

Ease the Pain of Seasonality through Better Processes

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Processes, procedures & training needed to maximize our customer pay potential throughout the year

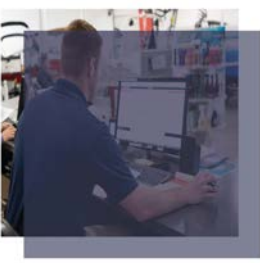
How do we educate and condition our customers for factory recommended marine maintenance?

Day of Delivery:

- *Owners packet/factory recommended maintenance schedule/dealership maintenance packages*

F&I Department:

- *Comparing the difference between factory coverages, extended service plans & routine factory recommended maintenance*



Processes, procedures & training needed to maximize our customer pay potential throughout the year

Reservation Process:

- *Emailing or texting the maintenance guides, dealership packages, and accessory/parts specials*

Confirmation Process:

- *During this process ask customer for business after they reviewed email and or text*



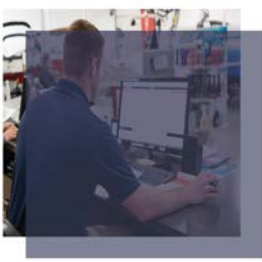
Processes, procedures & training needed to maximize our customer pay potential throughout the year

Write-up Process:

- *Setting the stage for services or repairs needed during walk-around and check-in process*
- *Presentations are easier at write-up due to customer receiving valued information throughout the 4 previous processes mentioned.*
- *Do we have the correct personalities on our service and parts counter?*

Active Delivery Process:

- *After review of work completed both warranty and or customer pay, set the stage and book reservation for next services needed*



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During the Winterization or De-Winterization Process:

- *Explain benefits of maintenance or additional repairs needed during this scheduled operation based on DMS maintenance history and length of ownership. “Set stage with non-dealership purchasers after discovery of boat bought somewhere else”*



Now that these processes are defined and implemented in our dealerships/marinas....who educates the customer and how does it get done??

Day of Delivery: Salespeople, Service Advisor, Service Manager, Delivery Coordinator

- What does your delivery day info & intro look like?

F&I Department: F&I Manager

- “The Presentation Process”
- What documents does the customer sign regarding information shared and reviewed?



Now that these processes are defined and implemented in our dealerships/marinas....who educates the customer and how does it get done??

Reservation Process: *Service Coordinator/Receptionist or Service Advisor*

- *Utilizing DMS for proper customer repair history, purchase date, and maintenance history*
- *Personnel to execute proper reservation process with pre-write, email templates (maintenance guide, dealership packages/services and accessory specials) and verbiage*



Now that these processes are defined and implemented in our dealerships/marinas....who educates the customer and how does it get done??

Confirmation Process: Service Coordinator/Receptionist or Service Advisor

- *Calling 3 days prior to reservation/drop-off or watercraft scheduled to go into the shop*
- *Ensure the customer reviewed out text and email from the Reservation Process.*
- *If customer has reviewed the information we can then ask; "Fantastic, which services or accessories did you want to take advantage of and I'll go ahead and schedule our technician's time to complete these services?"*
- *Ensure we add these services to our pre-write/R.O. for proper shop scheduling*



Now that these processes are defined and implemented in our dealerships/marinas....who educates the customer and how does it get done??

Write-Up Process: **Service Advisors, Shop Foreman, Technicians, Service Manager**

- *Service advisor should be able to build rapport and trust through this process and make proper and appropriate customer pay presentations.*
- *Shop Foreman and technicians responsible for making repair and service suggestions through visual inspections of watercraft*

Active Delivery Process: **Service Advisor**

- *After review of work completed at the watercraft side or dock, set the stage about future services needed and set reservation date. **(This could be scheduled outside the boating season and or during the winterization or de-winterization)***
- *Trust and rapport should be at an all-time high during this process*



Now that these processes are defined and implemented in our dealerships/marinas....who educates the customer and how does it get done??

During the Winterization or De-Winterization Process: Service Advisor, Technician, Shop Foreman

- *During either service and or **inspection checklist**, items will be found to inform the customer of needed services and or repairs*
- *Advisor should have prepped customer for inspection process and future follow-up*
- *How are we following up with our customers?*



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Parts/Accessories Walk-through Process: **Parts & Accessories Specialist**

- *Assigning each delivery/customer to our daily deliveries for a pre-determined calculated store walk-through*
- *Pre-walk watercraft to be delivered for specification awareness such as sizes and capacities for part and accessory presentation*
- *Parts packet review*
- *Feature, Function & Benefit Presentation.... painting mental pictures builds value*
- *Be the dealership contact person for future customer purchases*



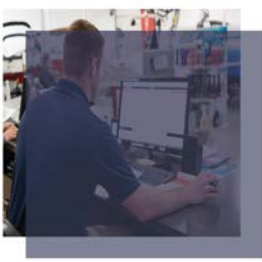
Marketing Opportunities!!

How to Market:

- *Monthly Electronic Newsletters*
- *Emails*
- *Texts Blasts*
- *Our Website*

When do we Market?

- *Monthly*
- *Quarterly*



What do we Market?

- *“Service Specials” Examples: Engine Maintenance, Boat Detailing, Shrink Wrapping Specials, Pontoon Restoration & or Gelcoat & Paint Specials”*
- *“Parts/Accessories Specials”*
- *Specials for storage customers tied into our parts and service departments*
- *Winterization & De-Winterization Specials*
- *“How to” service video’s*
- *“New Product” video’s*
- *Dealership/Marina personal notes, Employee Achievements, Dealership/Manufacturer Awards, Watercraft Specials*



Questions?

Please raise your hand and we'll be around with a mic so everyone can hear your question.



THANK YOU!



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