

**SPLASH System
Profit Booster Scorecard**

Generating High Value Leads	
Educate and Position Leads	
Create Quality Opportunities for Your Sales Team	
Sales Team Negotiations/Handling Price	
Deliver and Exceptional Experience	
Maximizing Life-Time Value	
Optimizing Referrals	
Selling More Boats, Make More Money & Have More Fun	
YOUR SCORE:	

Generating High Value Leads

We have no predictable way to generate quality new leads outside of those who take it upon themselves to walk into our dealership, boat shows and online listings.	1
	2
	3
We focus our budget solely on brand building which generates a good flow of quality leads but we never know what methods are working and which are not.	4
	5
	6
We are always able to generate a predictable flow of quality leads throughout the season driven from a variety of lead sources both online and offline, including repeat and referral business at a known cost per sale.	7
	8
	9
YOUR SCORE:	

Educate and Position Leads

We rely on manual effort from our sales team to convert a lead to a sale with no regular or systematic communication strategy and no tools to move them sales process forward (down the Educational Spectrum) so many leads fall thru the cracks if they are no ready to buy now.	1
	2
	3
We rely mainly on our sales teams effort t convert leads to appointments to sales and do a monthly communication piece and provide some tools to help build value to take some focus off price allowing to hold better margins	4
	5
	6
During our follow up process and sales presentation, we utilize systems and tools specifically designed to prove tremendous value and differentiate our dealership and products from the competition so our prospect is certain that buying from us is the absolute right choice leading to better positioned prospects when its time to handle the final sales price.	7
	8
	9
YOUR SCORE:	

Create Quality Opportunities for Your Sales Team

We typically wait for the prospect to take the initiative to come into the dealership when they are ready to make a buying decision.	1
	2
	3
Our sales team consistently 'check in' with prospects to see if they are ready to buy and typically have a date and time appointment with prospects to make the sale.	4
	5
	6
Once we generate a lead, we systematically follow-up, developing a relationship, building value in our products, service and expertise moving the prospect down the Educational Spectrum of a Boat Buyer giving us the best possible chance of selling a boat without discounting from our target price.	7
	8
	9
YOUR SCORE:	

Sales Team Negotiations/Handling Price

Our sales team thinks all of their prospects are price buyers and the main (if not only) tool in their sales toolbox is to discount price so they don't lose the sale.	1
	2
	3
Our sales team is able to present price in a proper manner, have reasonable negotiations skills and are able to keep discounting to a minimum on especially on current inventory.	4
	5
	6
Each sales person consistently builds value in the sales process, including having a proven price presentation strategy and a price negotiation strategies to allow them to hold margin on current inventory and move aged inventory at acceptable margins.	7
	8
	9
YOUR SCORE:	

Deliver and Exceptional Experience

Your delivery process is sporadic and many clients have a poor experience so you dread hearing from past clients because it is usually a customer service issue. You believe service is unimportant and too big an expense for your dealership to focus on it at all.	1
	2
	3
You deliver adequate service, about the same as most your competition and that is good enough for you and your dealership.	4
	5
	6
You, your sales staff and entire dealership provide a research, evaluation, buying and ownership experience that is superior to your competition and are always looking for ways to deliver a better experience to your clients in a profitable manner.	7
	8
	9
YOUR SCORE:	

Maximize Life-Time Value

Once the sale is made, you and your team are on to the next prospect and seldom proactively offer any additional products or services (including asking for testimonials)	1
	2
	3
After delivery, you may check in with your clients from time to time with email blasts about your service department or make a phone call but there is no consistent system in place to promote and ask your clients to utilize all the additional services you offer.	4
	5
	6
You have a communication strategy in place to optimize additional revenue streams and usage of additional profit centers like; F&I, extended warranty, service, parts & accessories, pro shop, ship store, storage and others.	7
	8
	9
YOUR SCORE:	



Optimize Referrals

You seldom get referrals and when you do, it's a happy accident.	1
	2
	3
You stay in touch with your past clients and sometimes ask for referrals but you don't track the results.	4
	5
	6
You proactively implement proven strategies each month to create quality referrals like clockwork.	7
	8
	9
YOUR SCORE:	

Sell More Boats, Make More Money & Have More Fun

You always struggle to sell your inventory; consistently have an issue with aged product losing its. Your margins are thin making it hard to enjoy your boat business... but you know it could be better.	1
	2
	3
You are able to turn your inventory at a reasonable rate, are able to sell at decent margins and most of the times your do not hate your business... but know there is enormous opportunity in your market that you just haven't tapped into yet.	4
	5
	6
You are consistently the market share leader in your categories and are able to consistently hold high margins based on your budget or goals, have excellent turns, love your business and don't see any way to add additional profits.	7
	8
	9
YOUR SCORE:	