

DIGITAL DEALER RESOURCE:

How to Nurture Your Sales Leads, Digitally

You can stay connected with your customers in a variety of ways—both digital and analog. Reference this guide to spark ideas for keeping them excited about getting back to the water.

Digital Ideas



EMAIL A PERSONAL INQUIRY

Email a personal inquiry into their wellbeing without referencing boat sales at all. Point out something personal you remember about them.

EXAMPLE: *"Hi, John, this is Jane from Jane's Boat Shop. Just dropping a note to see how you and the family are doing. We miss seeing your crazy Hawaiian shirts in the shop! Stay safe, and we'll see you before you know it."*



KEEP YOUR BUSINESS ACTIVE ON SOCIAL MEDIA.

Help your customers stay positive by focusing on the fun times on the water—post one of the boat walk-through videos from the Brunswick YouTube channel. Keeping your business name in front of the customer will help make you a first choice for a real visit when you open again.



OFFER EASY-TO-USE BOAT KNOWLEDGE.

Your customers may find value in adding to their boating knowledge during this time. The resources at discoverboating.com range from entry-level to pro skills.



HAVE A VIRTUAL MEET-UP.

Set up a Zoom meeting or Facebook Live event with your customers to see how everyone is doing, share boating memories, answer questions or provide tips and talk about what they are looking forward to when it's time to get back on the water.

Traditional Ideas



WRITE A LETTER. Writing and sending postcards through snail mail is becoming a lost art. Grab some paper, envelopes and stamps and hand-write a note to your most valuable customers. The impact might just be incredible.



OFFER TO HELP. If you have an older or disabled customer near you with little family support, offer to pick up something from the store for them and drop it off. Be sure to follow CDC, state, and local guidelines for social distancing.



GIVE THEM A RING. Don't forget that the tiny super-powered computer in your pocket is also a telephone. Using discretion, call the customers with whom you have a personal relationship and ask about how they are coping with all the changes.

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