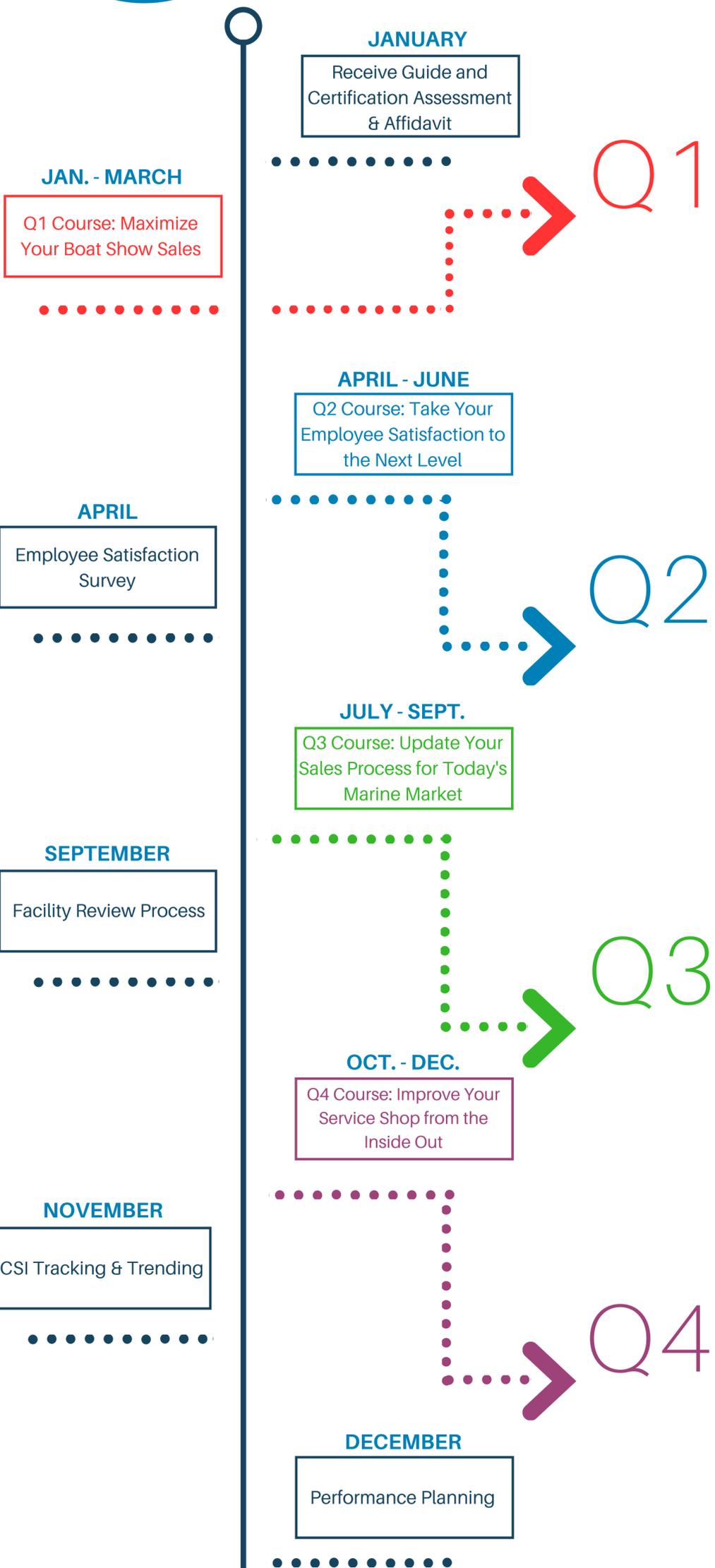




2020 CONTINUOUS CERTIFICATION

The Continuous Certification program offers Certified Dealers exclusive education to take best practices and lessons learned in the initial Certification program and improve upon them, building an even stronger dealership. Certified Dealers are encouraged to share this training with their staff, offering them a unique opportunity to engage with in-depth, marine-specific courses. Continuous Certification allows dealers to maintain their Certified status through continuing education.



Maximize Your Boat Show Sales

By: *Don Cooper*

Boat shows remain one of marine dealers' biggest expenditures. Getting your show strategy right and preparing to execute it well is particularly important in our fast-changing market.

You'll learn how to update and evolve your sales and CRM strategies and processes to tee up your salespeople for boat show success. This includes both how your boat show sales process should differ from your showroom sales process, and how changes in consumer behavior and expectations should influence the way you train for a successful show and follow-up afterward.

Take Your Employee Satisfaction to the Next Level, By: *Bob McCann & Liz Keener*

With evolving customer demands and increasing technology in boats, having the right employees at your dealership, passionate to be there every day, is critical.

Learn the importance of employee satisfaction surveys and how to analyze survey results — and not take them personally. Discover how to discuss employee satisfaction with your staff and what you need to do to make real change, because taking your employees' feedback and making adjustments will speak volumes to them in terms of building a better culture. And understand how improving your employee satisfaction will positively impact your bottom line.

Update Your Sales Process for Today's Marine Market, By: *Jim Million*

As a Certified Dealer, you have a sales process. It is the sum of the steps you take to sell someone a boat, an accessory, a part, etc. But having a process isn't enough. Data suggests that today's sales processes are often not delivering an experience that best serves your dealership, your prospects and your customers.

We'll guide you through an evaluation, updating and refining your current sales process. Or you'll have the option of taking ours and customizing it for your specific needs. In the end, you'll have a current, detailed and unique sales process that fits your prospects, customers and culture — and that you can easily train your team to carry out successfully.

Improve Your Service Shop from the Inside Out By: *Valerie Ziebron*

The service department plays a critical role in a dealership's success — whether you're looking at the business from the inside out or the outside in. Not only can it be a significant contributor to your dealership's profitability, but the service shop can also keep customers engaged in the boating lifestyle and dreaming of their next boating purchase.

To improve both the bottom line and the customer experience, this course will turn inward to examine 5 ways dealerships can break down walls and improve your service processes. Owners and managers will learn how to empower your service team to grow their contribution to dealership profitability and customer satisfaction.

Other Requirements of Continuous Certification:

Certification Assessment & Affidavit, Employee Satisfaction Survey & ESS Meeting, Facility Review Process, CSI Tracking & Trending, Performance Planning.



FREQUENTLY ASKED QUESTIONS



How do I enroll my dealership in Continuous Certification?

Certified dealers have two paths for enrollment; they can upgrade their MRAA membership to Gold and have access to all the content on MRAATraining.com along with the Continuous Certification curriculum, or purchase Continuous Certification a la carte. Pricing for enrollment is based by location; the first location is included in Gold membership dues and additional locations are discounted. A la carte purchasers will receive the same discounted rate as Gold members for additional location enrollment. Re-enrollment is required annually.



Who is eligible to participate in Continuous Certification?

Continuous Certification is only available to companies that have completed the requirements established in the Marine Industry Certified Dealership program and are considered current with the MICD standards.



Will I have access to the course archive?

Previous years' courses (2018 and 2019) are available as part of Gold membership. Certified Dealers may upgrade to Gold for access to those course catalogs, or they can buy each year's Continuous Certification Curriculum a la carte.



I have more than one location, who on my staff can participate in Continuous Certification?

MICD participation is based on by location access, which means that all staff enrolled to participate in Continuous Certification will need to be employed at a location that has completed the MICD process. There are multi-location discounts available to companies that use this program across multiple locations in their company.



How often will I have to go through Continuous Certification?

Continuous Certification is an annual program. It's designed for you and your staff to receive new, up-to-date, pertinent education throughout the year every year. Through the annual Certification Assessment & Affidavit, Employee Satisfaction Survey, Facility Review Process, CSI Tracking and Trending and Performance Planning Process, it also assures you're upholding the tenants of the Marine Industry Certified Dealership program and continuing to improve.

Contact the MRAA Staff or Nikki Duffney to get information on your enrollment or to enroll with the multi-location discount.



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