



ONEWATER CONNECT

February 13, 2023

Boat Show Request Form

Please remember that if you have a boat show coming up this year, the store manager should complete a [Boat Show Request Form](#) at least three weeks before the show.

This will ensure that all shows are approved and that all teams involved have time to set up boat show systems and forms.

For a refresher on how to complete a Boat Show Request Form, please visit the OneWater Training Portal.

[View Training](#)

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What does a premium experience for a first-time customer or potential customer look like to you?

"I like to think of adding "Grace Notes" to each experience ... A sweet but non-essential addition to the experience. The little details, the un-expected personal touches, all of these add up to a memorable experience for the customer, and those customers talk about those little details and they will become your brand ambassadors." -Amy Connor

"Premium experience is being seen, being heard and listened to. Acknowledge the customer and what they want and provide them with the perfect service to match their needs and wants." -Matt Kuka

"Quality Boats and brand specific (Grady, Pursuit, Regal, Tiara) coloring/activity books for kids as well as scavenger hunt sheets for kids that visit the dealership. These are relatively inexpensive and can be used at the showroom, boat shows, cruise club trips, etc. We often get families that come in with kids that get bored and antsy. This would be a brand specific way to develop loyalty while also keeping kids busy so parents can boat shop." -Eric Lewis

"Family - I think for the majority of us our family is everything. When I come to work, my co-workers are my family too. I want our customers to feel like and be treated like family. I think they should be comfortable from the minute they walk in, the atmosphere should be welcoming, everyone should say hi and present themselves as happy (even if they are having a bad day). Selling a boat and helping people with their boat issues is our job - BUT I feel our goal should be to help people make more memories with their family & friends and feel like they are now a part of our family." -Amanda Haddaway

"Engaging, be interested and interesting! Use the customer's first name. Be the first one to reach out and contact the customer. Early bird get the deal." -Tina Maloney

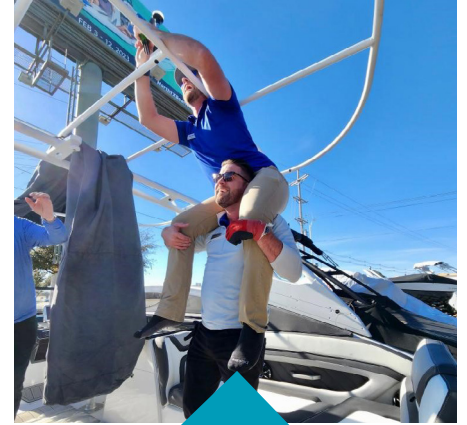
"Always make the customer feel like they are your priority." -Lynne Hunt

"One that moves the emotions of those involved at a level where they all will remember for a lifetime. This won't be cookie cutter. From the first time they join our site, speak with us on the phone, or walk through the door, are we moving their emotions? Connecting with them in a meaningful way so we understand what defines premium to them. The delivery process should be one that exceeds the customer's expectations however, this process is muscle memory. We should be dialed in when it comes to the orientation, sea trial, delivery, etc... The premium experience can only be delivered when the relationship we have with our customers allows us the opportunity to deliver something unique to them and only them." -Jake Sanders

"A premium experience for a customer starts with the genuine communication and interest the dealership shows in them from the moment they walk in the door or call in...or even via email. What words are we using? Word choice is so important and needs to match how your customer wants to be treated. I had an experience with a Lincoln dealership and they always transfer me on the phone by saying "my pleasure"....I LOVE it and have shared that small tidbit with my team as well. That genuine nature can not end at the greet, it needs to carry through each touch from every person in the dealership. This is what will set the stage for the premium customer experience. That is the foundation and everything else that we do (the water, the snacks, the gifts) will just continue to elevate that experience. Elevating the customer experience is the goal for Spend-A-Day this year." -Monica Hurst

"Making a personal connection with a customer, his family and his dreams! Allowing yourself to become the guide for them to experience that incredible sunset, that first fish in the boat, that relaxing afternoon on the water just enjoying themselves and most importantly making a new friend and becoming THAT GUY/GAL who is there to guide them with the no friction experience!" -John McCroskey

EVENTS



North Texas Boat Week

North Texas Boat Week wrapped up yesterday in Dallas, TX! This is the third year Slalom Shop & Phil Dill Boats have held in-house events in place of a boat show, and this year, 10+ other dealers joined in to make Boat Week spread across North Texas.

The Phil Dill Boats team had every boat uncovered and presentable as close to the showroom as possible. The team feels that the event has gained ground with awareness and the show will only get stronger.



WHAT'S NEW ON THE TRAINING PORTAL?

On the Portal

APPLIED OPTIONS TRAINING

With Corey O'Kelley and
Trevor Hardy

[View Recording](#)

On the Portal

CONVERTING LEADS EFFECTIVELY & EFFICIENTLY

With Bennett Rambo,
Casey Smith, Chance Taylor,
and Ty Yates

[View Recording](#)

On the Portal

ADDING A SHORTCUT TO CRM ON YOUR PHONE

[View Training](#)

Upcoming Live Webinar

Tuesday, 2/21, at 2:00 p.m. ET

SUBMITTING OUT-OF-POCKET EXPENSES THROUGH CONCUR

With Deirdre Sullens

[Register](#)

[VIEW MORE UPCOMING TRAININGS](#)

Andy Andrews

Andy delivered a great message last week. [Click here](#) to rewatch the Friday meeting.



“ *Legendary Marine* ”



I just wanted to take the opportunity to tell you about our experience working with Eric, from the Legendary Airport Blvd location. He was absolutely outstanding, and is hands down the reason we're in a brand new Barletta Corsa. When we first walked in we thought we wanted an older, used center console. The more he taught us about them, the more we questioned the type of boating we actually wanted to do. He quickly recognized what we were actually looking for and showed us the new Barlettas, where we immediately knew it was the right style of boat for us. We weren't even considering a pontoon boat until he taught us all about their capabilities and how well they can handle the bay.

Once we found the exact model we wanted, he had it brought in from the Gulf Shores location as quickly as possible and coordinated with, and delivered it to the marina as soon as we were ready. On our wet demo, he spent half the day teaching us everything about the boat and how to navigate the local waters, not to mention just having a great time hanging out on our new boat.

Somehow, he was just about always able to take our call any time we had a question, and on the rare occasion he was unable to answer, he returned our calls in less than 5 minutes. On two occasions I learned after the fact that he took our calls and worked with us on his day off. We haven't experienced that level of professionalism, politeness, and knowledge in a long time. He is the reason we're in a brand new Barletta. I'm looking forward to learning how to boat safely in Pensacola, having him as a resource.

Derek Owen

UPCOMING EVENTS

February
15-19

**Miami
International
Boat Show**

February
15-19

**New England
Boat Show**

February
17-19

**Columbia Boat
Show**