



Home Office Sales: 326 First St. Annapolis, MD 21403 [info@bayacht.com](mailto:info@bayacht.com) 410-263-2311  
Charter/Courses: 222 Severn Ave. Annapolis, MD 21403 [info@lets gocruising.com](mailto:info@lets gocruising.com) 410-263-1818

## Lessons from the boat shows...

### Tools you will have Covered here:

1. 2 BYA sales associate, team leaders will be at each display.
2. Visitor cards—see more below
3. BYA and LGC brochures
4. Jeanneau and FP summary specs and pricing (cheat sheet)—everything you need to answer questions about the boat.
5. Hull reservation agreement

### Goals

1. The primary goal at the show is to qualify, and sell boats.
2. A secondary goal is to cement old relationships, and begin to develop new ones.
3. We're not an information resource, except for qualified clients, or if we have time, future qualified clients.
4. If we can't sell them a boat, maybe we can charter them one and get them later.

### Review of life lessons...

A professional salesman, who sells every day is like a football player that practices every day. A company rep., or part timer, no matter how knowledgeable, or how much he “used” to sell—is out of practice and is not tuned into keeping his senses sharp to identify qualified prospects—his #1 goal.

### You don't qualify someone:

1. With casual conversation in the cockpit
2. Showing how much you know by answering every question, or “grand standing”
3. By taking them sailing, or being their friend.

### What works:

1. There is a cat-bird seat—some place down below where people will logically approach you and from where you can keep a sharp eye on the comings and goings of the crowd—take it, keep it, don't get bumped by clients or other salesmen.
2. A professional, never tires of constantly probing with questions like:
  - a. Where do you sail now?
  - b. What kind of boat are you sailing?
  - c. Are you looking for a boat for next season?
  - d. What have you seen that you like.
  - e. Have you looked into marine financing yet?
  - f. Etc.



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**DON'T ASSUME ANYTHING!**

- o Is this about the size boat you were thinking about? They may be just admiring the 54' but really interested in the 42! Find out!
  - o Are you thinking about chartering or owning?
  - o New or used? What are they saying if they say they want a used boat? Wouldn't you agree that everyone would prefer a new boat? Isn't what they're really saying is that, "I can't afford your new boat." If so, aren't they a candidate for our BAB program.
3. A non-professional will answer a volley of questions without posing qualifying questions. Worse, he will start a presentation, without first qualifying the client—and often lose the opportunity to talk to more serious clients who pass by while he's shooting the s\_\_ \_!
  4. A professional is knowledgeable about the sales process. He will:
    - a. Try multiple closes during a presentation/meeting—including at the boat show.
    - b. He will send, what ever he promises (or don't promise!)
    - c. He will follow up promptly.
    - d. He will send regular mailings, and call at appropriate intervals.
    - e. He will continue to qualify, and try to close with each subsequent contact.
    - f. He is tenacious, but polite.

### ***LISTEN FOR CLUES TO OPEN ABOUT OUR Boat-As-A-Business Program.***

(If they express an interest—**we will be doing 10-15 min seminars every hour on the hour** at the LGC float—then we can get them detailed business plans—but before you send them, get a visitor card filled out with a note about their interest, email address (so we can send a business plan) and phone.)

o If they're going to retire in a few years.

o A new boat costs too much.

There's a neat sample graph of how the plan works on the back of the brochure--show them this and talk about it.

### **LISTEN TO WHAT THEY ASK FOR... but don't knee jerk react...**

o Do you have a brochure on this boat? Are you interested in a 44' Catamaran? Depending on answer--how serious?

o If not too serious--Tell them there is some general information on all of the boats in the newsletter with links to complete information. We have a limited quantity of brochures,



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but there is an order form with the newsletter with which they can get anything they want. (give the general Jeanneau or FP broc. + our NL if from our area.)

o If serious--Tell them we only have a few brochures, but seeing that they're serious I'll offer you one. Use this opportunity to engage them, ask more questions, qualify further. Make them feel special.

DO NOT PROMISE TO SEND THEM BROCHURES, OR PUT NOTES TO THAT AFFECT ON THE CARD. Give them our newsletter and tell them there's much more info on our web site than there is in the brochure.

o Do you have information on chartering? Give Newsletter, and refer to charter personal at LetsGoCruising. Do not automatically send them to any other management company if they want to charter, send them to our staff so we keep control and make the commission.

## ***HULL RESERVATION AGREEMENT***

**First: Our full time sales staff will be able to do a full agreement at the show--so call them in as needed.**

o **What it does. Reserves a production slot.** (Very important as we're into Spring deliveries on many models. After the show, with many orders they may not get a boat until August!!!) **Reserves Boat show special price.** (We expect prices to go up immediately after the show--remember prices are based on assumed delivery dates and dates get 6-9 months out after the show)

o **What we don't do.**

- **Price out a boat completely. Tell them the *Hull Reservation* will do it, and we'll make an appointment for after the show when we can focus on their concerns and needs exclusively.**
- **Promise clients we will send a brochure. Never lie. Here's a better dialog when he asks for a brochure: "Have you filled out a visitor card yet?" (If yes, or I did at the desk, say, "Great, do you have access to the web?" If yes, "Great," handing them our company newsletter, "We have a 4,000 page web site with very complete boat information, pictures, articles and much more. This is the index to our web site." If no, "Here's our company brochure," Turn it over and point out, "On the back is a form for ordering any of our brochures. Simply call our 800 number," Point it out on the back, "or fill in and fax or mail the form for whatever you like." Of course if they're very serious, tell them you'll call them and make sure that you send them exactly what they need.**

o **All stock boats require a 10%, non-refundable deposit. DO NOT USE A NORMAL HULL RESERVATION AGREEMENT on a stock boat!** (There is a special agreement for stock boats



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**you should have in your folder.) If they don't have financial approval, we can give a first option, but the first one in with finance approval gets the boat. Get a Hull resv/First option agreement and give them a finance application and tell them to Fax it back, and FED X their tax returns.**

**ALWAYS TELL THEM TO FED X TAX RETURNS (2 YRS) AS PART OF FINANCING PROCESS! Don't trust the mail.**

### **GENERAL IDEAS...**

o What if one of the customer's you have been working with shows up and after seeing the boat you're on, asks you to recommend a smaller (bigger/different) boat? Send him to one of our other boats. Say something like, "Why don't you go over and see Jeff on the Jeanneau 42DS and have him show you the boat, then come back and tell me what you think." Make a note on his visitor card that you did this.

o What if you keep hearing about a competitors boat that you're not familiar with? When things slow down at the end of the day, generally after 5:30--go look at the competitors product.

o Generally looking at other boats and products? You probably won't have time. Every minute is valuable. You'll see more qualified people in an hour at the show than you'll see in a month at the office. This is your time to make contacts with clients--not to look at other products. Go to other shows where we're not involved to see boats and products.

### ***Why selling is hard?***

1. Because most of the people you talk to are not that interested. You end up feeling rejected, if you take it personally.
2. Most of the people you call, are probably not ready, or not that interested—it's your job to make your product relevant. In the process, there's a lot of rejection. You need to look at it instead as a funnel. You're always trying to narrow down the people you're talking to to the ones that fall out at the bottom and buy. You do this with questions and the sales process. Instead of looking at non-qualified people as rejecting you, regale in the knowledge that every time you kick someone out of your funnel, you make room for a new, more qualified individual who you can move down the channel.
3. Because you have to be on top of your game all the time—read, live and breath your products, and the sales process. You need to have tenaciousness.

Somehow, at the end of the day—we all love what we do, and love meeting the people that like to talk about boats.