



11 SIMPLE WAYS TO **SELL** MORE BOATS

*...NOW and
FOREVER!*



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1. Contact your current data base of non-buyers that are 1 – 10 years old and ask them if they are still looking to buy a boat
2. Contact past clients who bought a boat 3-7 years ago but not upgraded since and ask them if they are interested in looking at what's new
3. Run a FaceBook ad to qualified (income, zip code, etc) prospects and invite to a "Boat Show" event either at your dealership or off-site and give away a special gift with purchase if they make a commitment (deposit, set up demo) and take delivery within 90 days of the event
4. Create a simple video walk-around on your phone, promoting a boat you have for sale. Do a 2-5 minute presentation of the features AND benefits, closing with a call to action to call your dealership or come in to inspect the boat in person. Upload to your YouTube Channel, then email it to 25 people in your database who may have interest in that type of boat
5. Post the same video on your FaceBook page (and other social media). You may also want to invest \$20 to \$100 dollars to boost the post to the type of people most likely to buy that particular boat.
6. Stamp the invoices (or hand write) "APPROVED FOR TRADE, CALL MATT FOR MORE INFO" on all service invoices for boats that you'd like to have on trade
7. Call everyone with a boat in storage, service or other areas of your business and ask them if they've considered trading their current boat



8. Run a FaceBook ad to qualified (income, zip code, etc) prospects offering a free '2018 Boat Buyers Guide' or 'How to Demo a Boat the Right Way' checklist to drive leads that may be early on the Educational Spectrum of a Boat Buyer. Then, put them in your 24/7 Selling Machine to follow-up with them moving them down the spectrum until they become "Now Buyers" If you do this one right, you'll have a steady flow of quality appointments with your sales staff month after month, year after year!
9. Run a retarget campaign on Google Adwords to everyone that has visited your website in the past year and invite them to a special 'Boat Show' event, offering a great reason to buy at the event (this requires the FaceBook pixel and/or Google tracking code to be installed on your website)
10. Develop a relationship building style newsletter to send monthly (1st of the month) and a boat preview style e-zine to send monthly (15th of month) and send consistently for as long as you own your dealership. This strategy will result in a more steady flow of opportunities for your sales team
11. Invest in sales training for your sales staff on a yearly basis. The biggest area that sales are lost is due to a poor or no sales framework that is followed on each and every prospect. Often, sales training specific to the boating industry will result in increased unit sales but more importantly, increased margins on all sales

These 11 strategies have been proven to work to sell more boats by countless dealers. I'd love to hear about your results. Just email us at Summer@BoatDealerProfits.com

For more tips, tricks & strategies for boat dealership owners, managers and sales staff, visit:

- www.BoatDealerProfits.com/Webinar - check out our latest money making webinars
- www.BoatDealerProfits.com/PodCast - subscribe to our bi-weekly Boat Dealer Profits Podcast
- www.BoatDealerProfits.com/TV - view our weekly Boat Dealer Profits TV series
- www.BoatDealerProfits.com/Blog - read our Boating Industry articles and blog posts
- www.BoatDealerProfits.com/Apply - apply to learn more about our guaranteed SPLASH System™
- www.BoatDealerProfitsBook.com – get a FREE paperback copy of "Boat Dealer Profits; How the SPLASH System™ can help you sell more boats, make more money and have more fun!"

For a complimentary one-on-one strategy session with Matt Sellhorst, visit:

www.BoatDealerProfits.com/one-on-one-strategy-session/

To find out how we can help you create & manage your SPLASH System, visit:

www.boatdealerprofits.com/pages/splash-marketing-department/

What a profitable and proven sales and marketing system looks like in the boating industry

BOAT DEALER PROFITS:

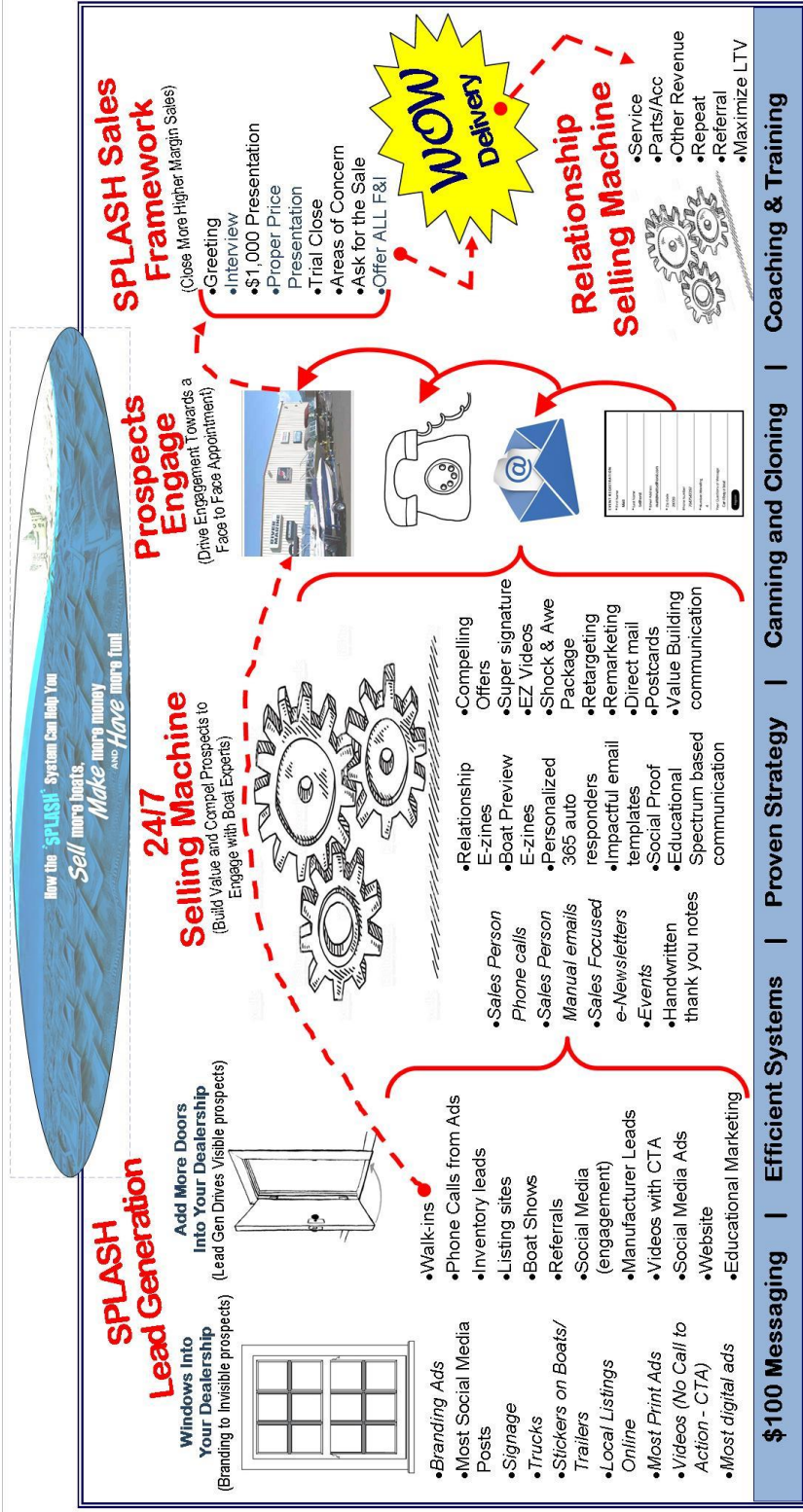
How the ***SPLASH*** System Can Help You Sell More Boats, Make More Money & Have More Fun!



BOAT DEALER PROFITS:

How the ***SPLASH*** system can help you sell more boats, make more money and have more fun!

MATT SELLHORST





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



"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 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, Scoutt Boats, Yamaha and Bennington



"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'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



"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



"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



"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



"Reading Matt's ne 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 prospect 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 every 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) Campion, 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



Results Offered to Honest and Ethical Boat Dealers

- ✓ Increase overall profitability
- ✓ Increase onsite traffic (ups)
- ✓ Increase phone calls
- ✓ Increase margin on new and used inventory (\$500 to \$2,500 or more)
- ✓ Increase quality brokerage listings
- ✓ Position boat business and sales people to reduce price resistance
make sales process easier and more enjoyable
- ✓ Increase repeat and referral business (major units, parts, service, etc)
- ✓ Increase parts and service revenue
- ✓ Increase parts and service margins
- ✓ Improve conversion rates and income for sales staff
- ✓ Improve online presence with Google 1st page ranking
- ✓ Increase lead generation from all marketing & advertising efforts
- ✓ Stop wasting time and money on business building tactics that flat out
don't work
- ✓ Save time for owners and sales team throughout the year
- ✓ Bring the fun back to your boat business
- ✓ On-site sales training
- ✓ See "Matt's \$50,000 in Additional Profits Guarantee" before completing
your SPLASH System™ application

Dealership Owners, General Managers or Sales Managers:

If you'd like to add a guaranteed \$50,000 of gross margin or more to your boat dealership, you may want to check out the proprietary SPLASH System™ offered by Boat Dealer Profits.

You can discover all the details at
www.boatdealerprofits.com/pages/splash-system/