

# 11 SIMPLE WAYS TO SELL MORE BOATS

*...NOW and  
FOREVER!*



**By: Matt Sellhorst**

Founder of Boat Dealer Profits  
& Creator of the SPLASH System™



## About Matt Sellhorst

Sellhorst is the founder & CEO of Boat Dealer Profits and creator of the SPLASH System where they are committed to helping honest and ethical dealers sell more boats, make more money and have more fun. He is the author of two books on the subject of sales and marketing in the boat business, *Boat Dealer Profits: How the SPLASH System Can Help You Sell More Boats, Make More Money and Have More Fun* and *Marine Marketing Strategies* available at Barnes and Noble, Amazon.com as well as [www.BoatDealerProfitsBook.com](http://www.BoatDealerProfitsBook.com).

Matt is the sales and marketing columnist at Boating Industry Magazine, well known industry speaker having presented on stage at MDCE, Marine Retail University, Sail America and other dealer and manufacturer events.



Matt has also been recognized in the Movers and Shakers edition of Boating Industry, featured in Soundings Trade Only and won the "Best Idea" in Orlando at Marine Dealer Conference and Expo as voted on by hundreds of dealership owners, GMs and other industry insiders.

Sellhorst started in the industry as a 'no-boat-selling-son-of-a-gun' in 2009 and quickly became a top producer at a six-location dealership in the southeast. He then began sharing his strategies and tactics with others in the industry and now is an in-demand coach and consultant teaching honest and ethical dealers how to increase profits with the SPLASH System™, proven sales and marketing framework.

### Boat Dealer Profits Marketing Agency:

Due to high demand, Sellhorst has also opened the Boat Dealer Profits Marketing Agency where they offer area exclusive strategies and patented technologies that track the 'Customer Journey' online and off-line putting rocket fuel into the already powerful SPLASH System™.

This done-for-you marketing offering includes digital marketing service like; SEM/SEO, Google Adwords, Google display network ads, retargeting and remarketing to all of the best boating sites online and beyond. As well as targeted Facebook and Instagram ads.

But the most impactful part is the ability to track prospects behavior both **online** (tracking which websites are visited), **offline** (where they go in the physical world like boat shows and dealerships, marinas and boat ramps) with patented geo-targeting technology and lay that all together with demographic data like income, homeownership and much more. The combination of this "Customer Journey" tracking technology, SPLASH Strategies and area exclusive relationships has the potential to revolutionize any dealership serious about higher profits.







## **11 Simple Ways to Sell More Boats...NOW and FOREVER!**

- 1. Contact your current data base of non-buyers** that are 1 – 10 years old and ask them if they are still considering a new boat (considering using phone, email & text)
- 2. Contact past clients who bought a boat 3-7 years ago** but not upgraded since and ask them if they have considered trading (considering using phone, email & text)
- 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 service 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 (*SlyBroadcast.com is a very efficient tool to consider, check your laws for compliance*)
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 retargeting/remarketing campaign on Google/FaceBook** 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 focused e-zine** to send monthly (1<sup>st</sup> of the month) and a boat preview style e-zine to send monthly (15<sup>th</sup> of month). 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 monthly/quarterly/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 [Success@BoatDealerProfits.com](mailto:Success@BoatDealerProfits.com)

**For more tips, tricks & strategies for boat dealership owners, managers and sales staff, see the additional resources on the next page.**



## Additional Resources

- [www.BoatDealerProfits.com/Webinar](http://www.BoatDealerProfits.com/Webinar) - check out our latest money making webinars
- [www.BoatDealerProfits.com/PodCast](http://www.BoatDealerProfits.com/PodCast) - subscribe to our bi-weekly Boat Dealer Profits Podcast available on iTunes & Stitcher Radio
- [www.BoatDealerProfits.com/TV](http://www.BoatDealerProfits.com/TV) - view our weekly Boat Dealer Profits TV series
- [www.BoatDealerProfits.com/Blog](http://www.BoatDealerProfits.com/Blog) - read our Boating Industry articles and blog posts
- [www.BoatDealerProfits.com/Success](http://www.BoatDealerProfits.com/Success) - learn more about our guaranteed SPLASH System™ and see if your territory is currently available
- [www.BoatDealerProfitsBook.com](http://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/Success](http://www.BoatDealerProfits.com/Success)**





## Is your current sales & marketing system effective?

**Rate 1 – 7 how predictable and reliable is your marketing spend:**

(Feel like I'm throwing money away) 1 2 3 4 5 6 7 (100% confident in marketing investment)

**Rate 1 – 7 how persuasive are you email messages to prospects:**

(not at all persuasive) 1 2 3 4 5 6 7 (highly persuasive)

**Circle how long you currently maintain follow-up with a prospect:**

< 30 days      30 to 90 days      90 to 180 days      180 to 360 days      > 365 days

**Circle any advanced tracking and targeting technology used:**

- A. Basic key word, Facebook demographic targeting and retargeting/remarketing options offered by Facebook and Google
- B. Geo-Targeting Based on Cell Phone GPS tracking (*ability to market people who have physically visited your competition, boat shows, marinas, boat ramps or bodies of water*)
- C. Online website tracking (*ability to market to people based on what websites they've visited in the past like dealer sites, manufacturer sites, boat listing sites or boating educational sites*)
- D. Ability to match demographics with online behavior and physical behavior (*ability to market to people highly likely to be in the boat shopping process now or in the near future*)
- E. Ad tracking to monitor your competitions digital ad and key word strategies and tactics

**Circle follow-up types used:**

Manual emails	Automated email sequence	Manual Phone Calls
Automated Voicemail	Manual Text Messages	Automated Text Messages
Retargeting Ads	Remarketing Ads	E-zines
Events	Educational Reports	Direct Mail
Super Sales Signature	EZ Videos	Compelling Offers
		Shock & Awe Packages
24/7 Boat Selling Machine		

**Rate your excitement about profits with your current system:**

(Disappointing) 1 2 3 4 5 6 7 (Outstanding)

**How much longer are you willing to tolerate your current results?**

Forever, I'm 100% happy with our results      I'll put it off again til next season

I'm tired of it and want it fixed now before we lose any more money



## 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 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 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





## “How Can You Add an Additional \$50,000 in Margin Without Risking One Thin Dime?”

Are you ready for a surge of profits in your boat dealership? Tired of being bounced around based on market conditions and having little to no control of your boat sales, margins and traffic into your dealership?

### 3 Reasons why many smart dealers avoid improving their sales and marketing systems:

- 1. No time!** Running a boat dealership already requires wearing 27 hats and sales training and marketing often get pushed to the side (despite its potential to have an ENORMOUS impact on your bottom line and stability)
- 2. It's too complicated;** with all the digital media, social media. SEO/SEM, FaceBook, Instagram, Pixels, tracking code, geo-fencing, retargeting and remarketing... how are you to keep up to date and use the tools that will lead to profitable leads and high margin sales?
- 3. You don't know what will work and will be a total waste of money!** So, many dealers do the bare minimum (boat shows, new website, online listings and maybe local ads)... then are disappointed by the results and lack of traffic in their dealership... disappointed in the bottom line at the end of the season... yet again!

If that sounds like you, you're in luck! You've finally found the answer, if your market area is still available! We'll talk more about that later.

The SPLASH System™ is so powerful; we include a **\$50,000 in Additional Profits Guarantee!** That's right, you get results. PERIOD! (Why do you think I'm able to offer such a bold guarantee?)

**To discover if your territory is still available (or already taken), here's what to do next:**

Call Kristi at (803) 526-7400 x712 for more details or email [Kristi@BoatDealerProfits.com](mailto:Kristi@BoatDealerProfits.com).

Or, visit [www.BoatDealerProfits.com/Success](http://www.BoatDealerProfits.com/Success)