

DIGITAL DEALER RESOURCE:

Tips for Selling Remotely

Allow your customers to experience the convenience of purchasing a boat from the comfort of their living room.

STEP 1

Promoting a Virtual Visit

- ✓ Post inventory on your website or social media accounts. Share video walkthroughs (located on Brunswick's YouTube channel).
- ✓ Have your phone number visible on your website.
- ✓ Try using social media, your phone or a form on your website to connect and schedule a virtual visit with engaged customers through the platform they prefer.
- ✓ Advertise Virtual Visits and Remote Sales on your social media pages and your website.

STEP 2

Setting Up a Virtual Visit

- ✓ If the customer reached out through Facebook Messenger, you could offer and schedule a video call through it.
- ✓ If the customer reached out through phone, email or another form of communication, ask which software he or she prefers to schedule a live video appointment.

STEP 3

Closing the Deal, Virtually

- ✓ Show the boat features, talk with the customer face-to-face – think of a live video call as a conversation and have fun.
- ✓ Explain all details of the deal to your customer, offer financing options; prep/delivery process
- ✓ Use digital signature solutions such as DocuSign or Acrobat Reader for paperwork.
- ✓ Ask for feedback to become even better during your next virtual appointment.

Best Video Platforms TO MAKE THE SALE



Top Digital Platforms TO CLOSE THE DEAL



BAYLINER®

BOSTON
WHALES

CRESTLINER

CYPRESS CAY

HARRIS®

heyday

LOWE
BOATS

LUND

PRINCECRAFT
DOMINATE THE WATERS

QUICKSILVER®

Sea Ray®

THUNDER JET

UTTERN