



Everglades

NEWATER CONNECT

February 20, 2023

Did You Know?

While customers do care about the price and quality of products, a key factor in whether they continue working with a company is **SERVICE**.

89% of consumers are more likely to make another purchase after a positive service experience.

78% of consumers will do business with a company again, even after a mistake, if the company has great customer service.

Investing in new customers is between **5 and 25 times** more expensive than retaining existing ones.

58% of American consumers will switch companies because of poor customer service.

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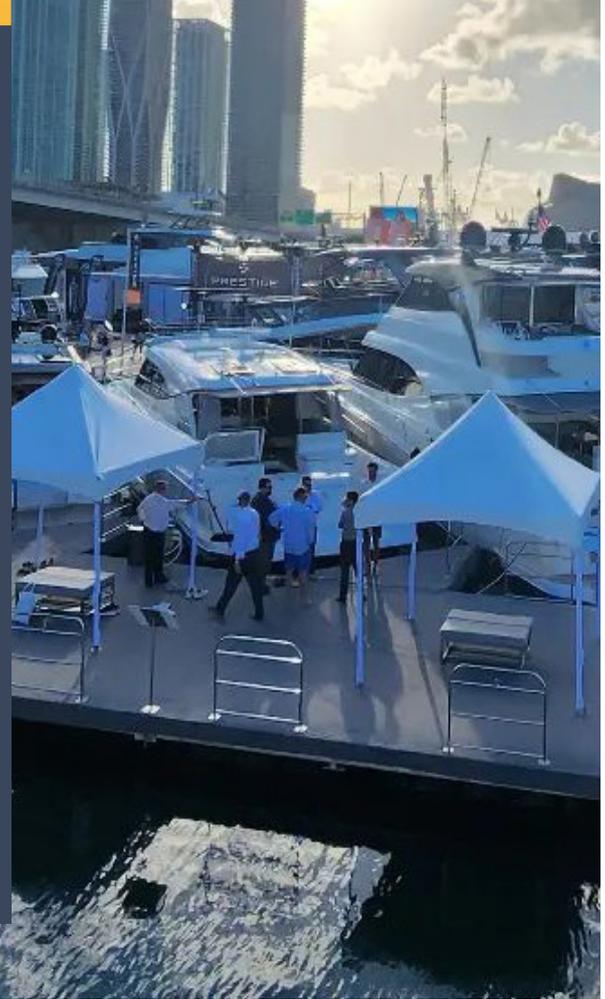
HARD WORK PAYS OFF AT MIBS

prep·a·ra·tion : something done to get ready for an event or undertaking.

This year's Miami Boat Show teams prepared themselves well by planning months in advance, conducting weekly preparation meetings, and training themselves on brands and OneWater tools before the show. This thorough preparation led to the most successful Miami Boat Show ever.

OneWater Marine sold 1.5x as many boats and generated twice as much revenue as the previous year. We saw solid results across all of our booths and locations.

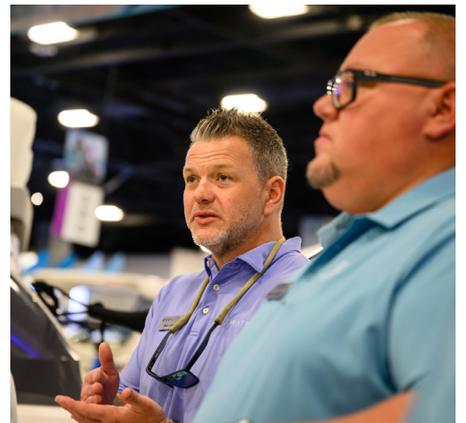
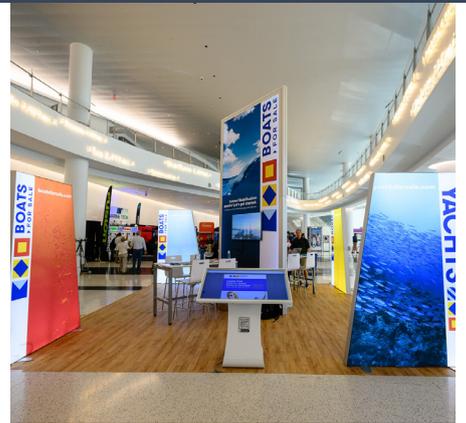
Great job, team!



EVENTS



MIAMI INTERNATIONAL BOAT SHOW 2023



COLUMBIA BOAT SHOW

Captain's Choice Marine had its best show in 10 years at the Columbia Boat Show. They were voted as the winner for best display!

The Columbia Boat Show show started with a small group of Columbia boat dealers in 1963 and has evolved and grown over the years.



NEW ENGLAND BOAT SHOW

The New England Boat Show went from being a 10-day show to a 5-day show this year. The Bosun's team CRUSHED it and welcomed many people into the Bosun's family. The team even got a big compliment from the show management on their excellent marketing.



CENTRAL MARINE MIAMI In St Pete

The Central Marine team may not have been in Miami, but Miami was certainly in them this weekend.

The Central team let customers know that there was no need to go all the way to Miami to score the best deal on a dream boat or to enjoy a fresh Cuban sandwich hot off the grill.

All Miami Boat show pricing and incentives were honored at their showroom event. All boats purchased during show dates received a free 20 hour service. They advertised that the 1st boat sold would receive a \$1,000 parts credit, the 2nd boat sold would receive a \$500 parts credit, and the 3rd boat sold would receive 2 boat bean bags.



SERVICE TEAM APPRECIATION

Billy Smith, a salesperson at Blue Creek Marina, provided lunch for the entire Blue Creek Marina service team last week.

What a great way to show appreciation for the team. The service team enjoyed the gift!

Submitted by Joe Scott



HIGHLIGHTS

Christmas Club Account

It's time again to take advantage of the Christmas Club Account, a simple way to set aside some of your hard-earned pay for the holidays. This year, you can log into Paylocity and enter the dollar amount you'd like to be deducted from each paycheck.

Please have this completed by Friday, February 24th.

The first check that will have the deduction will be 3/10/23.

The last check that will have the deduction will be 10/20/23.

Payout will be on 11/03/23 via direct deposit as a separate check; it will not be added to the bi-weekly payroll check.

Instructions:

1. Log into Paylocity
2. Select "Employee"
3. Select "Employee Payroll File"
4. Select "Payroll Setup"
5. Select "Deductions"
6. Select "XMASC"
7. Enter Amount (Per paycheck)
8. Select "SAVE"

Submitted by Krystal Ham

Inventory Photos

When taking horizontal inventory photos, make sure you turn your phone so that the top is facing the left.

Media Manager does not currently allow you to rotate photos, so it's important that the photos are turned in the right direction before you upload them.

Great images lead to great leads, which lead to great sales!

Top of phone



For a refresher on how to take great inventory photos, view [additional training](#) on the OneWater Training Portal.

Running a Parts Discrepancy Report

All members of the parts team should spend time each week reviewing the Parts Discrepancy Report. This report will help you find items that have not been received, been taken off of repair orders, been incorrectly billed, been received incorrectly, or been priced incorrectly.

[Click here](#) for instructions on how to pull the Parts Discrepancy Report.

TRAINING AND UPCOMING EVENTS

UPCOMING TRAINING SEMINARS

Submitting Out-of-Pocket Expenses through Concur

Tuesday, February 21st at 2 p.m. ET

Deirdre Sullens, OneWater's AP Manager, will walk us through the proper process for submitting out-of-pocket expenses.

Volvo Penta Monthly Onboarding Refresher

Thursday, February 23rd at 10 a.m. ET

Whether you're new to the Volvo Penta Business Partner family or you would like to refresh your knowledge surrounding the processes and procedures within the Volvo Penta business architecture, this training is for you.

Seakeeper Ride Training

Thursday, February 23rd at 2 p.m. ET

The Seakeeper Ride team will join us to share information you may not know about the awesome Seakeeper Ride system!

Steps for Reporting Workers' Compensation Injuries

Rescheduled: Tuesday, February 28th at 2 p.m. ET

Pat Larocco will outline the steps for reporting work-related injuries for workers' compensation claims. This training will be directed toward managers and store safety leads.



REGISTER

UPCOMING EVENTS

March

2-5

Atlantic Boat
Show

March

2-5

Bonita Boat
Show

March

3-5

Indian Lake
Boat Show

March

3-5

Emerald Coat
Boat & Lifestyle
Show