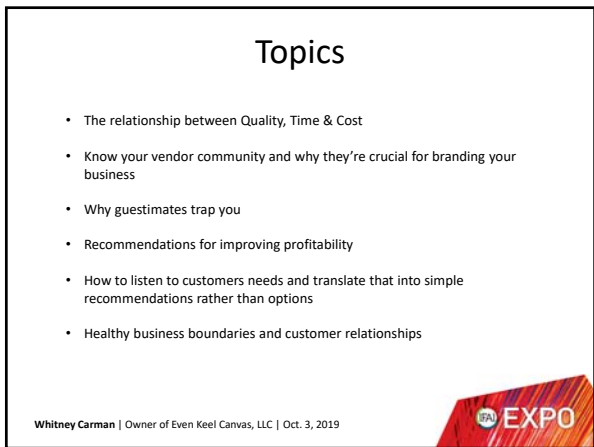




1




2



3


The Economic Triangle



What can you do?

- Wood working
- Foam Fabrication
 - Patterning
 - Upholstery
 - Welding
- Metal Fabrication
- Sourcing Variety of Products
 - Accounting
 - Estimating
- Problem solving in 3D
- Mounting things on buildings
 - Carpet & Flooring
 - Industrial Sewing

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4

Vendor Community



- Luxury Vendor List
- Marina Managers
- Marina Maintenance Workers
- Parking Gate Attendants
- Yacht Managers
- Electricians
- Wood Workers
- Other Canvas Vendors
- Fuel Dock Attendants
- Local West Marine
- Local Hardware Shops
- Local Restaurants
- Dive Shops
- Sailing Companies
- Sailing Racing Involvement


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5

The Guessing Game Trap

Make **guessing** a formula.




"If I guess too high, I'll lose the job. If I guess too low, I'll wish I hadn't gotten it."

"If I make my hourly rate on a project, I'm lucky."

$$(1+x)^n = 1 + \frac{nx}{1} + \frac{n(n-1)x^2}{2!} + \dots$$

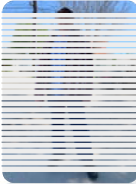


EXAMPLE: \$249.50/per yard for projects with windows, plus a la carte items generally charged by the foot, or standard upgrade price. Always start high with everything they need, that sets the standard for their expectations. Prepare a second estimate removing high-end items, like Solarfix, Polycarbonate and options.

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Improving Profitability

- Appearance: Who would you pay more?
- Continuing Education: You are never too old, or too knowledgeable to try and improve what you know
- Make a formula for estimating that sets you above the rest
- Transitioning old problems into new goals one at a time.

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7

Recommendations

How do they use their boat?



- What do they say they want
- How often do they use their boat?
- What conditions do they go out in? Are they fair-weather boaters?
- Will they cruise the boat in the next 5-10 years?
- Do they plan on keeping the boat or selling it in the next 2-5 years?
- Most people don't know what they want

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8

Boundaries

Verbal tools that will enhance your reputation.

"I need this done ASAP."

"I understand you want this done ASAP. I have already made commitments to other customers. (OR) Would you like to pay the expediting fee?"

"I cannot sell the boat until this is done."

"I understand you want to sell quickly. My timeline is ..."


"Can you come take a look at this real quick? It'll only take a minute."

"No, but you can give me your number? I'll call you when I'm done, and we can set up a time." (OR) "Unfortunately, my quality suffers when I get distracted. I prefer working on one thing at a time, but I will call you when I'm free."

"I only have \$5,000 in my budget."

"I appreciate someone who budgets for luxury items; it shows you appreciate quality and the cost of doing business. We can remove Solarfix, Makrolon and remove the back section of the enclosure to meet your budget."

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10



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