

Tell Me What You Want



Prepared for:

DOCK EXPO

December 6 - 8, 2022

**Nashville,
Tennessee**



Presented by:

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What do *YOUR* customers really want from your facility ?

What are their expectations, must-haves & wishes ?



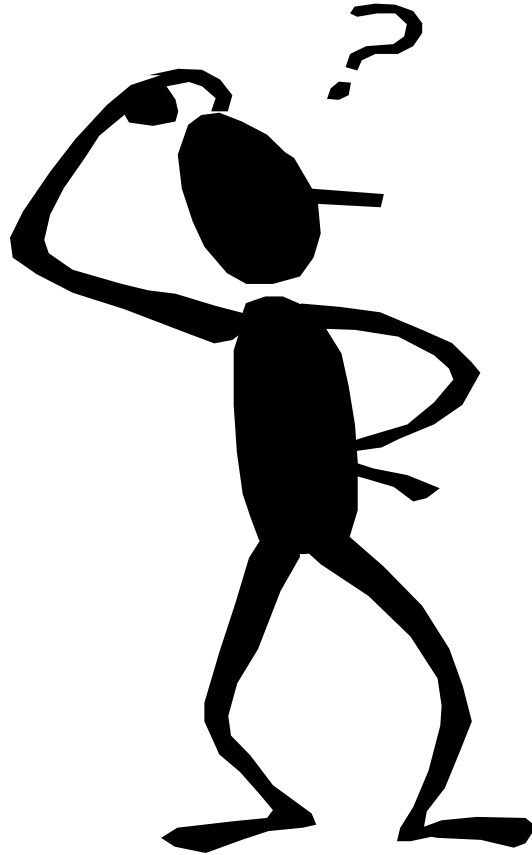
... and what can you do better?

*...because if you don't know what your customers want,
it's awfully hard to satisfy them !*

- ❖ Why do customers come to YOUR facility as opposed to another?
- ❖ Why do customers leave? (Are you upset when a customer leaves??)
- ❖ What do your customers really like about your facility?
- ❖ What are your biggest assets?
- ❖ What are you biggest challenges?



And just how do you find out what they want ???



Nothing beats one-on-one in-person conversation !



How about a dedicated cell phone for customer complaints, comments & feedback ?



Monitor customer reviews ... & try to reply when you can

4.3 ★★★★★ 254 reviews ⓘ



Karen Duffe

7 reviews

★★★★★ 5 months ago

Great place to buy a boat from or dock your boat at fantastic people and customer service. We have been members for over 10 years and love it



Joshua R

8 reviews · 1 photo

★★★★★ a year ago

Recently moved boat here. My family wanted to experience South shore. Experience has been excellent. I had an issue with my boat and Tom immediately had someone help me so my family's day on the water would not be washed out. There are always people to help. Even at the gas dock, never a wait and beyond helpful. Such a nice place to keep your boat!!!!!!



Google
Verified Reviews
★★★★★



Formal or informal customer surveys

Does not have to only be, “How are we doing 1-5 ?”

What do you like most about the marina?

What do you wish we had?

What kind of boater education would interest you?

What kind of social activities would you like to see?

Just – be sure to follow up
– and don’t overdo it !





What are the important items on *customers' minds?*

- ✓ Location, Location, Location
- ✓ Protection From The Elements
 - ✓ Adequate Water Depths
 - ✓ Restrooms
 - ✓ Internet
 - ✓ Being Catered To - Service

As well as:



- ✓ **Clean, Attractive & Inviting Facility**
- ✓ **Safe & Secure Conditions**
- ✓ **Adequate Utilities**
- ✓ **Upland Amenities**
- ✓ **Promptly Returned Phone Calls/Emails**
- ✓ ***Friendly, Helpful and INFORMED Employees***



- ✓ *Instant Gratification*
- ✓ *To be Treated Special*
- ✓ *Hassel Free*
- ✓ *Boat Works*

✓ ***I'm the customer and I matter***



*The one approach that becomes
more and more important*

SERVICE

SERVICE

SERVICE



***More and more customers
are expecting Concierge Service
And there are all types***



From having a knowledgeable employee(s) in the marina office

To full greeting of arriving boats – and helping with disembarking boats

***Providing morning newspapers and muffins or other breakfast treats for
those overnighting, providing bicycles for land adventures and/or
transportation to town***

To anything and everything one can imagine

What happens in the first 30 second as you approach a facility?

People make a judgment as to the type of a facility and whether they are going to enjoy it!



What happens in the next 60 seconds as you enter the facility?

The initial judgement is changed or solidified!

What happens in the first 5 minutes of entering a facility?

The impression is totally cemented in one's mind – good, bad or indifferent!



What is your first impression?



FIRST IMPRESSIONS



*Clean, neat and inviting
are musts today*



**Do not
forget the
view from
the water**



ATTRACTIVE RESTROOMS - #1 ISSUE WORLDWIDE



There is no one
magic formula



Party all the time!

WEEKEND ENTERTAINMENT

FRIDAY JULY 13
ONLY IN AMERICA 7 - 10 PM

SATURDAY JULY 14
DAN DONNELLY 1 - 4 PM
NITework 6 - 10 PM

SUNDAY JULY 15
NO REQUEST BAND 4 - 8 PM

SUMMER TIKI BAR at OAHU LABOR DAY WEEK

| FRIDAY September 3rd | SATURDAY September 2nd | SUNDAY September 4th | MONDAY September 5th |
|------------------------------------|----------------------------------|--------------------------------------|-----------------------------------|
| JOHNNY KROO 4:30-6:30 | JOHNNY IRISH 3:30-6:30 | DOUBLE PLAY 2:00-5:00 | JHAUS BAND 2:00-6:00 |
| IN THE GROOVE 7:00-10:00 | KRUSH 7:00-10:00 | EAST COAST BAND 7:00-10:00 | DANG! BBQ OPENS AT NOON |



Or a quiet, quintessential New England cove!



Providing Customers with the
***Services and Service
that they are looking for***

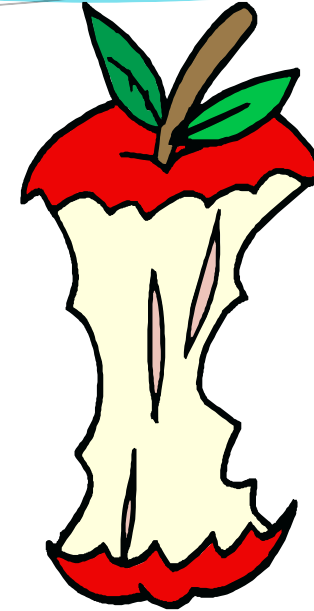
***And make sure your
customers, and
potential customers,
know what you are
providing !***



What is the **MAIN CORE** of your business?

Could be :

- Wet or Dry Slips - Summer and/or Winter Storage
- Sale of Boats and/or Engines
- Service Department
- Bar/Restaurant
- A combination of the above and/or other



NEEDS TO BE DESIGNED FOR:

**#1 FUNCTIONALITY, EFFICIENCY
and EASE OF USE**

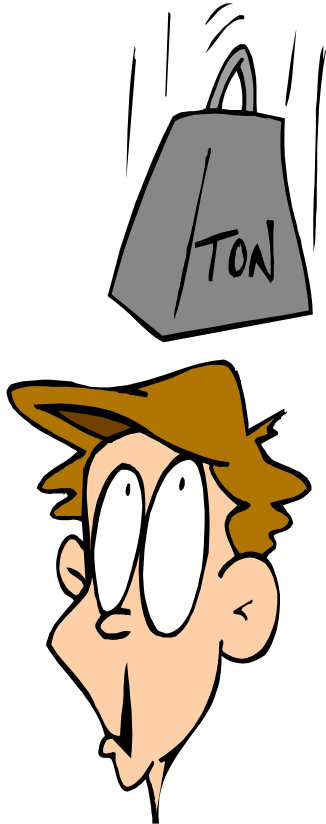
#2 Costs

#3 Aesthetics



OPERATIONS:

Some possible Observations and Thoughts:



When do most customers ...

- *use their boats?*
- *discover that they have **problems?***
- *want to talk to someone?*

When are mechanics not on duty?

When are most managers not around?



WEEKENDS and HOLIDAYS!

Having a manager & mechanic on duty
makes a tremendous difference,
and can truly save the day!



Joshua R

8 reviews · 1 photo

★★★★★ a year ago

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Like



The YIN and YANG

Bundle Services and Charge More ?



Unbundled Services and have Numerous Charges?

REALITY IS IN THE ART OF COMMUNICATION



*and
both
work*

SURPRISE YOUR CUSTOMERS BY GOING THE EXTRA MILE

Return Boats *CLEANER THAN* you get them

How about a paper mat
with your name and logo?

Undertake *Free* Inspections

Invite Customers to visit during repairs
You might be surprised at additional
WORK ORDERS and
CUSTOMER HAPPINESS!!

Do not promise **what you *cannot* deliver ... and**
DELIVER WHAT YOU PROMISE

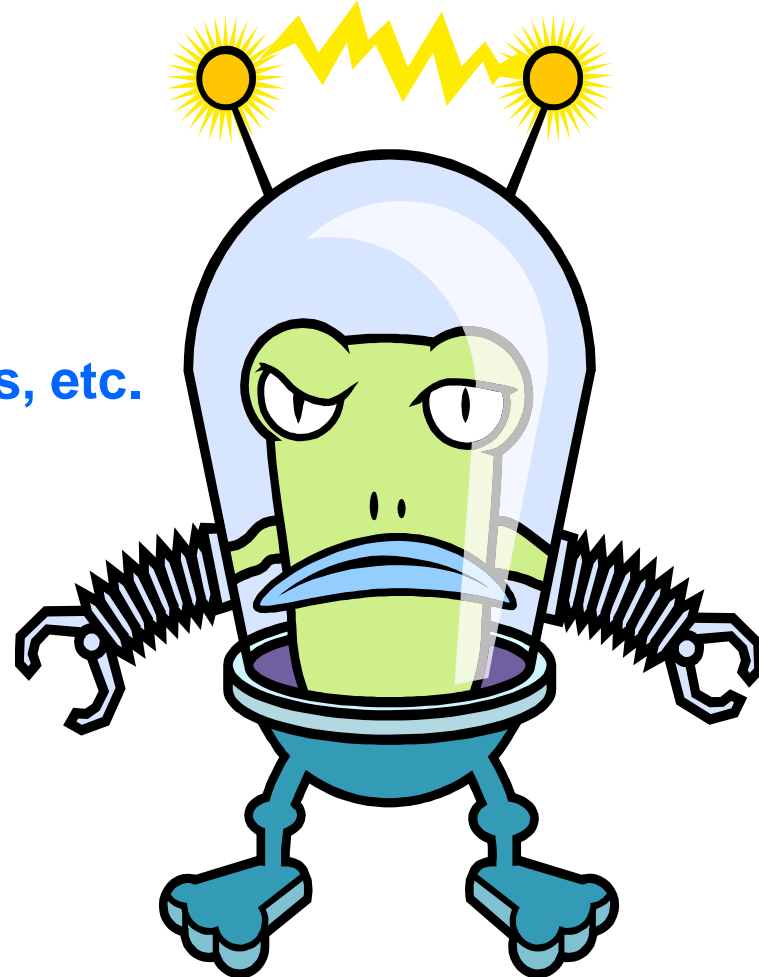


HOW ABOUT A WELCOME-WAGON APPROACH?

Work with other local merchants
and Chamber of Commerce

Possible discounts to restaurants, shops, etc.

Great for Transients
and Desired by Regulars



DO NOT FORGET THE FESTIVALS

Definitely can be Money Maker

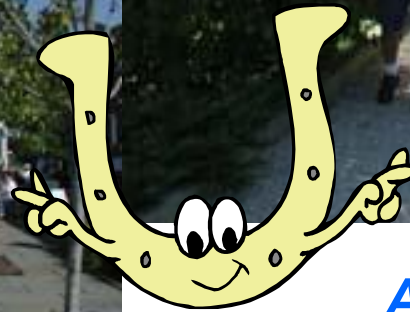
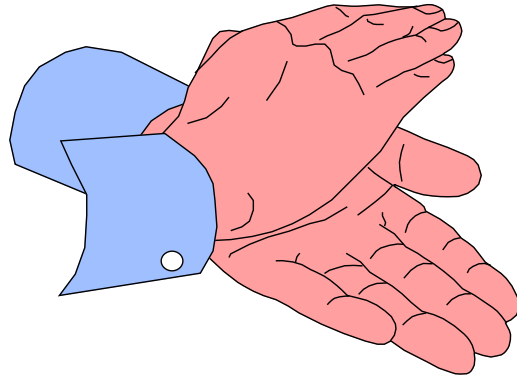
Great Advertising



FANTASTIC
COMMUNITY
GOOD WILL

Potential NEW Customers

CUSTOMER APPRECIATION DAY



***After all
THEY ARE
THE CUSTOMERS!!***



NEVER FORGET the Simplest Rule:



TREAT EVERYONE THE WAY YOU WOULD LIKE TO BE TREATED!

Or better yet:

TREAT YOUR CUSTOMERS *BETTER* THAN YOU WISH TO BE TREATED!

Make Boating *HASSLE FREE* for Your Customers

Increase the *HOSPITALITY* experience

Anticipate and *MORE THAN* Meet Needs -

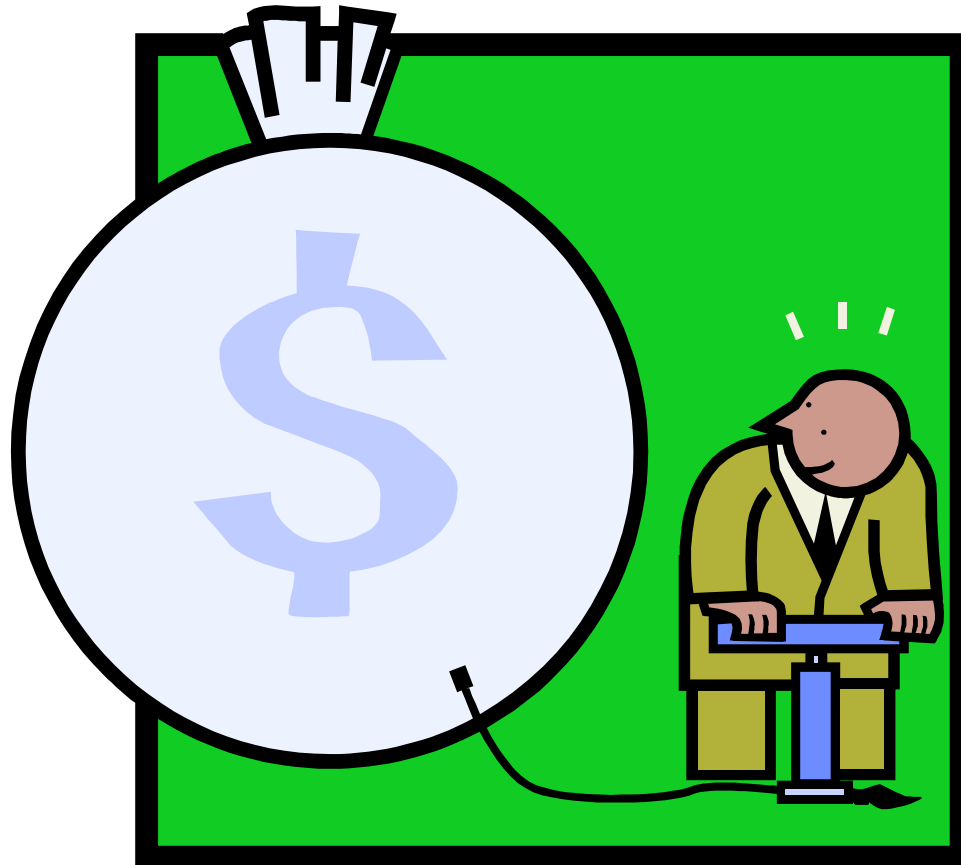


Do not be bashful in charging for it ...
BUT communicate so the
CUSTOMER *PERCEIVES*
THE VALUE OF THE SERVICES

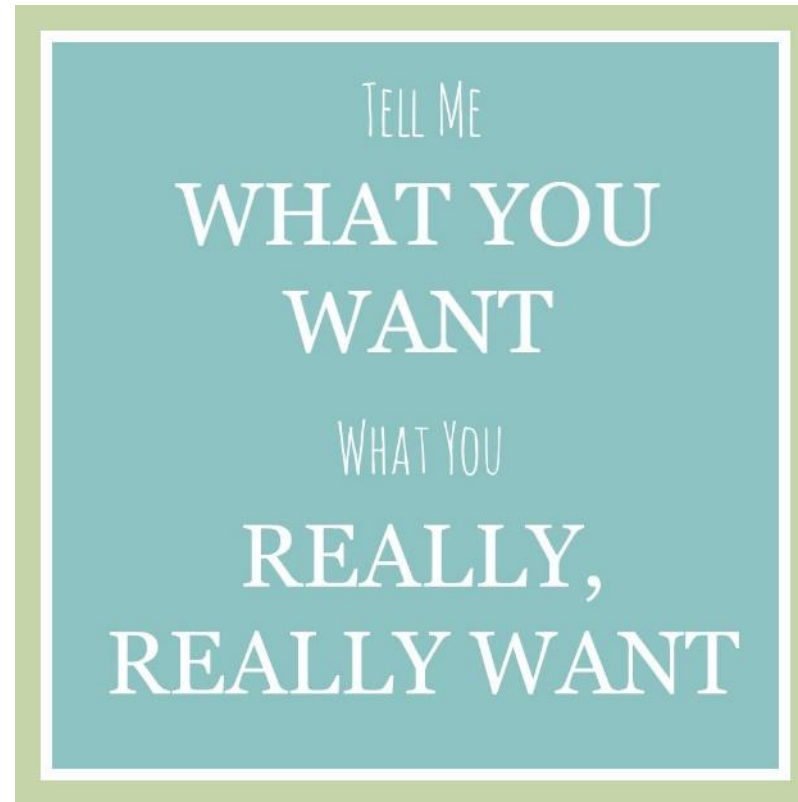


For the Naysayers, look at Disney!

Happy Customers = Increased Profitability



As you work towards giving your customers what
THEY want, don't forget to flip the question around:
What kind of customers do I really want?



QUESTIONS?



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