



MARKETING



MARINE DEALER
CONFERENCE & EXPO® 2018

DISCOVER.
CONNECT.
ENGAGE.

Presented by:

BoatingIndustry





Implement Digital into Your Sales Process

Richard C DeLancey Chief Digital Officer Level 5



MARINE DEALER
CONFERENCE & EXPO® 2018

DISCOVER.
CONNECT.
ENGAGE.

Presented by:

BoatingIndustry



Why Does it Matter??



85-5-3-1



DISCOVER. CONNECT. ENGAGE.

Presented by:

BoatingIndustry





Why Does it Matter??

Old Paradigm

Buying a Used Boat Online

f SHARE

FLIP

EMAIL

PRINT

Advertisement



T-Mobile

ILIMITADO
CON SAMSUNG
GALAXY S9 INCLUIDO

\$40

al mes por línea
por 4 líneas
c/ AutoPago e
ver condiciones
especiales

We Have Trained The Shopper To Buy Online!!

New Paradigm

Pin it

We Have Trained The Shopper To Buy Online!!

New Paradigm

Online Dealers

One of the best places to start is [YachtWorld](#). This site typically lists over 120,000 boats, with tons of information and photos about each. With such a huge volume of listings, this site is a valuable resource whether you know the exact make and model you want or are still browsing. You can search listings by one or more of these criteria:

- Boat type
- Manufacturer and model
- Length
- Year
- New or used
- Price
- Location (country, region, or state)

Use this site to help you learn more about specific models and differences in options and equipment. Don't search first only in your area; get to know the typical prices, features, etc. of all boats like the one you're interested in. Even if you think you're sure what you want, take a look at similar boats; many buyers end up preferring a different boat from where they begin their search.

Another good site is [BoatTrader](#), which also lists a huge number of boats and allows searches by multiple criteria. BoatTrader also includes some fixer-uppers from liquidators.

Important note: Both YachtWorld and BoatTrader include boats listed by brokers and dealers—not individuals. That means these boats tend to be larger and more expensive—not the place to search for a [Sunfish](#), for example. Even if you find the exact one you want here, you should continue your online search at sites where individuals list their boats for sale.

Boat Brokers





Why Does it Matter??




5:1

Why Does it Matter??



11/07/2018	01:14 PM	8.3		DAVENPORT IA	563-328-6496		Z-Unidentified	Unidentified			Used	I		(SA) Sales Appt Opportunity
				Unidentified										

 **Call Summary:** Unidentified Agent answers. Caller is calling about the 2015 Passport Zx225 and wants to know if it is available in stock. Agent says they have 2 available in stock and confirms Caller is looking for the one with no power pose. Agent says it has 260 hrs on the motor and says it is still available in stock. Caller confirms the price is \$41995 and asks for the condition of the boat. Agent says it is in good condition and has no cracks in the seat. Caller asks if the price is negotiable. Agent says the price of the boats is final and they do not offer negotiation for the car. Caller confirms it has good tires and the trailer is in good condition. Caller asks for the detail about the boat. Agent places Caller on brief hold and gets back. Agent provides detail about it. Caller confirms dealership open on Sat and asks for the condition of other Zx 225. Agent offers appt to come in to dealership to look at both the boats. Caller asks for dealership address. Agent provides dealership address. Caller will callback and says thank you.

 **OPEN ALERT**

DEALER RESPONSE: N/A
Vehicle of Interest: 2015 Bass Boat Zx 225

Did Customer reach the intended agent? N/A
Did Agent ask for/confirm contact info? ☐ Name ☐ Phone ☐ Email ☒ N/A
Did Agent or Customer ask for an Appointment? Agent

Caller Type: Carrier: Qwest Corporation Phone Type: landline



Not Giving Out Your Name





Not Getting The Customers Name





Tip 1: Ask The Customer To Spell Their Last Name



Common Mistakes



Not Confirming The Phone Number

Account has no active service beyond tracking.

95	26-Nov-18	Mon 06:45 PM	0.4	307-755-1921	307-317-5658	307-235-3900		C S TRACTOR EQU	WY 82072
----	-----------	--------------	-----	--------------	--------------	--------------	--	-----------------	----------

Common Mistakes



Tip 2: With Caller-
ID Confirm The
Number

Tip 3: Without
Caller-Id “Calling
From Home or
Work Today”

Common Mistakes

No Email Address



Common Mistakes



Tip 4: No One
Wants To Be Put
In The System

Tip 5: Create a
Reason for
Needing The
Email

(Recap, Directions Items To
Bring To Dealership)



No Trade





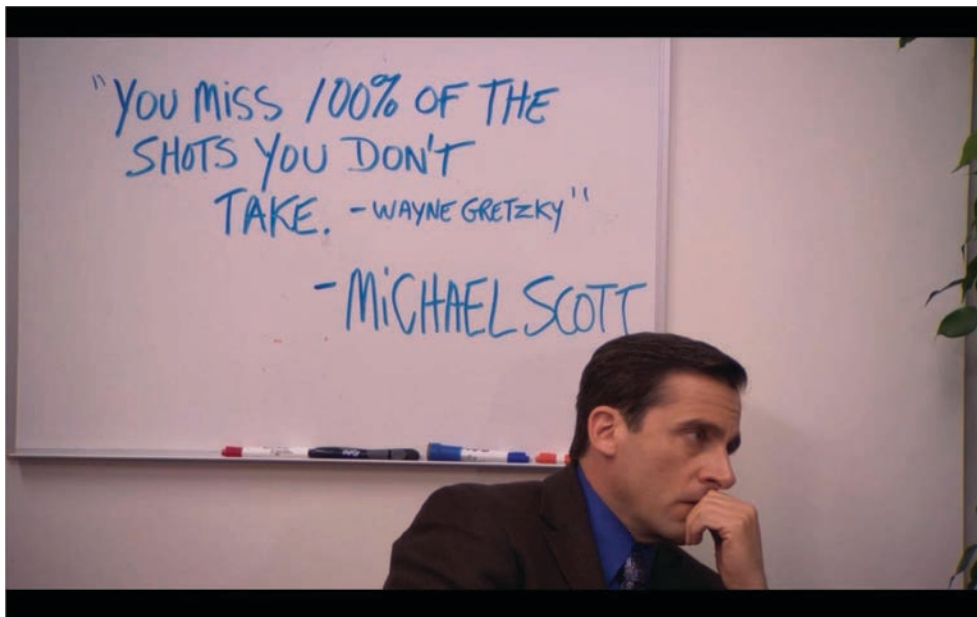
Common Mistakes



No Appointment



Common Mistakes



Common Mistakes



Track Everything



Group Average: Total

Phone Handling	Total	Percentage	Best of the Best %
Total Calls	20019		
On Hold Hang-Up / Terminated Call	1326	7%	2%
Reached Voice Mail - Left Message	1456	7%	5%
Reached Voice Mail - No Message	798	4%	2%
Call Answered - Agent Not Available	2920	15%	5%
Overall Intended Agent Not Reached/ Incomplete Call	6500	32%	14%

Phone Skills	Total	Percentage	Best of the Best %
Agent Identified	12277	91%	98%
Agent Not Identified	1233	9%	2%
Customer Information Obtained	7046	52%	71%
Customer Information Not Obtained	6472	48%	29%
Agent Set Appointment (Same Day)	4069 (2347)	30%	63%
Agent Did Not Set Appointment	9449	70%	37%

Track Everything



Follow-up Practices	Total	Percentage	Best of the Best %
Call Off-Lined for Return Call	4447	33%	11%
Broken Promise - Cust. Calls Back	198	4%	0%



MARINE DEALER
CONFERENCE & EXPO® 2018

DISCOVER. CONNECT. ENGAGE.

Presented by:

BoatingIndustry



Sales Person

Assigned to

N/A

Not Yet Assigned



CLAIM OPPORTUNITY

Marketing Activity



Working Status

Not Yet Contacted



+ Notes

Dec 4, 2018 | **Portal**

- **08:25 AM** Searched in inventory
- **08:26 AM** Viewed an inventory VDP:
2013 SEA FOX 286 COMMANDER (Stock

Internet Leads

Best Practices



1. Respond to Every Lead.

Don't cherry-pick leads!

Have a system in place to manually or automatically provide a professional response to every sales inquiry you receive, including buyers looking at boats you've listed on 3rd Party Sites and the Facebook Marketplace. If shoppers take the time to reach out, they deserve a response. Give every shopper options for multiple boats, not just the one they inquired about!



Best Practices



2. Respond Quickly!

Your lead response time should be in minutes – not hours! Studies show internet shoppers who receive a response within 10 minutes, are three times more likely to visit the dealership. Contact leads right away – at their highest point of interest!

Recently a 3rd party [mystery shopped](#) 577 marine dealerships over a 4-month period and found that only 16% of dealerships respond in less than 15 minutes with a non-generic reply. 31% of Dealerships didn't respond at all.



Best Practices



3. Personalize the Response.

Customizing your response will make customers feel more important. Buying a boat is a big decision, so you want them to know you have their best interest in mind.

Your responses to leads should always include:

- The lead's name.
- The dealership's name, logos, and taglines.
- A salesperson's name, photo, and direct phone number.
- A strong call to action – tell them what to do next!



Best Practices



4. Respond Professionally

If you wouldn't send it to your mom – don't send it at all. Eliminate typos, inconsistencies and irrelevant information that distracts the customer!

Courteous and professional responses help instill a sense of trust in your business from customers that earns you referral business. Adding video to your email, showcasing the boat or even your showroom, can make you stand out from the competition and provide something visually appealing to the customer.



Best Practices



5. Answer Questions in the First Response!

Generic, automatic responses are not enough to satisfy customers who have questions. If you don't have the time to send personalized emails, it's time to look for some help, *wink-wink*. 15% of customers will make comments in their inquiry – look for points of interest and specific customer questions before you respond!



Best Practices



6. Be Proactive!

Only 3% of marine dealers respond with multi-boat options with price ranges.

42% of customers who inquire about a new boat buy a used one.

Don't let them buy from one of your competitors! Get in the habit of updating lead response emails with current promotions. Customers often overlook promotions on your site. Including the offers in your emails helps increase awareness and competitiveness in the inbox.



Best Practices



7. Have an After-Hours Game Plan!

Up to 40% of leads are generated [after hours](#).

Does your dealership currently have a process or technology to personalize responses to customer inquiries after hours? If it doesn't, it should.



Best Practices



8. Stay Engaged & Nurture Leads.

Follow up with leads for 180 days and make it simple for your customers to re-engage.

It's best practice to use automated follow-up so your team can focus on hot leads.



Best Practices



9. Make Your Dealership Available to Customers 24/7

Use A.I. Powered technology to engage with prospects on your website.

Allow customers to text your business directly from Google search results. Increased engagement will result in increased sales! Highlight hot deals to move inventory off your lot weekly and even allow customers to schedule appointments directly through “chat”!



DISCOVER. CONNECT. ENGAGE.

Presented by:

Boating Industry



Questions & Answers



Raise Your Hand to Ask a Question

OR

Open the MDCE App*
and Select This Session to Submit a
Question Using Your Smart Phone or Tablet.

**Haven't downloaded the MDCE App yet?
Visit your device's App Store and search for MDCE 2018*

Thank You!



*For digital downloads of materials from this session, please visit
www.marinedealerconference.com/2018downloads*

Richard DeLancey

Level 5

rdelancey@level5advertising.com

802-343-7427



DISCOVER. CONNECT. ENGAGE.

Presented by:

Boating Industry





MARKETING



MARINE DEALER
CONFERENCE & EXPO® 2018

DISCOVER.
CONNECT.
ENGAGE.

Presented by:

BoatingIndustry

