The Internet is Killing Your Parts Business? - Nope.

Sam Dantzler

MARINE DEALER CONFERENCE & EXPO® 2018

DISCOVER.
CONNECT.
ENGAGE.

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MRAA

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THE COMBINATION OF ONLINE & INSTORE

Mattress Firm reportedly mulling bankruptcy

The company runs a whopping 3,000 stores in the U.S. at a time when mattress sales are moving online.

J. Crew bets on brand loyalty with new membership program

The struggling apparel retailer joins Target and Macy's in trying to lock in customers without requiring a store card.

SPONSORED CONTENT BY RETAIL DIVE BRAND STUDIO

How to capitalize on the $83B back-to-school market

Emerging trends are changing the way consumers are shopping during back-to-school season. Has your marketing strategy adapted accordingly? **Learn more→**

National Stores and Gump's file for bankruptcy

While the owner of discount chain Fallas is planning to restructure, the fate of the San Francisco regional department store is less clear.

Casper to open 200 stores across North America

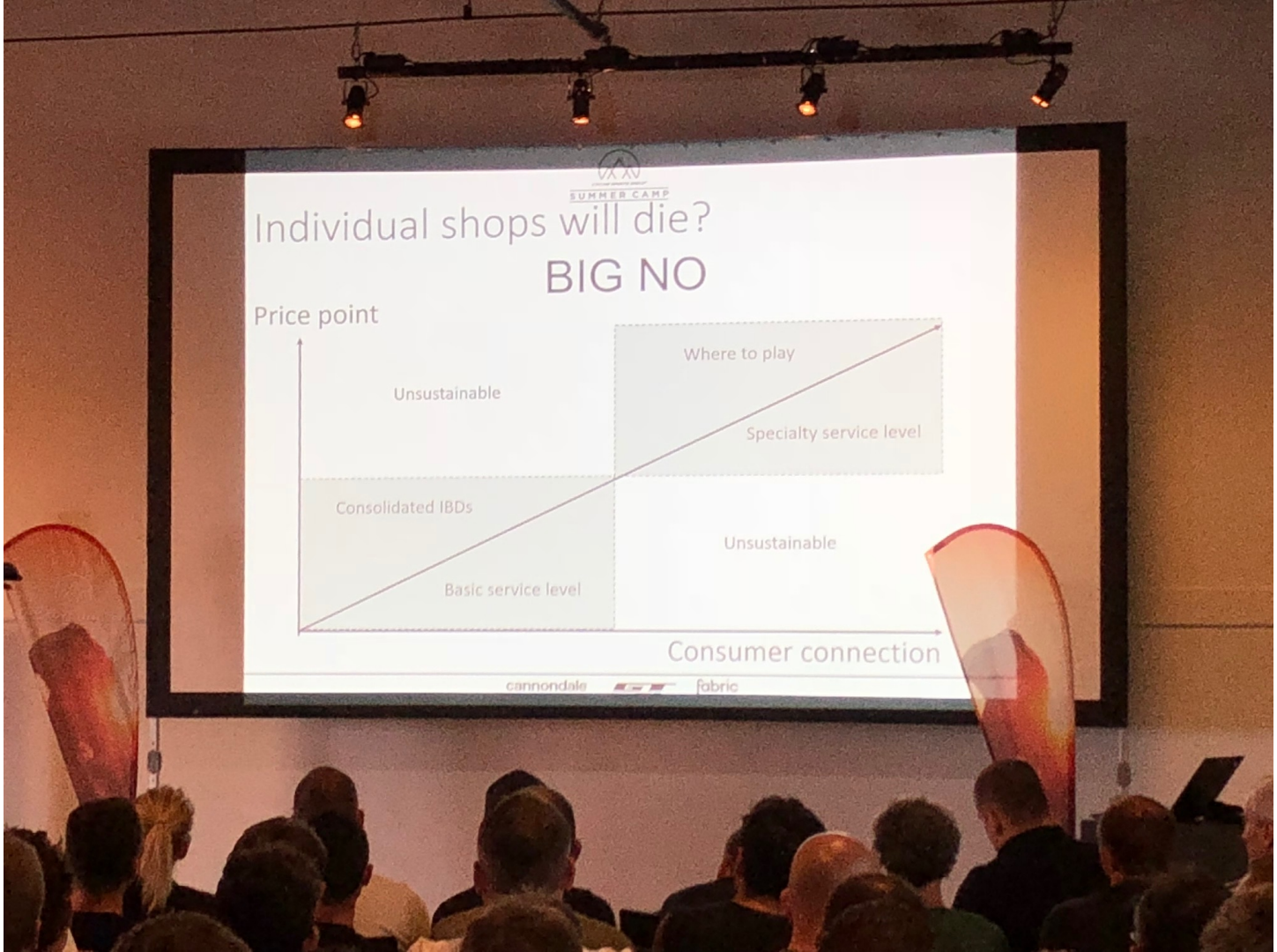
The pure-play e-tailer is vastly and rapidly expanding its brick-and-mortar footprint as traditional mattress sellers suffer.

Agenda

1. How do people want
2. Do you have the righ
3. Do you have the righ y?
4. Can you change?

STORE
VS
PHYSICAL STORE
ONLINE STORE

Mattress Firm


SUMMER CAMP
Individual shops will die?
BIG NO
Price point
Where to play
Unsustainable
Specialty service level
Consolidated IBDs
Unsustainable
Basic service level
Consumer connection
cannondale
fabric

Relationship Selling

⇧5x	•It costs more than five times as much to get a new customer as it does to keep an existing customer
73%	•73% of companies have no process for reengaging and nurturing leads after sales
⇧22%	•The average sales cycle has increased 22% over the past 5 years due to more decision makers being involved in the buying process.

Mattress Firm

- **You are not doing the customer a favor by getting their part for them. They are doing YOU the favor by choosing your store in the first place**

Tesla…

Information Asymmetry

- Joe Girard – “World’s Greatest Salesman” - 1425 cars in a year
- CarMax
- The “Playing Field” is now even

- We are in the business of moving others, and that movement should BETTER the end-user’s quality of life.

The combination of on-line and in store…

- “Macy's chairman and CEO Jeff Gennette said in a statement Wednesday that the retailer performed well across all three of its nameplates: Macy's, Bloomingdale's and Bluemercury. "We are maintaining a healthy inventory position, which helped us deliver improved gross margin," he said. "The winning formula for [Macy's] is a healthy brick-and-mortar business, robust e-commerce and a great mobile experience.”
- Right now, there is an inevitable movement toward omni-channel within retail. Retailers no longer have web or mobile departments. They function as one unit to fuse the physical and digital customer experience.
- Shoe retailer DSW has been an omni-channel champion for years, allowing customers to pick up online orders in store. Starbucks, Chipotle, and Panera all enable customers to conveniently order online and swing by for a quick pick up. And Home Depot was named the 2017 omni-channel retailer of the year by internet retailer with numerous online purchase fulfillment options and a popular mobile app that guides store shoppers with a 3D map.

OMNI-CHANNEL

- Right now, there is an inevitable movement toward omni-channel within retail. Retailers no longer have web or mobile departments. They function as one unit to fuse the physical and digital customer experience. It's sink or swim as retailers reconfigure their organizations — creating new roles, expanding distribution channels and rethinking inventory to work across online and offline.
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DISCOVE

You are the Doctor, not the pharmacy. – Sam Dantzler

- “86% of people said they bout a boat that was different in color, equipment or model from what they initially wanted.”

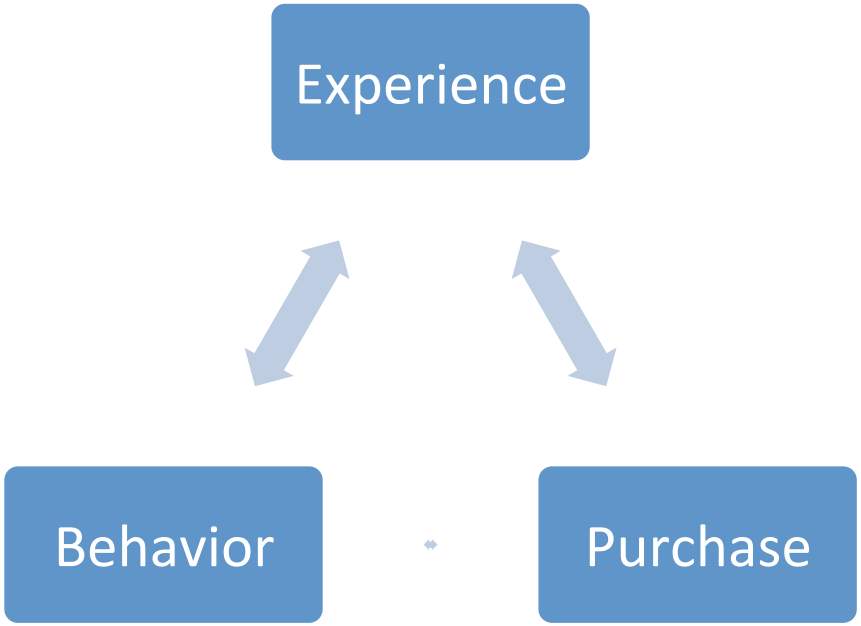
Formula to Loyalty without discounts =

1. People, then Product
2. Get Emotional
3. RACE
4. FORMAT
5. Follow-Up!

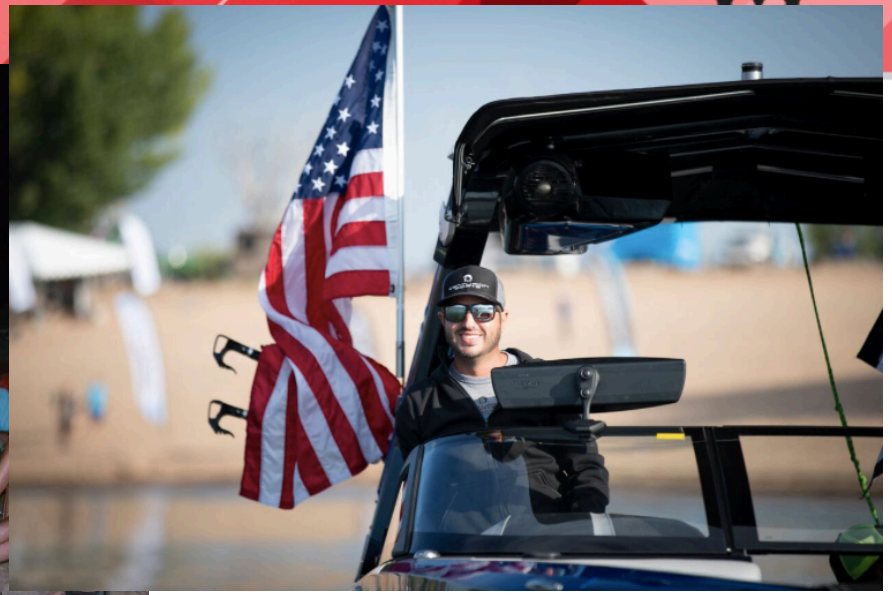
What if everyone who bought something from you only ever came back to buy from you?

- People first, then product
- A dedicated sales process
- Content of the greeting
- What causes a discount?
- Follow-up is NOT optional
- Commitment to change

Want-based Selling



Stories Sell…



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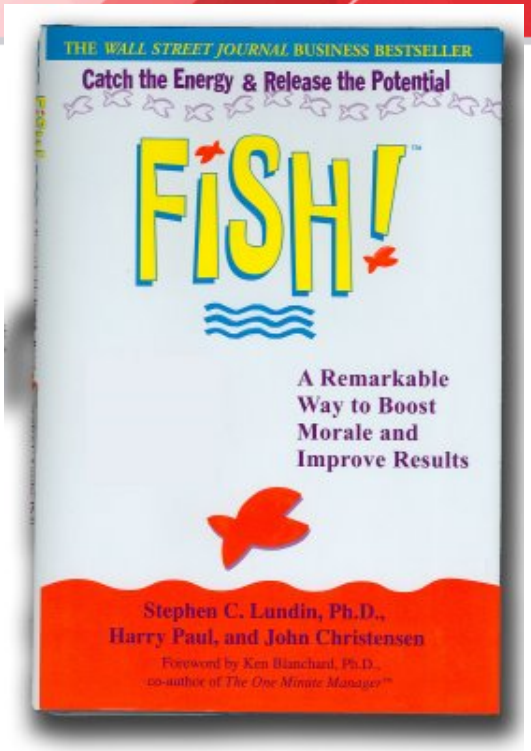
Job vs. Craft



- Attitude
- Be Present
- Play
- Make Their Day

Emotion = Margin!

- What do people love talking about?
- How many of you have ever KNOWINGLY paid more for something because of WHERE you bought it from or WHO you bought it from?
- Margin = state of mind
- Disney vs. Universal Studios
- Dive bar vs. Martini bar

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Southwest
In a world full of no,
we're a plane full of yes.
That's Transfarency.
Southwest

The Phone!

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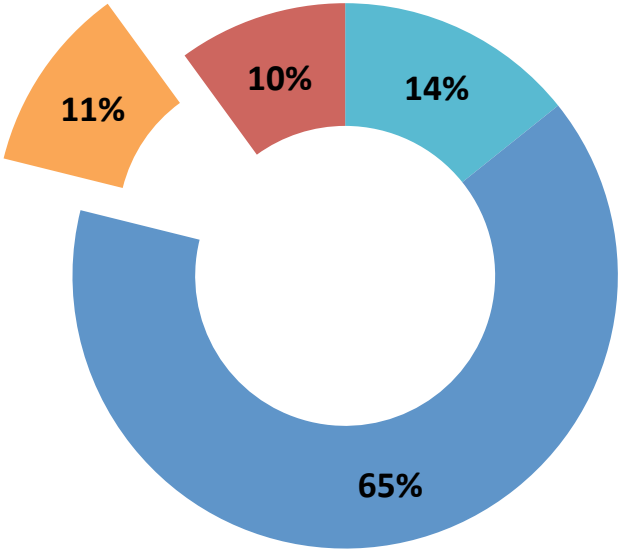
Phone

- Value or Luxury?
- How many people does it se
- RAM Intake?
- How much of the wake is rideable?

Automated Systems?

- How long does it take to go from calm to Great White Shark Fury?

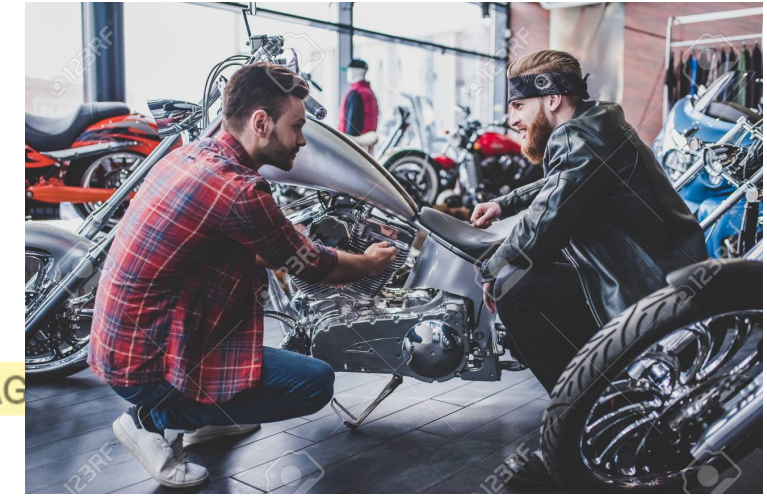
Inbound Leads



- 75% of our incoming leads for 2018 come through phone calls, generated either though our ARI hosted dealer websites, or third party sites such as Trader, Yachtworld or Boats.com. Email leads are becoming a smaller portion of the total leads we receive

Who Answers?

- Your BEST Salesperson…



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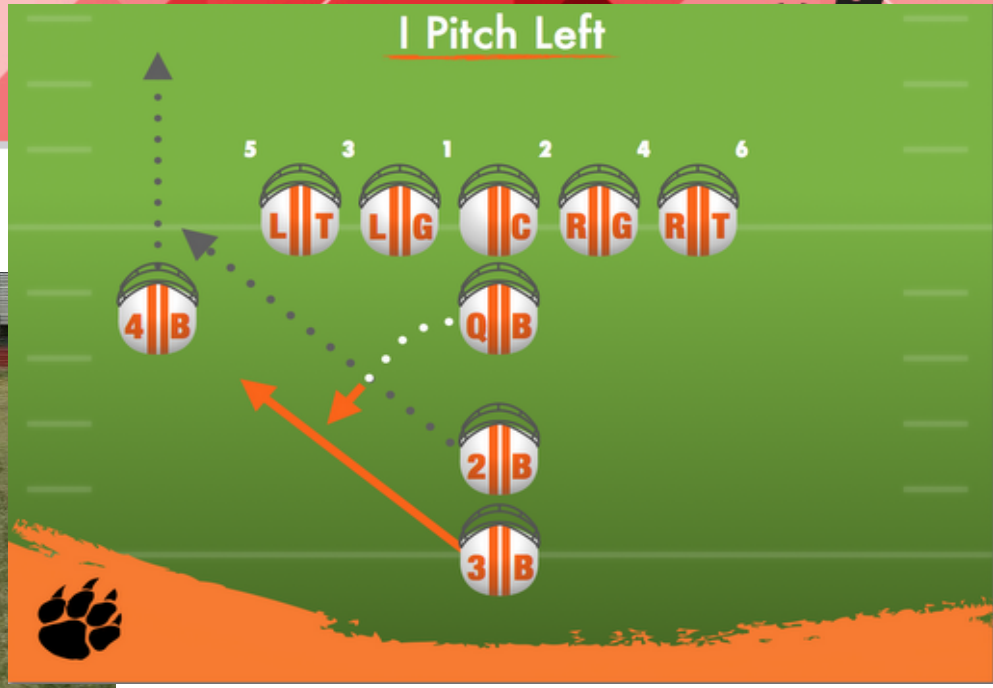
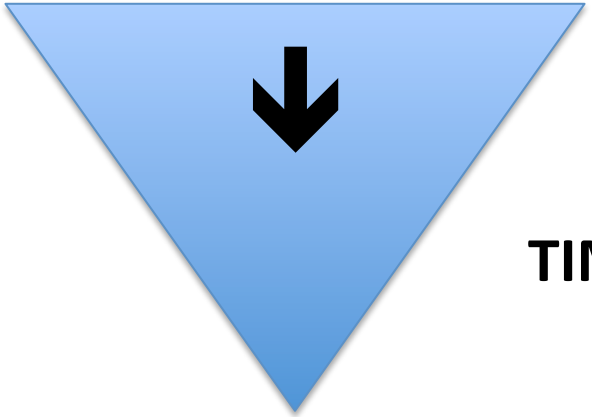
DISCOVER. CONNECT. ENGAG

Having a sales process…



Win the R.A.C.E.!

- R = Relationship
- A = Acquire
- C = Close
- E = Entanglement



TIME

Margins are Earned Conversations

- Don’t Out-Drive your Headlights!

Your MUST Follow-Up!

- What's the Sales Process?

True Math of Discounting

- $100 Helmet at 40-15-25
  GP-Exp=Contribution
- 10% off?
  30-15-15 OR
  40% less cash to the store!
- 20% off?
  20-15-5 OR
  80% less cash to the store!

Shrinkage and Transactions

- 20-15-5 doesn't include shrinkage
- 20-17-3
- 40-15-25 including shrinkage = 40-17-23
- 40-17-23 VS 20-17-3
- 23/3 = 8-ish

- 8 Transactions at 20% off VS. 1 at retail!

Do you have XXXXXX in Stock?

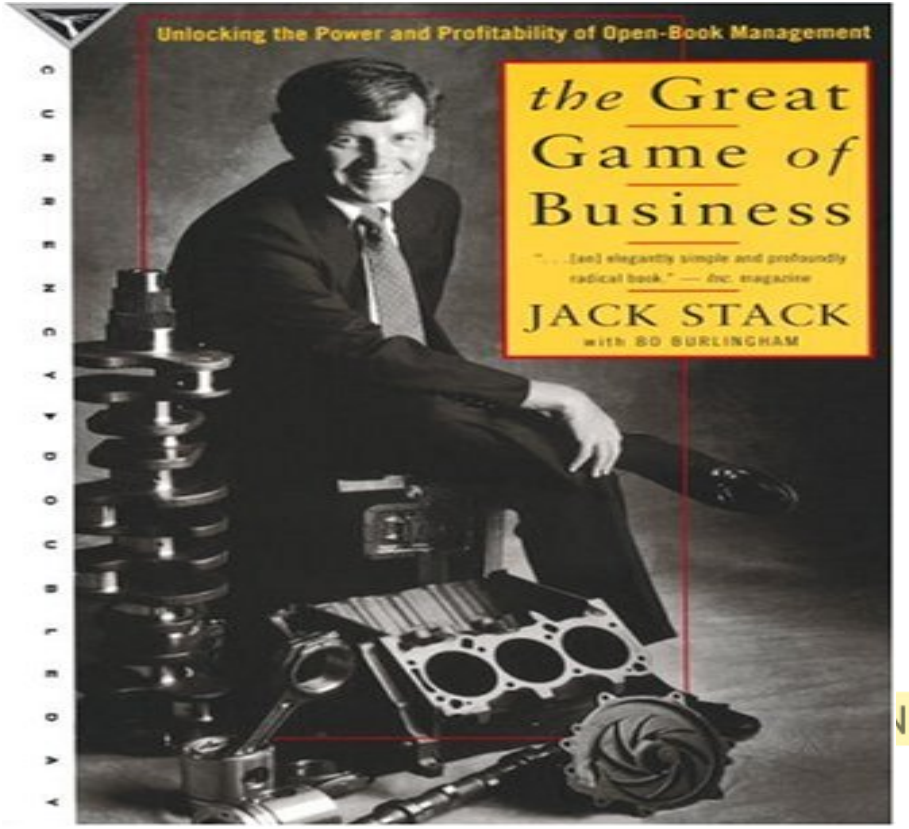
- Four Options:
  - Get It
  - Switch ‘Em
  - Send ‘Em
  - Walk ‘Em
- What’s the best order?
- What does your staff know to do?

Keep Score – Emotional Investment

COLLEGE FOOTBALL PLAYOFF

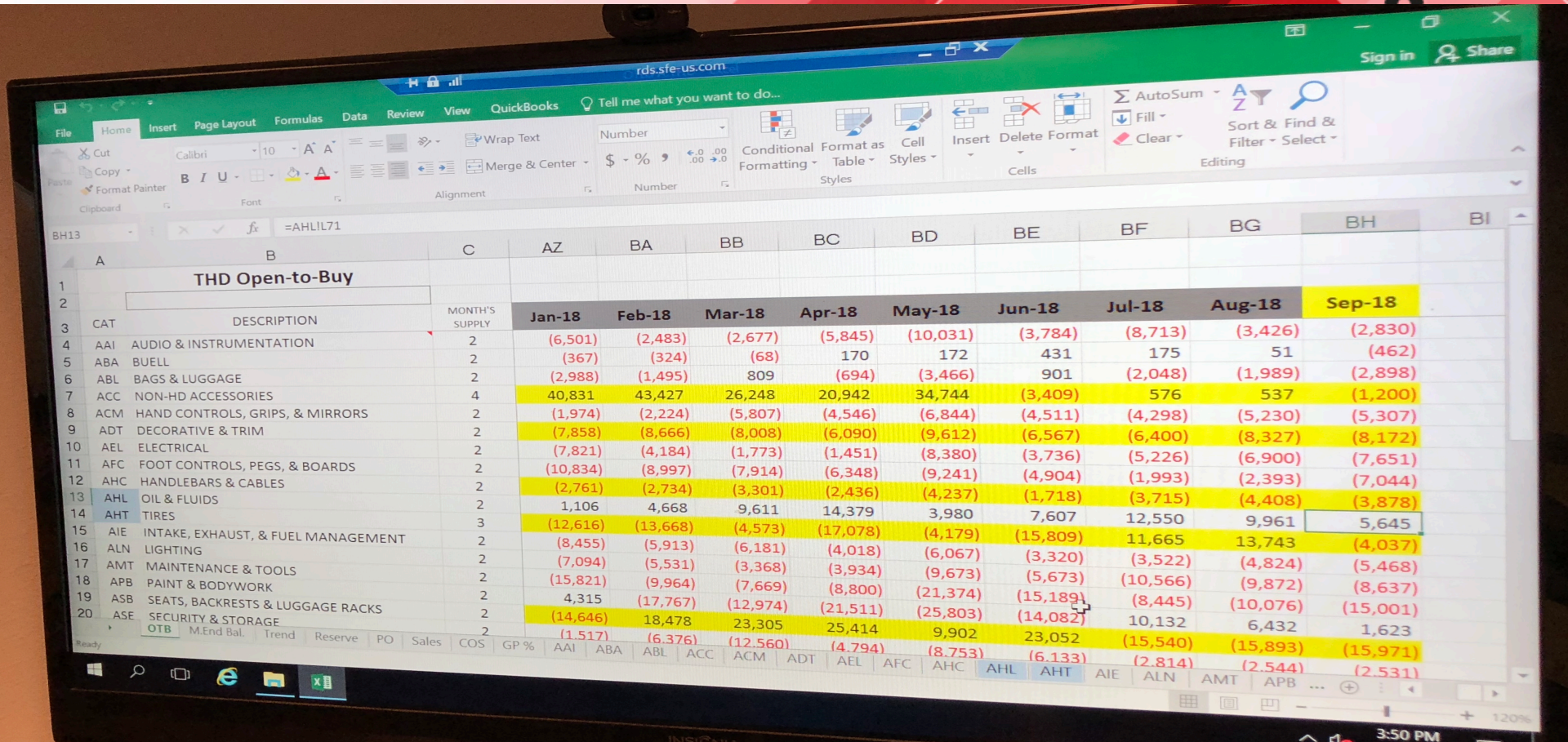
Rank	Team	Record
1	University of Alabama	13-0
2	Clemson University	13-0
3	University of Notre Dame	12-0
4	University of Oklahoma	12-1
5	University of Georgia	11-2
6	Ohio State University	12-1
7	University of Michigan	10-2

Keep Score



- Great Game of Business
- Universal desire to win
- “Raise the top, the bottom will follow”

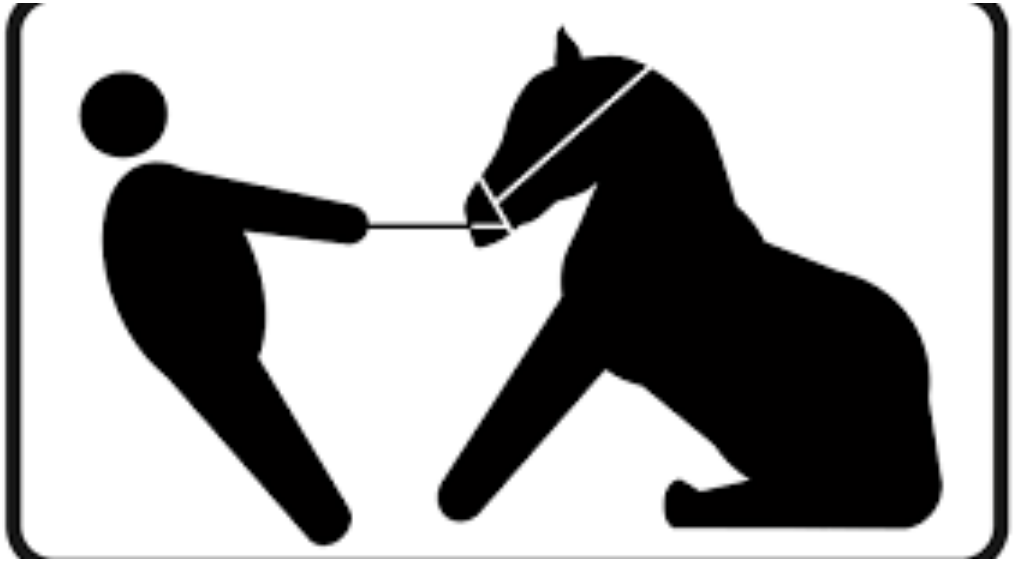
Parts – Rethink?



THD Open-to-Buy

CAT	DESCRIPTION	MONTH'S SUPPLY	Jan-18	Feb-18	Mar-18	Apr-18	May-18	Jun-18	Jul-18	Aug-18	Sep-18
AAI	AUDIO & INSTRUMENTATION	2	(6,501)	(2,483)	(2,677)	(5,845)	(10,031)	(3,784)	(8,713)	(3,426)	(2,830)
ABA	BUELL	2	(367)	(324)	(68)	170	172	431	175	51	(462)
ABL	BAGS & LUGGAGE	2	(2,988)	(1,495)	809	(694)	(3,466)	901	(2,048)	(1,989)	(2,898)
ACC	NON-HD ACCESSORIES	4	40,831	43,427	26,248	20,942	34,744	(3,409)	576	537	(1,200)
ACM	HAND CONTROLS, GRIPS, & MIRRORS	2	(1,974)	(2,224)	(5,807)	(4,546)	(6,844)	(4,511)	(4,298)	(5,230)	(5,307)
ADT	DECORATIVE & TRIM	2	(7,858)	(8,666)	(8,008)	(6,090)	(9,612)	(6,567)	(6,400)	(8,327)	(8,172)
AEL	ELECTRICAL	2	(7,821)	(4,184)	(1,773)	(1,451)	(8,380)	(3,736)	(5,226)	(6,900)	(7,651)
AFC	FOOT CONTROLS, PEGS, & BOARDS	2	(10,834)	(8,997)	(7,914)	(6,348)	(9,241)	(4,904)	(1,993)	(2,393)	(7,044)
AHC	HANDLEBARS & CABLES	2	(2,761)	(2,734)	(3,301)	(2,436)	(4,237)	(1,718)	(3,715)	(4,408)	(3,878)
AHL	OIL & FLUIDS	2	1,106	4,668	9,611	14,379	3,980	7,607	12,550	9,961	5,645
AHT	TIRES	3	(12,616)	(13,668)	(4,573)	(17,078)	(4,179)	(15,809)	11,665	13,743	(4,037)
AIE	INTAKE, EXHAUST, & FUEL MANAGEMENT	2	(8,455)	(5,913)	(6,181)	(4,018)	(6,067)	(3,320)	(3,522)	(4,824)	(5,468)
ALN	LIGHTING	2	(7,094)	(5,531)	(3,368)	(3,934)	(9,673)	(5,673)	(10,566)	(9,872)	(8,637)
AMT	MAINTENANCE & TOOLS	2	(15,821)	(9,964)	(7,669)	(8,800)	(21,374)	(15,189)	(8,445)	(10,076)	(15,001)
APB	PAINT & BODYWORK	2	4,315	(17,767)	(12,974)	(21,511)	(25,803)	(14,082)	10,132	6,432	1,623
ASB	SEATS, BACKRESTS & LUGGAGE RACKS	2	(14,646)	18,478	23,305	25,414	9,902	23,052	(15,540)	(15,893)	(15,971)
ASE	SECURITY & STORAGE	2	(1,517)	(6,376)	(12,560)	(4,794)	(8,753)	(6,133)	(2,814)	(2,544)	(2,531)

Why we Resist Change?



WHERE THE
MAGIC HAPPENS
Your Comfort
Zone

This is Not Easy

- You have to turn it on (light switch)
- Speed of the Leader = Speed of the Team
- You are the CEO

212°
the extra degree®

Debra Searle

The Reality of Retail…

- Easy Hours of Operation?
- Vacations and weekends off?
- Customer is always right?

Thank You!

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