

# BOAT DEALER PROFITS

Sell More Boats, Make More Money and *Have More Fun!*

## Discover

The Only Business Building Book for boat dealers

How the **'SPLASH'** system™ can help you *Sell* more boats, *Make* more money and *Have* more fun!

**PLUS** How to choose the best marketing company for your boat dealership.

## INDUSTRY PROFILE

Matt Sellhorst, Creator of the SPLASH System™, author, speaker and so much more!

# PROFILE OF AN INDUSTRY EXPERT

**MATT SELLHORST**

**Founder of *Boat Dealer Profits* & Creator of *The SPLASH System*™**

Matt Sellhorst is the creator of the *SPLASH System*™ and committed to helping honest and ethical boat dealers sell more boats, make more money and have more fun. He is an internationally known author, speaker and sales and marketing expert in the boating industry.

Sellhorst is the author of the only two books on sales and marketing for the retail boating industry; *“Boat Dealer Profits; How the SPLASH System can help you sell more boats, make more money and have more fun”* and *“Marine Marketing Strategies,”* both available at Barnes and Noble and Amazon.

In addition to being an author, Sellhorst speaks at industry events such as the Marine Retail University, Marine Dealer Conference & Expo, manufacturer events, dealer meetings, 20 groups and other industry events.



## FROM A “NO BOAT SELLING SON OF A GUN” TO TOP PRODUCER

Matt began his career in the boat business in August of 2009 as a newbie sales person. Not a natural born sales person, he struggled to find success in the industry. Over the years, Sellhorst developed sales and marketing systems that propelled him to become a Top Producer at a 6 location dealership with 19 sales people all with 5, 10 and 20 years more experience (and larger books of business). Sellhorst is most proud of his margins which were possible because of the sales tools he created and are now the foundation of the *SPLASH System*™ which is being used by dozens of dealers throughout the world.

In addition to a proven sales framework, the *SPLASH System*™ that Matt created is prolific in driving quality traffic to honest and ethical boat dealership with unique lead generation strategies based on the ‘Educational Spectrum of a Boat Buyer’ and the new reality of how consumers actually shop for boats today. The system takes advantage of technology to add scale and efficiency however is effective because it is based on the psychology of how consumers go thru the research, evaluation and buying process in today’s busy, fearful, hectic and technology dominated world we all live in.

# INDUSTRY RECOGNITION

The success of this new approach gained the attention of *Soundings Trade Only* and *Boating Industry Magazine* where he is now the sales and marketing columnist and was honored to be in the *Boating Industry's* 'Movers and Shakers' edition. He also was awarded the 'Best Idea' at MDCE for his simple strategy to capture online reviews as voted by the over 500 dealers in attendance. Now, after tweaking and improving, the system is available for select dealerships in the US & Canada.



## WHO IS MATT SELLHORST... *REALLY*

Matt's grew up in the Midwest where his family bought their first boat when he was 5. After many boats, boating adventures and a career in finance, he decided to get involved in an industry he felt a true passion. Now, Sellhorst and his team help busy dealership owners and managers install and maintain a custom *SPLASH System™* to save time and maximize marketing ROI. Services range from step-by-step training programs to full done-for-you support where they become 'your sales training and marketing department'.

Sellhorst is also the father of two amazing little girls (Avery & Emery) and husband to wife, Sarah. One of Matt's Rules, is the Rule of Family which states:

*"Family is the most important thing in my life. If there is a choice between business and family, family will always win. And, he expects the same from his Members."*

▲ Matt's daughters, Avery & Emery.

Matt Sellhorst's charity work and causes: Matt has also volunteered at Levine Children's Hospital in the Oncology & Hematology Department, coached YMCA youth basketball and supports [www.SavingEliza.com](http://www.SavingEliza.com) and the United Mitochondrial Disease Foundation.

To explore more about Matt and his *SPLASH System™* you can visit his website; [www.BoatDealerProfits.com](http://www.BoatDealerProfits.com). Or check out his latest book at [www.BoatDealerProfitsBook.com](http://www.BoatDealerProfitsBook.com) where he often offers discounts and bonuses with the purchase of the paperback or audio version of his book.

## Matt Sellhorst & Boat Dealer Profits have been featured in:



# SALES & MARKETING NEWS UPDATE

## HOW TO CHOOSE THE BEST MARKETING COMPANY FOR YOUR BOAT DEALERSHIP

So, you're evaluating your marketing options for the upcoming boat selling season. Maybe you're looking to re-design your website, start doing more digital marketing, looking to improve your current marketing results, jump into FaceBook ads, improve your email communication strategy, or develop a complete end to end marketing plan. Well, you should be giddy that you found this article before signing any contracts or writing a check.

### In this article, you'll discover...

- The 7 costly misconceptions about marine dealership marketing
- The 3 mistakes to avoid when hiring a digital marketing agency for your boat business
- The answer to the question... should you hire a digital marketing agency or handle within your dealership
- 6 steps to your most profitable sales and marketing plan in decades
- How selecting the right marketing partner will save you and your team significant amounts of time every week while delivering predictable results

### You have several options when considering whom to trust with your boat dealership's marketing & advertising budgets

- The big guys in the industry (you know who they are)
- Going with a local marketing company that can come to your dealership weekly
- Doing everything in house with a staff person
- Hiring a consultant to set things up and then your staff maintains
- A combination of the options above
- Throw your hands up in the air and say "Marketing in this digital world is too much and I don't want to mess with it."

No option is right or wrong, well except for the last one where you ignore making a decision on your boat dealership marketing plan and partners for another year... accepting the same unpredictable results you did last year. Don't walk-away from this article or your search and say; it's just too much and too complicated with too many options to pick from so I'm not going to do anything. If you do, you'll be losing money for sure!

### PRO TIP:

It's very easy to be overwhelmed when talking with marketing people that promise the moon, use unintelligible marketing jargon and expect you to understand the technology like they do. If you come across someone that's so smart you can't understand them, it may be a warning sign that working together will be difficult over the long haul. Or worse, their jargon and industry speak are just a cover for a poor understanding of what actually works (to sell more boats and put profit in the dealership) because not all marketers (especially those that have not owned their own business before) understand that your business survives on sales and profits, not brand recognition or social media reach.

### SO, LET'S LOOK AT THE 6 STEPS TO CHOOSING THE BEST DEALERSHIP MARKETING COMPANY TO DELIVER THE HIGHEST RETURN ON INVESTMENT (ROI):

As we get started, remember that each step builds on the next one and the more complete thought you put into the previous step will deliver a better result for the next step.

### #1. Where do you need help:

The first thing to consider is, what areas of your sales and marketing process are working well right now and what areas are you missing or doing poorly (regardless if you are doing them yourself or hired a boat dealership marketing company). You can use our Boat Dealer Profits Profit Scorecard to help rank yourself in key areas. Do an honest evaluation on this step, it will help you address the right need when that time comes. ([www.BoatDealerProfits.com/Scorecard](http://www.BoatDealerProfits.com/Scorecard))



Read your sales staff's emails to prospects. Listen to phone calls to leads generated via each source. Look at your current online dealership as a new prospect and potential boat buyer would see your dealership. Look at what others (inside and outside the Boating Industry) are doing that appears to be highly profitable. Not just cool and flashy, but actually profitable. This research is critical. Don't just say, we need to start doing FaceBook or we need a new website Because often the answer to better marketing results and higher profitability is a combination of improvements.

### #2. What are your end result goals?

Based on your evaluation and/or scorecard, make a list of the results you need to improve so you can increase your boat dealership's profits:

### Generate more boat buying leads

You can't sell a boat if you don't know

who is considering buying a boat in the future. Even in today's digital world, a boat is sold, nose to nose, toes to toes with a sales person and a real live prospect. For many dealers looking to hire or change marketing providers, this is one of the main goals. Understanding the 'Educational Spectrum of a Boat Buyer' can be very helpful in accomplishing this goal.

#### **Improve quality of leads generated**

For some dealers, they have tons of leads coming in from various sources however they are just not qualified (*they can't afford a boat, live outside the market area or really have no interest in buying a boat*). In these cases, it's important to understand if the quality issues is one of truly poor leads or that they are just not ready to buy yet.

#### **PRO TIP:**

Research done by the Inquiry Handling Service, reviewed leads captured in hundreds of industries. Results showed that over a 3 year period after submitting the initial lead, that just over 50% bought and the other 50% did not buy the product. So, of a group of 200 leads collected from the various sources (shows, online, ads, etc) 100 people bought and 100 people didn't buy, regardless of brand. They discovered this by asking the simple question; "You requested information on a pool table, did you buy one yet?"

Here's where it gets interesting. They made these calls every 90 days for 3 years. And, this is what they discovered. Out of 100 buyers, only 15 people bought within 90 days of submitting the lead. An additional 85 people bought from 90 days to 3 years, proving that the biggest value in a bundle of leads is in the consistent follow-up over the long haul.

#### **PROFIT BUILDING INSIGHT:**

If a majority of buyers (85%), buy from 90 to 1,095 days, there is an enormous opportunity to build a relationship and build value with these prospects. And, when done properly, this communication strategy will dramatically drive up

margins and make sales easier and more fun.

Once you determine if the issue is with follow-up or with truly poor leads, you will make a better decision in the next step. And, don't get me wrong, I've plenty examples of poor leads from making the wrong offer to the wrong people. And, consider that it may be a combination of both.

#### **Orchestrate more engagement between prospect and sales staff over email, phone and in person:**

Generate more date and time appointments for your sales staff with prospects that are better pre-positioned for a higher margin boat sale. This step is best achieved with a well thought out and consistent follow-up process that compliments the boat sales persons manual efforts. Often referred to as a 24/7 Selling Machine, this has revolutionized many dealerships when focused on getting current prospects to reach out to your sales team when they are ready to buy a boat. And, can often accelerate the time in which they are ready to buy. If you are currently relying primarily on the manual effort from sales staff (*phone calls and one-off emails*), this area could likely be an opportunity for your marketing department to assist you.



#### **Convert more leads to higher margin boat sales:**

Improve conversion of leads to high margin boat sales (on this one, is the issue boat sales training for your staff or lack of effective or consistent follow-up process which is similar the point above.) Depending on the reason for your unacceptable results in this area may lead you to a different marine marketing company.

#### **Increase major unit sales margins:**

Improve margins on major unit boat sales (again, could be a need for a boat sales trainer or a need to improve the quality of your messaging in the follow-up or 24/7 Selling Machine system). If you are having an issue holding the margins you should be holding, the issue could be a sales training or marketing issue. If you feel your sales staff is rock solid on presenting price the right way. Building value in the sales process and negotiating the sales, it could be that adding better marketing tools like (*social proof, \$100 messages, shock & awe packages, signage in the showroom and even persuasive messages on your website*) could be a portion of the answer. Again, knowing why the result is not where you want it to be will help you choose the right marketing vendor for your true need.

#### **Adding additional profit from other profit centers:**

Maybe you do fantastic with your boat sale marketing and sales process and are selling all the boats you can while holding fantastic margins but you need more sales in your service department, parts/accessories or pro shop (or any other department you have). Having exceptional marketing in these additional profit centers can take a dealership from barely getting by and turn them into an enormously profitable boat dealership for the owners and shareholders.

### **#3. Evaluating the Boat Dealership Marketing options:**

Now that you are crystal clear on what areas of your boat dealership marketing plan you need to improve and the underlying cause of your less than stellar results, you can start evaluating providers or look to address the issues through sales training or consultants if that approach is the best fit based on a realistic evaluation of your boat business. For this step; attending MDCE, talking with dealers in your network or simply searching Google for a local provider will give you a list of potential marketing vendors to help improve your boat

dealership's marketing. You may find some of these vendors on the Boat Dealer Profits PodCast.

Explore as many options as possible at this stage. Just make a list of 5 to 10 options based on what they do that can help drive the results you are looking for.

#### **#4. Evaluate each marine marketing solution on the list:**

If they are going to help you generate leads, do they explain how they will do it? Ask if they have a system or process or proven strategies to drive leads for boat buyers on the Educational Spectrum of a Boat Buyer. They should be able to provide a sample of their philosophies, approaches and general strategies they will use via a video, webinar, podcast, articles, report or something similar on their website (or call to ask for what you are looking for).

Make a quick chart of what you need assistance with and where they excel. Its highly likely that you have opportunity to improve in multiple areas (including in your sales staffs skills and tool). Rate each marketing service 1-5 based on each area that you need assistance based on what you can find online. Do their strategies, systems and services make sense that they'd work in today's boat sales environment. Do they appear to make sense for your boat dealership? Or, do they seem to be delivering results other than leads, engagement with your sales team and date and time appointments with your best sales people.

#### **PRO TIP:**

Some marketing companies and sales trainers market themselves as marine industry experts with a single client in the industry. When you go to implement the solution, the issues and mismatch of auto industry or lack of boat business experience comes to the surface. It's easy to make a great sales pitch that sounds exactly like what you're looking for but delivering on the end result cannot be faked.

#### **#5. Speak with the top choices on your list:**

Once you have evaluated each provider online, you will need to speak with them on the phone or in person. When you do, ask them these 6 questions to avoid making a mistake hiring your boat dealer marketing service provider:

1. Who have you helped in the industry do this in the past?
2. What type of results did they achieve within what type of budget (understand that actual budgets and results will vary market to market)?
3. Describe the system and tools used to generate the results (is it branding based to spread the word or is it results based to drive leads and date and time appointments with your sales team)?
4. Do you have another client in my area using your proprietary techniques and platform?
5. Ask if they guarantee their results in any manner? If so, have you had anyone exercise the guarantee?
6. Do you have any testimonials of clients who you have worked with in the past?

The answers to these 6 questions will give you a pretty good idea who is capable of delivering the results you will demand of them.

Once you have all of the information from your best boat sales marketing vendors, you will have a pretty good idea of the right choice.

#### **PRO TIP:**

If a client does not offer an area exclusive program, you may want to consider if you will be receiving the absolute best strategies and tactics available in today's marine marketing world. (exclusive to geography and the type of boats you offer). If it's not area exclusive, will they provide you any specific strategies, system or guidance on the best way to sell more boats and make more profits?

Would having multiple boat dealers in the same market area using the same strategies and tactics against each other help or hurt your results?

#### **#6. Before signing on the dotted line:**

But, before you hire a marketing company for your boat dealership, consider one last aspect (especially if there are 2



companies that are neck and neck in the comparison). Ask them, who will be driving the relationship at the marketing companies end and how will they handle the strategy and planning year after year?

The best marketing companies in the boating industry will start with a strategy session and consistent communication as things get started. They will also have yearly planning sessions with their boat dealership clients. These planning session, whether done in person or virtually will allow the relationship, strategy and tactics to start strong and improve over time creating a snowball effect of profits. The skill, knowledge and experience of the marketing person leading this planning/strategy session will have an enormous impact on your results.

WOW, that's a lot to just find the best marketing company in the boating industry. You may be thinking, this is a lot of work to hire a marketing company for our boat dealership... and you'd be right. However, there is a significant difference in the results (in my mind, results are boat sales and profits in the bank), so the effort is certainly worth it.

In the end, a little extra research up front; attending a webinar, reading a few articles, blog posts, watching a few videos or podcasts can help you find the person and/or company with the right system, services and understanding of the industry to deliver you and your dealership enormous profits, year after year.

## **Before you go, here are the 7 costly misconceptions about hiring a marketing company to help you sell more boats, make more money and have more fun!**

### **1. The best marketing companies are using media that no one else has figured out.**

There is no such thing as a magic, no fail media option. What matters is choosing the best media sources, along with the right message to your best target market. This requires a proven system that can be tweaked or starting from scratch with expensive testing and time.

### **2. You should pick the cheapest marketing provider because they are all basically the same.**

Like almost everything, the cheapest option delivers the cheapest results. Or, lack of results. Instead of thinking cheap or expensive, think about ROI, return on investment. A \$1,000 campaign that doesn't deliver any results is expensive. But, a \$100,000 campaign that delivers \$10,000,000 in sales is a wise investment.

### **3. A service provider that has worked with auto dealerships is automatically going to understand your boat dealership sales and marketing needs.**

The auto industry is just close enough to the boat sales world in the consumer's mind that it can cause issues related to how quickly a ordered boat can be built and the number of units actually sold of any one model. On the marketing side however, the misconception could cost you major time and money lost.

### **4. Going with the biggest or fastest growing digital marketing provider in the industry is always the best option.**

Often times, bigger means less expert advice at the level of implementation. You find yourself implementing what everyone else is doing and getting little to no results. Your account manager has no expert experience to help guide you, so if you don't bring the profitable strategy and tactics to the table and explain how to implement for best results, you just get what you get and they hope that good enough to keep you around.

### **5. Choosing the provider that all your competition is using will get you fantastic results.**

If everyone is using the same provider, you'll want to verify area exclusivity because everyone using the same platform, strategies and tactics in a local market area will result in everyone receiving similar and likely unacceptable results.

### **6. If you hire a marketing company to become your marketing department, you won't have to do anything but write a check every month.**

The most profitable relationship with a marketing provider for your dealership will come when you work as a team customizing proven and tested strategies, tactics and systems for your specific boat dealership. This requires input upfront with minimal month to month involvement resulting in the highest return on your marketing investment you can achieve.

### **7. There is no such thing as excellent marketing, it's all voodoo but a necessary evil.**

In today's day and age and throughout time, profitable marketing comes down to a proven strategy delivered via a tested and efficient system that incorporates the lead generation, value building, follow-up, engagement with sales staff, a proper sales frame work and focus on maximizing life-time value of a client. When approached in this complete and systematic manner, results can be virtually guaranteed! Add in congruent and consistent sales training from an expert source and you have a recipe for a highly profitable and stable dealership!

If you'd like to add Boat Dealer Profits to your list of marketing companies to research, here are a few resources that you will likely find valuable, just visit:

**BoatDealerProfits.com/YourMarketing**

# For a limited time... get YOUR copy of 'Boat Dealer Profits' for **FREE!**

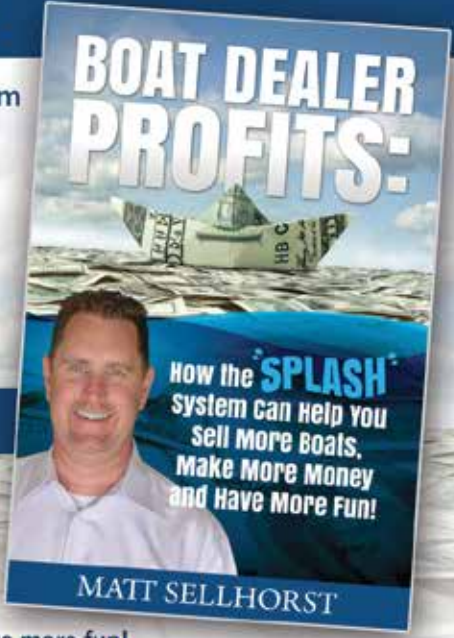
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## WAYS TO CLAIM YOUR BOOK:

- 1) Visit [www.BoatDealerProfitsBook.com](http://www.BoatDealerProfitsBook.com)
- 2) Call Sarah at:  
(803) 536-7400 ext. 700
- 3) Mail a check (for S&H) to:  
Boat Dealer Profits  
79363 Ridgehaven Rd.  
Lancaster, SC 29720

**Inside the book you will discover:**

- Why boat sales have changed over the past 5-7 years - and what to do about it
- How to get more boat buyers to say "YES"
- A new way of doing business that helps you sell more boats, make more money, and have more fun!
- **And much, much more!**



**[www.BoatDealerProfitsBook.com](http://www.BoatDealerProfitsBook.com)**

# BOATING INDUSTRY NEWS UPDATE

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## New PodCast helps boat dealers and manufacturers sell more boats, make more money & have more fun!

Matt Sellhorst, the CEO of Boat Dealer Profits and creator of the *SPLASH System™* has recently released his podcast series; Boat Dealer Profits.

The podcast now is available for download and to subscribe on iTunes, Sticher radio and [BoatDealerProfits.com/Podcast](http://BoatDealerProfits.com/Podcast).

The show is a combination of interviews with industry experts with experience, products and insights that will help motivated professionals in the industry sell more boats, make more money and have more fun.

Past guests have included, Bob McCann from the MRAA's Dealer Certification program. Jason Roberts from Sure Shade, Melanie Clements a dealership general manager out of Texas, and several presenters at MDCE like Samantha Scott, Marcus Sheridan and Myril Shaw along with Sellhorst revealing

insights and implementable ideas that dealership owners, managers, sales people, brokers and even manufacturers can take advantage of to become more profitable.

The podcast will be released every other week with the first ten episodes, including; "Welcome to the Podcast" and many others available wherever

you get your podcasts.

Sellhorst says; "If you are not one of the 98 million Americans listening to podcasts already, its easy to get started. Either download the Podcast app on your iPhone or Sticher app on Android the search for 'Boat

Dealer Profits' or just visit [BoatDealerProfits.com/Podcast](http://BoatDealerProfits.com/Podcast) to listen right from the website. It's that easy."

If you feel you have some insights and expertise to share that will help sell more boats, make more money and have more fun, and are interested in being a guest; email [Matt@BoatDealerProfits.com](mailto:Matt@BoatDealerProfits.com).

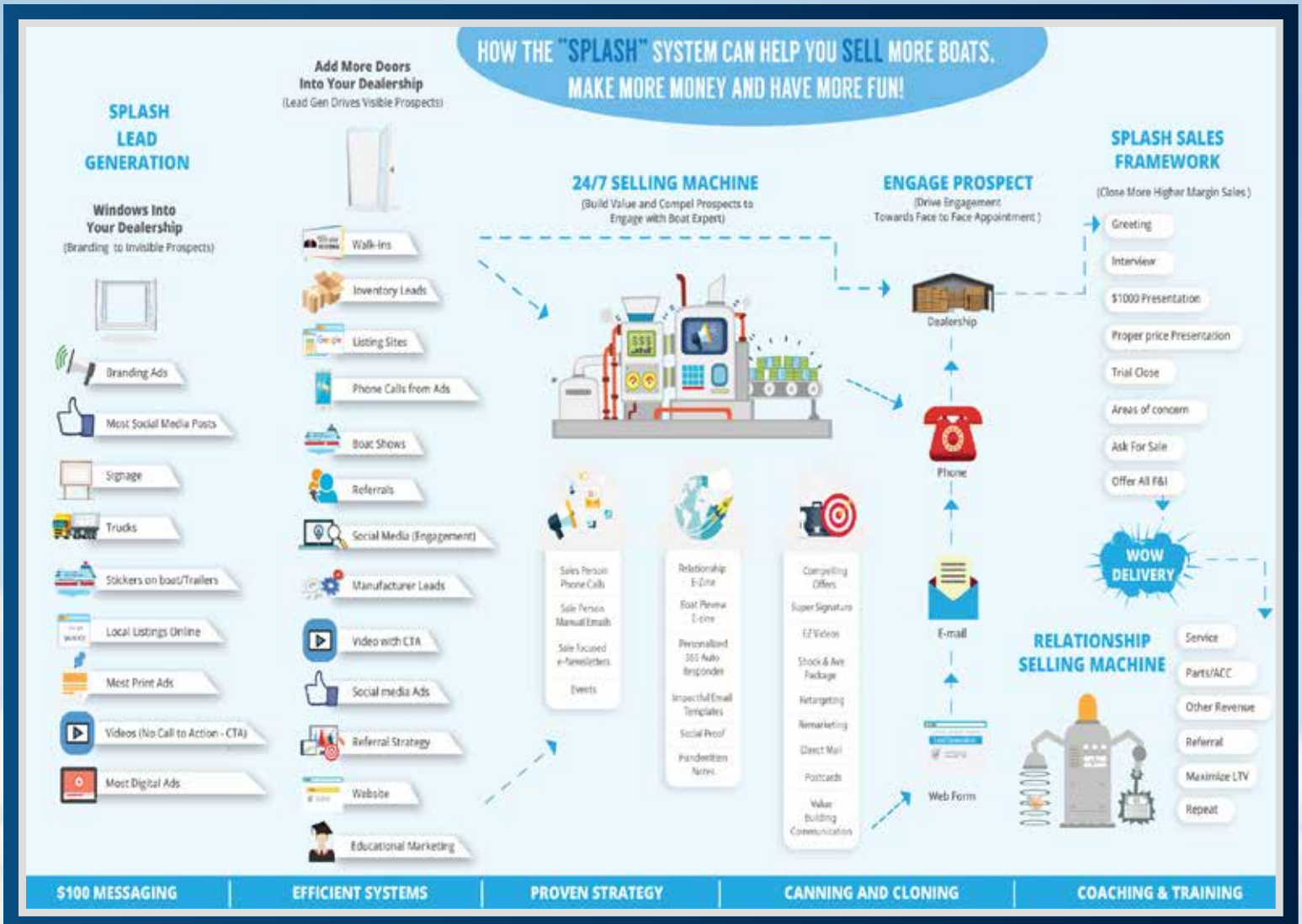
About the Host: Matt Sellhorst is the Founder and CEO of Boat Dealer Profits, creator of the *SPLASH System™* and is committed to helping honest and ethical boat dealers sell more boats, make more money and have more fun.

Sellhorst is a widely recognized industry speaker, coach, consultant, author of Boat Dealer Profits, Marine Marketing Strategies and columnist for Boating Industry Magazine. Discover more about Matt Sellhorst at [www.BoatDealerProfits.com](http://www.BoatDealerProfits.com).





# HOW THE 'SPLASH' SYSTEM™ CAN HELP YOU



call to find out how you can get a 'SPLASH' system™ installed in your dealership in as little as 3 days!

Call (803) 526-7400 x700 (Sarah) or schedule a call at [www.boatdealerprofits.com/one-on-one-strategy-session/](http://www.boatdealerprofits.com/one-on-one-strategy-session/)

# What do others in the industry have to say about Matt Sellhorst?

Testimonials and reviews from some of the best in the boating industry...



*"We have been so impressed with Matt and his methods that we brought his program to our 20 Group as our best idea and told them that they should join. And, now that we have completed the initial program, we are looking to hire him to come on site for some more intensive training."*

- Ken Toby, GM of Marine Sales (Top 100 Dealer)  
Cobalt, Harris, Manitou, MasterCraft and Sea Doo

*"I can highly recommend Matt and his abilities - I have seen Matt's presentations a number of times, and have verified his results with a number of clients. His experience, techniques and philosophies have valuable applications to the marine dealers he is working with... He is a valuable asset to anyone who engages his services."*

- Mark Yearn, Marine Insurance Specialist at Norman Spencer



*"If you'd like to sell more boats, sell those boats at higher prices, get more brokerage listings and haven't been able to do it in this new economy, you may want to talk with Matt. He's a sharp guy. He has integrity. And, he just may be the right guy to to help you. Give him a call and find out for yourself if his strategies and systems are right for you and your boat business."*

- Jeff Hall, Owner at Hall Marine Group (Top 100 Dealer)  
Sea Ray, Harris, Nautique, Boston Whaler, Scutt Boats, Yamaha and Bennington



*"Reading Matt's new book really inspired me. We immediately began to implement many of his strategies. We were of course drawn in with the claim of 'sell more boats, make more money.'" What we didn't realize was the stress of wearing 27 hats that comes along with owning a dealership, didn't have to consume us. We not only saw more profit in our bank accounts, but we began to see we had more time and did indeed have more fun. We've literally been blown away with Matt and his SPLASH System (and encourage you to pick up a copy of his latest book."*

- Matt Santomenna, Owner of Race City Marine Nautique, Supreme and Centurion

*"If your dealership or boat business is not doing as well as you think it should be and you'd like to have prospects pre-positioned ready to work with you and be less price sensitive, you may want to try his methods. The relationships he was able to build with clients via his videos, newsletters, unique selling points, follow-up systems and relationship building tools were amazing."*

- Larry Bunch, Former GM at Lake Wylie Marine & Currently at Duncan's Boats



*"The SPLASH System is frickin' amazing! I mean it, and you can use that where ever you want. The program is awesome and we are only 3 weeks into it. It's already helped us sell more boats. Our sales guys response and follow-up rates have all increased and I just love it."*

- Todd Plotnikoff, Managing Partner of Alberta Marine (Top 100 Dealer) Champion, Lund, Larson, Yamaha, Apex, Glastron, King Fisher, WakeCraft

*"Being involved in Matt's program is unusual in that we are actually getting a product. We are not just getting valuable information and ideas but actual tools we can take home and start using in our dealership right away and that's very unique."*

- Will Massey, Owner of Custom Marine - Sportsman, Carolina Skiff, Alweld, Alumacraft, Pathfinder, Skeeter, Sweetwater, Crevalle, Yamaha and Suzuki



# Can you trust Matt Sellhorst?

THESE INDUSTRY PROFESSIONALS DO!



*"At MRAA, we work hard to find experts with insight, tools and strategies that can really make a difference for marine businesses. The appeal of working with Matt is that his advice is based on what was successful for him as a salesperson for a leading marine dealership. It's practical. It's proven. And it's designed to be effective in any size business."*

- Liz Walz, VP of MRAA and MDCE Host

*"If you are in need of improving your online presence and overall marketing success, I'd certainly give Matt a call. Not only does he understand sales and marketing, he has demonstrated tremendous success in the industry."*

- Rick Neal, VP of Sales at Hall Marine Group (Top 100 Dealer)



*"Matt has spoken for us at our annual Marine Dealer Conference & Expo and written multiple articles for the website. He always provides great information to help dealers improve their marketing."*

- Jonathan Sweet, Managing Editor of Boating Industry Magazine and MDCE Host

*"We were referred from another dealer in our 20 Group, and he told us you were going to give us some really unique strategies, which you did. But, what really helped us get such a great start was the accountability - that you had us call in every week to make sure we were actually doing it."*

- Melanie Clement, GM of Lakeshore Sports - Cobalt and South Bay



# Is this the *SAME OLD, SAME OLD?*

ARE YOU THIS EXCITED ABOUT YOUR MARKETING PARTNER?



*"The Fast Track program really gave Marine Concepts a leg up over our competition. Through ideas such as the marketing wagon wheel, the lifetime value of the client, and understanding the ways in which to market our message, we've seen an increase in our listings. Matt's program has helped us climb to new heights and implement fresh ways to reach old, and new, customers. All in all, our marketing efforts have never been so focused, and successful.*

*Thank you Matt!"*

- Shana White, Co-Owner at Marine Concepts

*"Matt's program is what I like to call a 'dealership in a box.' You open it up and there's everything you need to implement the system in an effective way."*

- Lynette Santomenna, Owner of Race City Marine  
Nautique, Supreme and Centurion

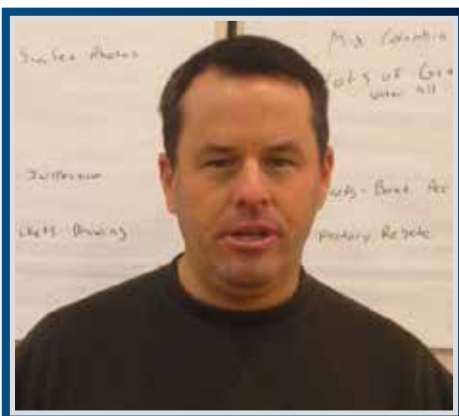


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*"Matt's program required an investment; it wasn't an expense, it is something that will pay out over the next several years. We had a massive spaghetti strainer with big holes in it, and Matt's system is far superior to anything I've seen anywhere else."*

- Dan Allen, Owner of Valley Marine - Lund, WeldCraft,  
Crestliner, North River, Duckworth, Lowe and MasterCraft

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# MEDIA

Matt Sellhorst is the Boating Industry Sales & Marketing Columnist and has been seen in or featured on the following media outlets:



Marine Marketing Tools





# Why you are losing boat sales and discounting unnecessarily

**MATT SELLHORST**  
matt@boatdealerprofits.com

**WOW, THAT'S A PRETTY BOLD** headline for a sales and marketing article, don't you think? Once you get over the shock and outrage of it all, you'll likely have one of three responses.

**1. Denial ...** "We are getting our share of the sales and well, people are just too price sensitive these days. No one is holding margin like they used to."

**2. Blame the competition ...** "The dang people down the street are doing this, that and the other, wreaking havoc in our market area."

**3. Take responsibility ...** "You know what, if we could improve in just a few areas, I know we'd sell more boats, make more money and likely have more fun!"

*Taking responsibility allows you to dial in on areas with the largest impact on your results.*

If your answer falls in line with No. 3, you're really going to enjoy this article. If it was closer to No. 1 or No. 2, keep reading but keep an open mind. You may find the ideas enlightening.

Taking responsibility allows you to dial in on areas with the largest impact on your results. Let me help you do that here and now.

I find when working with dealers that breaking the steps down into component parts zooms in on the areas that are low hanging bananas to boost success.

Rate yourself in these areas, where 1 is "Totally False" and 5 is "Absolutely True":

### Lead generation

"We have a consistent flow of quality leads for our entire sales team throughout the season driven from a variety of lead sources both online and offline, including repeat and referral business."

1 2 3 4 5

### Lead conversion

"Once we generate a lead, we systematically follow up developing a relationship, building value in our products/service and moving them down the 'Educational Spectrum of a Boat Buyer' giving us the best possible chance to sell a boat without discounting."

1 2 3 4 5

### Value building

"During our follow-up process and sales presentation, we utilize systems and tools to help prove tremendous value and differentiate ourselves and our products from the competition so our prospect is certain that buying from us is the absolute right choice."

1 2 3 4 5

### Sales skills

"Each salesperson (rank individually) has a command of our sales process and utilizes the framework with each and every prospect without exception (including always capturing contact info, diagnosis/interview, interactive presentation, trial close questions, asking for the sale and

presenting price properly) delivering a consistent and memorable research/buying experience for all our future boat buyers."

1 2 3 4 5

### Negotiations/handling price

"Each salesperson consistently builds value in their price presentation and understands that their beliefs about price have more impact on the final margins than the buyers negotiating skills."

1 2 3 4 5

### Providing an exceptional experience

"You, your sales staff and entire dealership provide a research, buying and ownership experience that is superior to your competition."

1 2 3 4 5

You did an honest evaluation on each statement, right? Fantastic, you are now armed with a priority list of what to tackle first, second and third.

Here's the exciting part: Your efforts will now be more focused and your work more efficient as you improve the specific part that can deliver the largest impact on your success for next season.

**Now, for this month's challenge:** Focus on the two or three components with the lowest score and develop a step-by-step plan to improve. List the steps you will take, resources that can help you get there faster and team members who can help. Then, get to work. ●

## 3 Ways Boat Dealer Profits can help you *Sell more boats, Make more money & Have more fun*

1. Create, implement and maintain your marketing (become your marketing department) and offer effective quarterly sales training
2. Help you create and implement a proven marketing system and offer effective sales training
3. Train your staff to implement a proven sales and marketing system and provide basic sales training for your staff

Call Sarah at (803) 526-7400 x700 • Email Sarah@BoatDealerProfits.com  
Schedule a call at [www.boatdealerprofits.com/one-on-one-strategy-session/](http://www.boatdealerprofits.com/one-on-one-strategy-session/)

# FREE ON-DEMAND SERVICES

## "How To Maximize Your Marketing ROI As A Busy Boat Dealership Owner ... (Who Doesn't Have Time For Marketing)"

- Discover 3 specific campaigns and their results that can be used in your dealership to sell more boats
- Why the 15/85 Rule is costing you lost sales every month and how to fix it with virtually zero time investment
- How smart dealers are using FaceBook to find high quality leads AND help set appointments for their sales team
- The biggest mistake boat dealership owners are making with their time and money investment in marketing... and a super simple way to avoid it!



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## "How the SPLASH System™ Can Add an Additional \$50K to Your Bottom Line"

- How lost sales and lost margins may be costing your boat business **over \$50K already** (we'll do the math together and find out)
- Why your current lead generation and advertising methods are failing to **grow your boat dealership or boat brokerage**
- The #1 tool you must use to build your business & increase sales... but 97% of dealers are missing it. (Are you?)
- How to **attract less price-sensitive boat buyers** like a magnet and deliver them to your sales staff on a silver platter
- *And much, much more to help build your boat business*

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