



ONEWATER CONNECT

March 14, 2023

Miss the Friday Meeting?

Last Friday's company meeting was full of great nuggets about how stores across OneWater are generating sales and improving their reputation.

From converting Google reviews into sales, to keeping detailed notes in CRM in order to create an unmatched customer experience, there are countless ways to use OneWater's digital tools to succeed.

The meeting is available to rewatch at the link below!

[WATCH THE FRIDAY MEETING](#)

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HIGHLIGHTS



South Shore Marine Lake Erie Fishing Seminar

South Shore Marine had an amazing turnout at their Lake Erie Fishing Seminar, with 250 people in attendance.

The team raised \$11,133 for Walleyes for Wounded Heroes and Youth Challenge.

The event was sponsored by the Grady-White Owners Club & Grady-White.

The team is looking forward to hosting the event again next year!

Submitted by Chelsea Good

HIGHLIGHTS



Bosun's Get Hooked on Fishing Seminar

Bosun's Marine held its second Get Hooked on Fishing Seminar for 2023 with a local charter captain and a custom rod builder as guest speakers on the topic of rod and reel maintenance and fishing on Kent Island.

Everyone gained knowledge and asked great questions. Bosun's looks forward to hosting a Garmin specialist at the next seminar in April.

Submitted by Amanda Haddaway

Baby Boater

Everly Monroe Earnheart

March 2, 2023 7:36pm

7lb, 10 oz

Congratulations to proud parents
Dustin and Tracy Earnheart!



Submitted by Carrie Baker

What's going on in your store?

Have you had a successful event at your store? Did your service team reach an important milestone? Maybe you just have a great customer story that you'd like to share.

OneWater Connect is the place for us to share ideas, achievements, and stories.

If you have something to share, email newsletter@onewatermarine.com.

HIGHLIGHTS



THE IMPACT OF GOOGLE REVIEWS

"Two weeks ago, we hit hard on a Google review contest. All 8 salespeople and 5 service advisors called customers to ask for 5-star Google reviews. In one week, we got over 90 reviews. This moved our overall google rating from 4.1 to 4.5. In the past 2 weeks, we have sold 4 boats from the recent Google review surge.

We had customers walk into our service department and ask for Travis Rodgers. Travis went back there thinking he had upset service customers. The customers, who actually moved back to the metroplex, actually didn't know Travis but saw all the RECENT Google reviews with Travis's name, so they asked for him.

Hunter Copeland, one of our used sales associates, sold a 2021 used Bennington 23 LSN to a couple that came in because of our Google reviews. They said they were here because of our recent (not old) reviews.

Jake Norris has had two customers. One of his customers told me in the closing in the finance office that he picked PDB because we had the best reviews of all the dealers. The second customer had a deposit on a Harris across the street at Marine Max, and on a whim, the customers remembered PDB, looked up the Google reviews, came across the street, and bought a Regal. This was all because of the Google reviews.

You never know what business/life lessons you learn from a simple task. Or what things transpire from those simple tasks." -Toby Blackney



PHIL DILL BOATS TEAM ENJOYS CAP'N CRUNCH

The Phil Dill Boats team is ecstatic after receiving a truckload of Cap'n Crunch that they won by coming in second place in the Google Reviews Competition.

The sales, service advisors, and administration teams all pitched in to get the cereal win.

Submitted by Toby Blackney

ON THE TRAINING PORTAL

On the Portal



TWIN VEE CERTIFICATION

For stores that carry Twin Vee Boats

[View Training](#)

Refresher



FORMAT

Refresh yourself on the FORMAT method and a few helpful tips on how to actively listen.

[View Training](#)

On the Portal

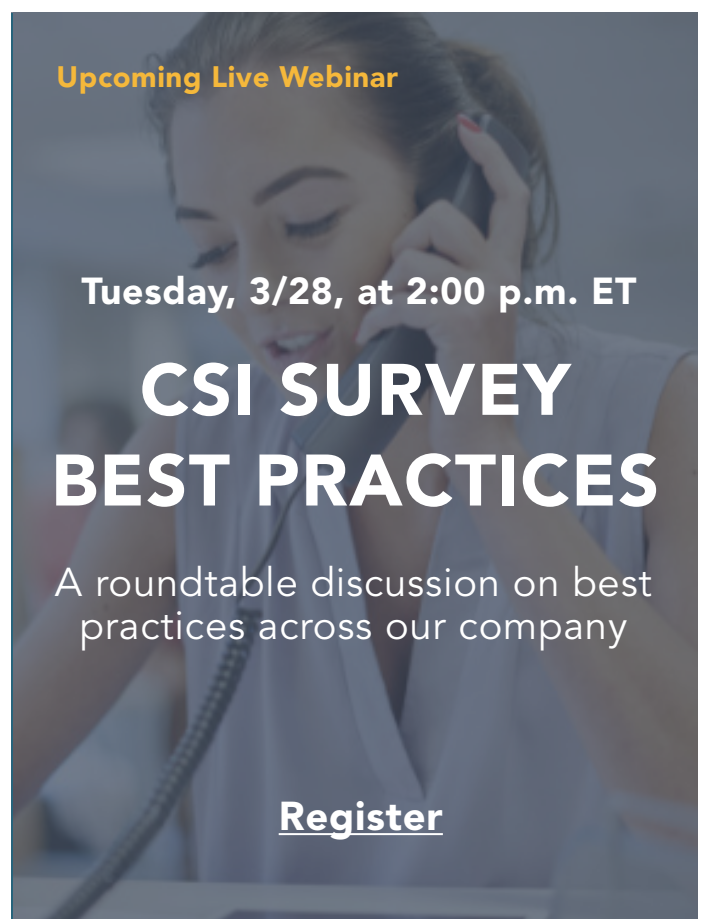


CSI Survey Guide

A guide to improving your store's CSI scores

[View Training](#)

Upcoming Live Webinar



Tuesday, 3/28, at 2:00 p.m. ET

CSI SURVEY BEST PRACTICES

A roundtable discussion on best practices across our company

[Register](#)

Please log in to the training portal before accessing the links above.

REVIEWS, NEWS, AND UPCOMING EVENTS

“ Sunrise Marine Orange Beach ”

We picked up our new boat from Sunrise Marine in Orange Beach, AL yesterday. What a great experience from start to finish. We are especially grateful to our amazing sales rep Cameron Harper. He was very knowledgeable and personable and responded to any and all questions we had along the way from buying to delivery. As he initially told us, we would become a part of the Sunrise Marine family and we truly feel that way.

Judy and Andy Horn



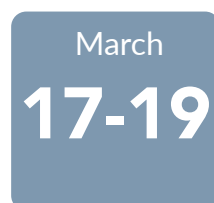
PartsVu is excited to be collaborating with Denison Yachting and Boats for Sale to create blog content for PartsVu XChange.

In this week's blog, PartsVu shared Denison's article about Bill Springer, a well-known writer in the yachting world who reported F50 raceboats that compete in the SailGB world racing league use rigid "wings" instead of "sails" and razor-thin hydrofoils to hit record-breaking speeds.

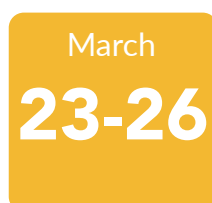
Check out PartsVu XChange, and read more about what it's like to "Fly Over the Water at Close to 50 MPH on a Hydrofoiling SailGP Racing Catamaran".

[READ FULL ARTICLE](#)

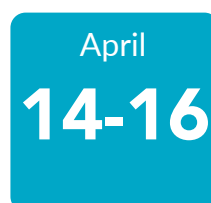
UPCOMING EVENTS



The Wharf Boat
& Yacht Show



Palm Beach
Boat Show



Baybridge
Boat Show