



ONEWATER CONNECT

August 22, 2022

FEATURE STORY

OneWater Marine and Forza X1 Announce Strategic Partnership



Forza X1, through a planned direct-to-consumer, all-digital sales platform, is advancing the adoption of sustainable recreational electric boats. OneWater and Forza X1 will provide customers with a multi-channel opportunity to design, order, finance and track their Forza X1 boat purchase, either through Forza's web and app platform or kiosks at one of OneWater's 96 retail locations.

[Read Full Article](#)

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CRM AND WEBSITE UPDATES

Dealer Website Updates

There are two features that have been added to your dealer websites that give you more flexibility when dealing with units that are on order or that do not have a price displayed:

1. We have created the ability to globally hide on-order inventory (despite “published” status in CRM). Some stores prefer to “hide” all their on-order boats. This gives the store the flexibility to hide all its boats or to do so individually using the “published” status.

Hide On-Order Inventory Hides On Order filter option AND excludes boats with On Order status from API response

2. We have also added the ability to globally select wording of choice for inventory when a unit does not have a price (instead of it always saying “available”).

Boat Availability Label **Select Label** Select which text to display when items don't have a price set.



2023 Tiara 48 LS 48' 4"

Check Availability  

N80979

Details Page **Select Label** ge. Required for correct permalinks and display.
Inquire
Check Availability
In Stock
Coming Soon
Just Arrived
Call for Price
Inquire for Price
Get a Quote
Check Pricing
OW Location ID **Select Label** tracking on details page
Google GTM ID **Select Label** form submissions into Google Tag Manager
Boat Availability Label **Select Label** Select which text to display when items don't have a price set.

CRM Update

The launch of the customer detail page last week was a bit more “exciting” than we would have liked. We appreciate everyone’s patience as we worked through the issues with documents and PDFs.

Please remember to always use **sos@onewatermarine.com** for any issues (or suggestions). Unlike individual emails, this goes to the entire support, development, and management teams for CRM.



Zoom Etiquette

Be on time.

Make sure you are at your computer a few minutes before the meeting starts just in case your Zoom account needs to update.

Turn on your camera.

Nonverbal cues are a huge part of communication. Please don't attend a Zoom meeting with your camera turned off. Support the people who are speaking by allowing them to see your facial expressions.

Be aware of your mute button.

Additional background noise can be disruptive to the person who is speaking. Always double check that you are "muted" when you are not speaking to the group.

Avoid multi-tasking.

You wouldn't work on another project or check your phone if you were at an in-person meeting with someone, so give your coworkers your full attention during virtual meetings, as well.

Don't Zoom and drive.

Your safety is important. Pull over to join a Zoom meeting instead of driving while distracted!



TRAINING

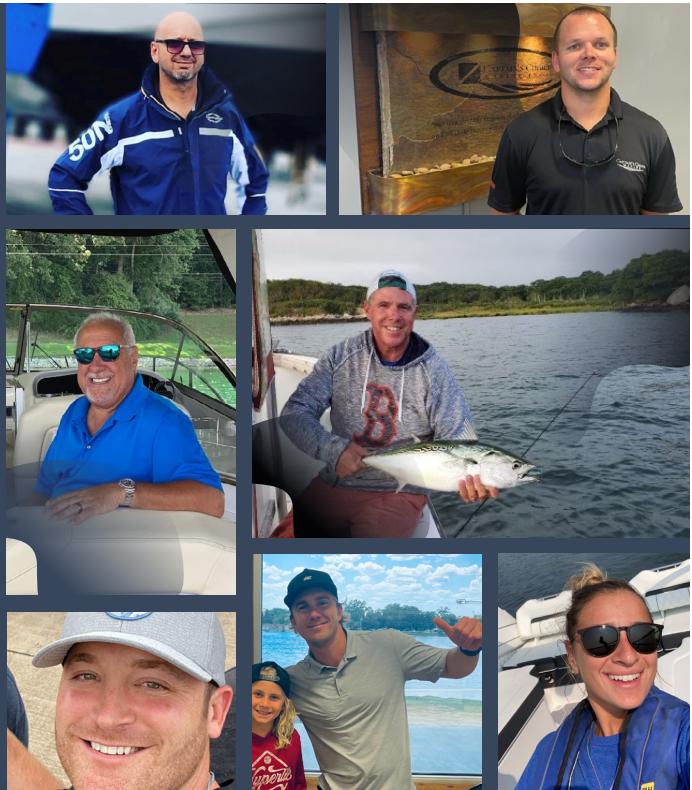


AUGUST 25TH, 10 A.M. ET

LIVE PANEL

Learn from the best. The 7 members of the Third Quarter Admiral's Circle will share their advice and best practices this Thursday.

[REGISTER](#)



Recap of "10 Ways to Elevate Your Event" Live Training

1. Make sure you know the goals of your event.
2. Use your regional marketing team.
3. Plan early and often.
4. Understand the difference between branding and marketing.
5. Your event (and its promotion) must be compelling enough to get people to take action.
6. Personal invitations are the key.
7. Cut through the clutter with post-cards.
8. Have a giveaway drawing.
9. Co-op where possible.
10. Make it FUN!

It's almost time for the Annual Video Contest!

Each year, we hold a company-wide video/photo contest for all OneWater stores/departments. Last year, the theme was "patriotic". [Click here to see last year's entries.](#)

This year, **we want to hear YOUR IDEAS for the contest theme.** Remember to keep the theme ideas broad, so that each store can put their own "spin" on it. **Everyone who submits an idea this week will be entered into a drawing to win a \$20 Amazon gift card!**

The theme and prize categories will be announced on September 2nd.

[View Recording and Event Checklist](#)

[Submit Your Theme Idea](#)

EVENTS



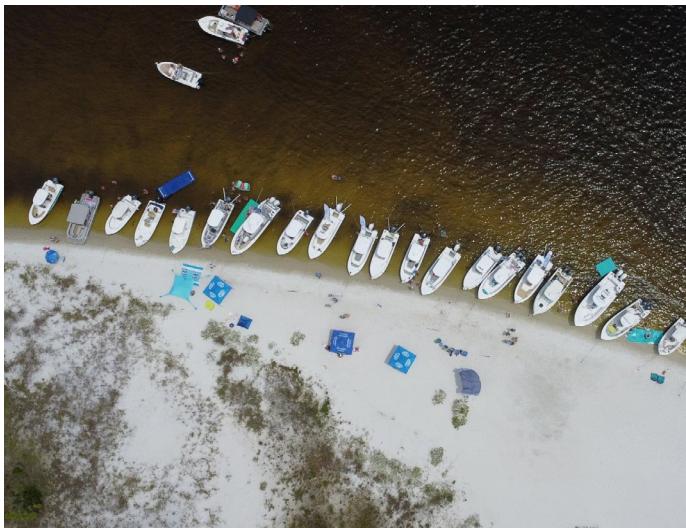
OneWater Yacht Group Bahamas Rendezvous

The OWYG team left Friday, August 12th, for Bimini. They traveled to Chub Cay and then left for Staniel Cay for 3 nights, where they did excursions and explored. They then headed to Nassau and then back to Bimini. The group consisted of 12 yachts and Riviera, Absolute and Sunseeker guests.

Submitted by Allison Helfen



EVENTS



Legendary Marine attended the Sportsman Boat Owners Sandbar Day this past weekend on Robinson Island in Orange Beach, AL. The event was planned entirely by Sportsman owners, and Legendary was proud to attend and introduce themselves to the area's Sportsman community. With attendees from Florida, Georgia, Mississippi, Alabama, and Louisiana, the team met Sportsman owners from all over. Legendary had raffles and giveaways, including concert tickets, a gift certificate to Florabama, Yeti cups, hats, koozies, floating keychains, and more.

Submitted by Matt Kuka

South Shore Marine had their final summer Customer Appreciation Event at The Keys on Put-in-Bay this past Wednesday. The team had perfect weather, and the event brought out more than 90 customers. Customers enjoyed an assortment of appetizers and drinks throughout the evening as well as entertainment by Galen Marten. South Shore's Regal representative, Lysle Spangler, joined them for the evening, as well.

Submitted by Troy Martin



COMING SOON

VIRTUAL TRAINING SEMINARS

REGISTER IN ADVANCE FOR OUR UPCOMING VIRTUAL TRAINING SEMINARS.
ATTENDANCE IS OPTIONAL AND OPEN TO ALL ONEWATER EMPLOYEES.

Admiral's Circle Live Panel *with the Q3 Admiral's Circle Winners*

August 25, 2022, 10 a.m. ET

The 7 members of the 2022 Third Quarter Admiral's Circle will share their advice and best practices and answer your questions.

Submitting HR Change Requests *with Nadiya Mallory*

August 30, 2022, 10 a.m. ET

Nadiya Mallory will walk managers through how to submit employee changes to Human Resources.

» REGISTER

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CUSTOMER REVIEW

American Boat Brokers

My husband and I have been looking for the perfect boat for our family all summer. We gave up on trying to find something local and just happened to come across a boat from American Boat Brokers. We sent a message about it late on a Friday and was immediately answered by Jackson. He volunteered to send us videos of the boat and promptly answered every message or phone call. He even sent videos of his mechanic checking the hours on the boat and looking it over. We pretty much made a deal on the phone and they held the boat for us for a week with a deposit since it was a 6-hr trip for us. Jackson recommended a nearby hotel to us and we arrived early on a Sat to check the boat out in person and take it on a test ride with Jackson and then finished up the paperwork with Tommy. The customer service from everyone there was worth the 6-hr trip to buy the boat and pull it home. I highly recommend to anyone boat shopping to give Jackson at American Boat Brokers a call.

-Kelly Trevathan

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UPCOMING EVENTS

August
25

Sundance
Benevolent
Event

September
10

Malibu
Reunion

September
10

Bosun's MD Cus-
tomer Appreciation
Event

September
15-18

Newport Boat
Show

**Sep. 29
-Oct. 2**

Great Conroe
Boat Sale

October
26-30

Ft. Lauderdale
International
Boat Show