealer Ambassador or Diamond Ambassador?
- Dealer case studies on successful advocacy efforts

Preparing for 2025

- Data on trends in workforce, service, customer experience, dealer pulse
- Preparing for what's ahead
- Based on MRAA's Aimee AI, what questions are dealers asking today, and what are the solutions to their top challenges

Lead Management 2.0

- As the market has softened, we must be sure we're not missing any opportunities to sell, whether the leads are hot, warm or cold
- Data and best practices learned from recent dealer mystery shops shared
- Understand how and when to respond to leads to most effectively make a sale
- Optional: For an additional cost, MRAA can have your dealers mystery shopped to customize this presentation specifically for your network. Ask for details and pricing.

Recruiting an All-Star Team

- MRAA's Service Management survey reveals the No. 1 pain point for dealers is workforce
- Data from the Service Management survey
- Understand the best tactics for creating, instituting and maintaining a recruitment plan
- Bonus Takeaway: MRAA Guide to Mastering the Interview at Your Dealership

Scenario Planning

- Why scenario planning is essential to your preparation
- What to think about when planning for the unpredictable
- How to plan A, B, C scenarios
- Bonus Takeaway: Guide to ABC Scenario Planning



Service Department: Common Challenges and their Solutions

- MRAA recently conducted a survey of marine industry service managers
- Data from the survey on common KPIs, process mapping and customer experience
- Best practices to solve your service department's woes
- Bonus Takeaway: Service Management Survey Executive Summary

Employee Onboarding

- How to successfully onboard staff for retention
- Onboarding data
- Dealer best practices
- Bonus Takeaway: MRAA's Guide to Employee Onboarding

Employee Training

- More dealership staff are asking for training, and more dealers are seeking training solutions
- Understand workforce and employee satisfaction data
- How to create a training plan for your team
- How to get your team excited about training
- Bonus Takeaway: MRAA Training Matrix for staff training tracking

Improve Closing Ratios

- Dive into 11 tactics to help you close more sales
- How to convert the "forever shopper"
- Dealer best practices on what's working in today's market
- Overcoming today's objections
- Bonus Takeaway: 11 Tactics to Improve Close Ratios one-pager

Set the Stage for Boat Show Season

- Boat shows – whether external or internal – set the stage for preseason selling
- How to set goals and training before the show
- Learn how to identify buyers versus tire kickers
- Implementing the all-important follow-up
- Bonus Takeaway: Boat show resources from MRAA

Succession Planning

- Why succession planning is crucial for all businesses
- How succession planning helps you prepare for any big change
- How succession planning helps you be successful today
- Bonus Takeaway: 7 Things Every Dealer Needs to Know about Succession Planning

Sales Process

- Dealers need to get back to the basics, hitting every step in their sales process every time
- Understand the key elements of every successful sales process
- Understand how each step in the process creates an improved customer experience
- Bonus Takeaway: MRAA's Dealership Certification Sales Process sample





What to Expect from an MRAA Speaking Engagement?

MRAA's Why Statement

At the Marine Retailers Association of the Americas, we believe that the success of the marine industry begins and ends with the success of our dealers – the retail organizations that deliver sales and ownership experiences to today's boaters. These organizations and the individuals they employ must deliver on the promise of the boating lifestyle every single day with every single interaction. Their success drives the success of our entire industry. As the leading training and education organization for the marine dealer body, MRAA fuels the success of the boating industry by delivering dealerships the tools, resources and educational programs they can use to strengthen their organizations and find the success they desire. Stronger dealers lead to stronger manufacturers and suppliers, which lead to a stronger industry. And in the midst of it all, MRAA promotes and protects that success by serving as the voice of those dealers, continuously working to ensure a business environment that is conducive to boat sales and retail operations.

Speakers

MRAA's team of speakers includes MRAA's Leadership Team and Education Team Members, each with significant experience in the marine industry. In 2023 alone, MRAA presented 19 different sessions more than 50 times at more than a dozen in-person and online dealer meetings.

Data, Insight and Best Practices

MRAA's Education and Certification teams focus on collecting data and finding solutions for dealers' toughest challenges. MRAA pulls insight from daily dealer calls, our Aimee AI search, self-produced data, industry partner data and more to understand the industry's needs, then pulls together best practices from dealer members, industry partners and outside the industry to help dealers face any battles head-on. We fuel success with implementable solutions guaranteed.

Custom Landing Page and Resources

Those who engage MRAA in a speaking engagement will also receive a custom landing page from MRAA.com that offers your dealers access to resources addressed in the presentation. Many of these resources are traditionally members-only resources, but we'll offer access to both MRAA members and non-members for this special presentation. We'll offer a QR code and link during the presentation, along with a handout with the link and QR code on site.

Speaker Fee

MRAA charges a competitive speaker fee. See included pricing sheet for details. For in-person meetings, we also require that your organization cover the costs of the flight, hotel, transportation to the hotel and meals for MRAA's speaker(s) for the presentation(s). MRAA also requests a table within the exhibitor hall at your meeting, where we can talk to dealers about their improvement and growth through MRAA membership, programs, products and services. Feel free to choose one or more of the above topics for your upcoming dealer meeting and let us know if you need a deeper dive on any of the topics before making a decision.

For More Information, Pricing or to Book MRAA:

Contact Director of Dealer Development Liz Keener at 763-333-3417 or lizk@mraa.com.