



326 First St., Annapolis, MD 21403 410-263-2311 info@bayacht.com www.bayacht.com

Boat show policy and procedure, Fountaine Pajot.

Schedule: www.bayacht.com/sa13.htm

Policy/Procedure: www.bayacht.com/sa11.htm

Discussion

There will be a BYA product manager for the 48 and 40 and 44 and 36 who will be identified on the schedule. You will turn to him for assistance and turn your leads over to him. You may also consult Eric or Chris at anytime if you need help.

- Other dealers may show the boats to specific clients and/or help you, but are not to take over any particular boat.
- BYA is the host dealer, and has the primary responsibility for the Annapolis display.
- No boats will be closed for showing for any reason. Private showings to be conducted after hours.
- No Charter company agent will work the display, i.e. the dealers listed as attending will all be retail dealers.
- No prices will be posted. Prices quoted will be from the BYA list
- Hull Reservation agreements.
 - For most seriously interested--introduce to a BYA staff member who will get a regular agreement.
 - For next level--We will encourage the use of our \$5,000 Hull Reservation or option agreement to reserve a slot and lock in the price and special incentive.
 - To encourage everyone to work together, we will provide a \$100, on the spot incentive bonus to any individual sales person who actually gets a HR at the show, after the reservation turns into an actual contract!! Sell boats. Collect checks, not just leads!!!! (This should be your rallying cry!)
- Demo sails are not to be offered during the show. Most models are available for charter somewhere—including at LGC at our office.. If someone makes a deposit, then we might be able to arrange a demo after the show. On the boats in our charter fleet we charge \$500 for a demo sail which must be paid in advance (credit card is o.k.) on an as available basis. For longer term, this same policy can apply in the future if we have a boat in charter and a dealer wants you to do a demo on their behalf. Or??? We reimburse the costs of up to a 3 day charter if a sale results.

Management of display...

1. The float will have desks with 2 computer stations. All visitors will have to log in prior to boarding. We will collect: Name, State, Daytime phone, Email and enter a Dealer code as appropriate (below)
2. A color coded map will be on display, and the client will be asked:
 - a. Where will you sail, or where will you want your boat commissioned—while shown the map with dealer locations prominently displayed.
 - b. Dealer will be assigned based on that question
 - c. As a default, the 3 or so surrounding states will automatically be assigned to dealer.
 - d. Other, open areas such as middle of country, Canada, etc. will be assigned based on (a.)
3. Color coded stickers will be used as in the past.
4. We may also have some sort of availability chart on display, with updates made during show to show slots selling out!



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5. An Excel spread sheet will be provided electronically on a memory stick to all participating dealers with all names collected either when client states a cruising area, and/or surrounding states—In the case of overlaps, duplicate records will be provided. i.e. in NJ, both BYA and Aeroyacht will get all of NJ names.
6. A minimum of One BYA broker will be on each boat. Another Dealer may also be assigned to a boat, on request and a schedule will be made up.
7. On-board the boats, no literature business cards or the like, other than FP literature, will be put on display. You may pass out company literature or business cards—but store them in your binder.
8. Boats to be kept neat inside. Brief cases, jackets and the like are to be put away in a locker.
9. BYA will provide pricing information to be used at the show. All dealers and assistants are to quote the same prices or price ranges at the show.
10. All brokers/Assistants will have visitor cards to carry with them and may have an individual client provide additional information (and notes) when they're serious. What we typically do is when we're talking to someone serious, we write their name on the card and then we start making notes. At the end, you can ask again for phone and email—even though they've given this already, they do not normally object if they have had a serious discussion. These cards are to have your initials and date in upper right corner, and to be turned in at the end of the day to the Team leader from BYA.

Questions...

Qualifying--the name of the game.

(Look for buying signals...Good questions get good results. Plan ahead.)

Good opening question: So, what kind of sailing have you been doing this season?

o Do you own a boat now? Are you thinking about trading (moving) up?

o So, what brings you to Annapolis? "Or the show?"

o When did you want to be into your new boat?

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 YPSMP Yacht Profit Sharing Management Program...

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



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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, 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 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.

Market discussion

Where we've been, what we expect

The market- a review...

The market has presented a mixed bag this year. Most dealers that you might talk to would say the market is down. We have found that we work harder than ever to make a sale. It takes longer. There are lots of unqualified people. To some extent, while interest rates are relatively low, attracting buyers, these



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buyers need to be better qualified than ever before as the banks are quite stringent in their credit requirements.

The bottom line is that BYA has had record Jeanneau sales this year and will be recognized as having the highest sales volume of any dealer for this past year. Charter has also resulted in record achievements this year. Catamaran sales have been a little off, because of the late introduction of new models--but interest is very strong for the new models with several already under contract before the show even started.

The Brokerage market is active, but there is a shortage of good, late model boats.

The Tax Relief act of 2003, helped us to have record sales last fall, and we expect the same thing this year. More on that in information that we will send.

We think that there is a pent up demand for boats. People have put off their decision waiting to see what the stock market will do, what will happen with the economy, the war, etc. At this point, all seems o.k. and we think they will finally break-out and make their decision.

In the end, this last year, Oct. 06 to Sept 30th was a record year for BYA. Sales were 15% greater than our best year ever (in 35 years) and almost 40% over last year. We're ready to make this year even better.

The two guiding principals for the boat show are:

1. Expect a positive reaction and be ready to help people make their decision now so that they can get a boat by spring.
2. Qualify, qualify, qualify. Be bold. Ask good questions. We cannot talk at length to everyone. Ask them, "Are you considering a new boat for this coming season?" Seldom are people put off by a direct approach. If they are--they're probably not qualified any way.

Our job at the boat show is to identify those people worthy of our attention now--we can't work with everyone.

P.S. Our web site continues to be an outstanding source of leads and compliments for the complete information that we offer. Be sure to give clients our new newsletter and let them know that it is the index to our famous web site!