

# Matt Sellhorst

The Creator of the **"SPLASH"** System™  
to *Sell* more boats,  
*Make* more money and  
*Have* more fun!

**YOUR NEXT GUEST AND  
MARINE INDUSTRY EXPERT**



## Matt Sellhorst Intro:

An award winning marketing and sales coach, consultant, speaker and trainer in the retail boating industry. Sellhorst is known as the creator of the SPLASH System™ and has been quoted and featured in many prominent publications. One of Matt's greatest strengths is his nose to nose, toes to toes sale experience on the front lines of a Top 100 Dealer. Sellhorst believes that most dealers are leaving money on the table because they lack a results based marketing and sales system. Sellhorst started in the industry in August of 2009, Matt was referred to as a No-Boat-Selling-Son-of-a-Gun but soon became a Top Producer in a 6-location dealership where he developed the tools, techniques and methods that are now the foundation of this SPLASH System that he shares with honest and ethical boat dealers, brokers and manufacturers.



*Matt Sellhorst (life jacket) has been a boater since age 5 and now helps dealers, brokers and manufacturers sell more boats, make more money, and have more fun.*

Matt Sellhorst has been featured in various national media including; Soundings Trade Only, Boating Industry. He has also taken the stage at the Marine Dealer Conference and Expo (MDCE), Marine Retail University (MRU), Sail America, dealer meetings and other industry events. He was recognized by Boating Industry in the 'Movers and Shakers' edition and is now the sales and marketing columnist for the magazine. He has also appeared on NBC and has over 1.1 Million views on his YouTube Channels focused on boating and the marine industry. He is also the author of the book *Boat Dealer Profits: How the SPLASH System™ can help you sell more boats, make more money and have more fun!* and *Marine Marketing Strategies*.

## MATT SELLHORST CAN EXPERTLY TALK ABOUT:

- Marketing in the marine industry
- Sales in the marine industry
- Profitable social media marketing
- The 24/7 Selling Machine
- The Educational Spectrum of a boat buyer
- Marine industry customer service
- Growing the marine industry
- Marketing plans for dealers & brokers
- Video marketing
- Lead generation
- Content marketing

## SUGGESTED INTERVIEW QUESTIONS:

- What is the SPLASH System™?
- How can dealers sell more boats, make more money & have more fun?
- How can dealers maximize boat shows results?
- What is the Educational Spectrum of a Boat Buyer?
- What are three areas dealers should focus their marketing budgets?
- What changes are coming in the marine industry?
- What is not changing in the marine industry?
- How can a dealer get a proven sales and marketing system installed in their business with their busy schedules?
- What can sales people do to dramatically increase their incomes?

## CONNECT WITH MATT SELLHORST

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