

# Boat Lifts

Elevating Customer Satisfaction  
and the  
Bottom Line



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# Welcome!

## Thank you for attending!



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# Why do your customers need a boat lift?

## 1. Protection

- Securely Dry-Docked
- Wind and Wake
- Marine Growth
- Electrolysis
- Osmosis



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# Why do your customers need a boat lift?

## 2. Convenience

- No need to trailer
- No lost time at the boat ramp
- No more harsh hull cleaning
- Instant access to the water
- Quickly secure your boat at the end of the day



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# Why do your customers need a boat lift?

## 3. Long-term value of their boat

- Dry storing the boat protects the residual value by preventing the damage that can occur from electrolysis, osmosis, and repeated trailering.



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# Multiple Designs and Manufacturers

Regardless of your dock design, there is a boat lift that will accommodate your tenants.

- Floating
- Suspension
- Free-Standing



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# Why should your marina amenities include a boat lift dealership?

- You should be the first one to profit from your dockage investment
- Increased revenue from lift sales and rentals
- Direct control of who is doing work on your docks and the quality of that work



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# Why should your marina amenities include a boat lift dealership?

- Increased customer satisfaction – one stop shop
- Customer Retention
- Added convenience equates to more customer time at your facility



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# Maximizing the return on your Dealership

- Signage
- Product brochures
- Training your employees



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# Sales Makers versus Order Takers

Engage new and existing customers

- Do you currently own a boat lift?
- If so, what brand and style? Who is installing it?
- If not, let me explain the benefits and what we offer.



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# Q & A



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