



Sam's Dock | Whole-Dealership Online Training

www.wheelhouse.college

Management Curriculum (7 course | 64 lessons)

Changing Business Strategies Mini-Course (4 lessons)

This course introduces a collection of innovative management strategies to increase efficiency and profitability.

General Manager, Level 1_ (14 lessons)

The series begins by outlining unique qualities and concepts that differentiate a want-based industry from a needs-based industry. You'll hear how emotion rules over logic when buying a boat, how first impressions of your dealership are paramount to its success, and that by mandating behaviors within your team you can build smooth systems. Understanding what people really want from your dealership will be the foundation for the rest of the General Manager series.

General Manager, Level 2_ (10 lessons)

Level 2 of the General Manager Series highlights key personality types you'll encounter both in your customers and in your team members regularly. Understanding how to interact with each personality type is vital to a manager's success. This course covers the importance of having a system and why keeping score in your departments motivates your team and creates accountability.

General Manager, Level 3_ (9 lessons)

Level 3 of the General Managers training series explores topics including the overall health of your organization, CSI and ESI scores, and 'The Attitude of Gratitude.' Several lessons are devoted to the importance of the right outlook on your business and how critical your attitude is to success.

General Manager, Level 4_ (10 lessons)

The 4th level of the General Managers Series provides tips for staffing your team. Lessons cover recruiting, the train-and-hire strategy, pay plans for different roles, and strategies to help recognize deficiencies in your overall staffing plan. This course sets out to answer the eternal question: How can you get the best performance out of your team?

The Time Management Series (11 lessons)

This course will equip you with strategies to make the most out of your day. You'll learn how to get more done by maximizing your output and minimizing your obligations.



Trade Tips Mini-Series (6 lessons)

The course outlines strategies on how to take a trade-in, hold value, give a fair price, set the new boat customer up properly so that when it comes time for them to trade in their boat they come back to your dealership, and more.

Finances and Insurance Curriculum (6 course | 72 lessons)

F&I Administration, Level 1 (12 lessons)

This series begins with an introduction to our relationship-centered sales philosophy with a focus on customer motivation in want-based industries. Key topics include the vital first impressions and how to create long-term relationships with customers as a foundation for a successful career. Level 1 of the series emphasizes how an understanding of behavior and drive are crucial to the salesperson's success.

F&I Administration, Level 2 (15 lessons)

This course dives deeper into the importance of first impressions, maintaining a personal connection throughout customer interactions, and making it easy for customers to make a purchase. These three elements help to build a long-term relationship where you are the obvious choice for future needs. Also included are insights for handling day-to-day salesperson challenges.

F&I Business Manager, Level 1 (10 lessons)

Level 1 of the F&I Business Manager Series introduces our relationship-centered sales philosophy and the key principles of customer motivation in want-based industries. The course emphasizes how an understanding of behavior and drive are crucial to the salesperson's success.

F&I Business Manager, Level 2 (13 lessons)

The 2nd level of the F&I Business Manager Series begins by exploring what consumers really want. The second half of the course focuses on the importance of "keeping score," having (and using) a system, and additional sales psychology topics.

F&I Business Manager, Level 3 (10 lessons)

The 3rd level of the F&I Business Manager Series covers menu selling and several key topics relating to effective team management.

F&I Business Manager, Level 4 (12 lessons)

Level 4 of the F&I Business Manager Series outlines key principles of the psychology of selling, including a discussion on the 4 basic personality profiles and how to interact with them. Further, Sam teaches the 1st step of the Sale Process along with how to build a relationship with a customer, all of which your team will be learning in their Sale Process training on Wheelhouse College. Lastly, Sam offers a reminder to stay in front of issues, be committed, and lead by example.



Marketing & Administration Curriculum (2 course | 28 lessons)

Receptionist, Level 1 (14 lessons)

This two-course series begins with an introduction to a relationship centric sales philosophy and how it is vital to success in a want-based industry. Key topics covered include your personal motivation to take action in your career, learning about your customers' uniqueness, and understanding the importance of mandated behaviors and system in the dealership.

Receptionist, Level 2 (14 lessons)

Level 2 of the Receptionist Series dives deep into the importance of the greet. Likely the first contact between a potential customer and your business, the greet is a prime opportunity to set the foundation for a productive and profitable long-term relationship. This course defines out the processes that will help set that foundation.

Parts & Accessories/Pro-Shop Curriculum (5 course | 66 lessons)

Parts & Accessories/Pro-Shop Manager, Level 1 (14 lessons)

This course presents an introduction our relationship-based sales philosophy from the P&A perspective for managers and details the key characteristics of a want-based industry.

Parts & Accessories/Pro-Shop Manager, Level 2 (12 lessons)

The 2nd level of the P&A/Pro-Shop Managers Series focuses on keeping your team motivated and working at peak performance. Also included are key topics surrounding staffing, including recruiting new talent, and assessing your existing team.

Parts & Accessories/Pro-Shop Manager, Level 3 (12 lessons)

The 3rd level of the P&A/Pro-Shop Managers Series gives you the tools to ensure your team is successfully building relationships with their customers. Sam closes with some insights for handling tough situations that will inevitably arise.

Parts & Accessories/Pro-Shop Sales, Level 1 (14 lessons)

This course presents an introduction our relationship-based sales philosophy from the P&A perspective for salespeople and details the key characteristics of a want-based industry. Sam explains in detail how sales can be significantly increased when salespeople understand what your customers truly desire.

Parts & Accessories/Pro-Shop Sales, Level 2 (14 lessons)

The 2nd course in the P&A/Pro-Shop Sales Series focuses on motivation. Sam discusses the impact salesperson attitude and motivation has on sales success in a want-based



industry. Also covered is the theory that tracking your productivity will help improve your dealership stats.

Sales Curriculum (17 course | 213 lessons)

Follow Up Mini-Series (5 lessons)

This course introduces best-practice strategies to build and reinforce customer relationships in follow up interactions.

Millennial Update Mini-Series (3 lessons)

This course is designed to introduce salespeople to the purchasing habits and preferences of the Millennial generation.

Outbound Phone Call Mini-Series (5 lessons)

This series is a collection of outbound phone call campaigns that will keep your dealership engaged in relationships with your customers.

Sales Manager, Level 1 (13 lessons)

This course offers an introduction to our relationship-based sales philosophy from the sales manager perspective and details the key characteristics of a want-based industry. Also included is a detailed discussion of the importance of behavior and drive to the overall success of your team.

Sales Manager, Level 2 (14 lessons)

Level 2 of the Sales Managers Series delves deeper into consumer psychology with a focus on providing the customer with what they want and need. We'll introduce valuable acronyms like FORM and GREET to help you teach your team the most efficient way to create long-lasting relationships with customers.

Sales Manager, Level 3 (12 lessons)

Level 3 of the Sales Managers Series covers the “acquire” step of the sales process, which relies on listening deeply to the customer. You will also learn techniques grounded in human psychology to entangle yourself with the customer successfully. (It's not as strange as it sounds!)

Sales Manager, Level 4 (12 lessons)

Level 4 of the Sales Managers Series takes a look at how numbers affect the success of your team. Do you keep score? You will also discover best-practices and tips for managing your team.



The Digital Sales Process (12 lessons)

This mini-series is designed to give you the tools necessary to help your dealership make more sales in a digital landscape. How do you capture, relate to, and follow up with your online customers?

The Psychology of Selling, Level 1 (12 lessons)

The Psychology of Selling Series is an exploration of human psychology and how to use the science of behavior to be achieve the pinnacle of performance on the sales floor. You will learn about brain chemistry, personality types, the type of salesperson you are, and most importantly, what your customers want and how to give it to them.

The Psychology of Selling, Level 2 (14 lessons)

Level 2 caps off the series by outlining the 8 types of salespeople, offering you a perspective on how to identify the types of salesperson you are and how to become more effective.

Unit Salesperson, Level 1 (15 lessons)

This course introduces our relationship-based sales philosophy from the sales floor and details the key characteristics of a want-based industry. What really drives people? You will learn about the power you have when you understand your customer's true passions.

Unit Salesperson, Level 2 (13 lessons)

This course explores personality profiles and digs deep into the most essential and introductory step of the Sales Process, creating a relationship with the customer. You will learn about the "Acquire" stage of the Sales Process and will discover how to explore products with your customer based on everything you've learned about them while in the relationship stage.

Unit Salesperson, Level 3 (14 lessons)

Throughout Level 3 of the Unit Salesperson series, Sam offers many strategies to use in the Greet phase. You'll learn how to approach a customer, how to steer them into a relationship-centered conversation first, how to determine what is valuable to them, how to listen actively to what the customer is telling you, and much more. This level continues to coach you through the steps of the Sales Process to the "closing wheel" which categorizes closing objections into 7 buckets that build the wheel.

Unit Salesperson, Level 4 (14 lessons)

The 4th level of the Unit Salesperson Series focuses entirely on Closing Strategies. You will learn nearly two dozen strategies for overcoming customer objections. Sam discusses how important it is for salespeople to be sincere, knowledgeable, present, enthusiastic, and resourceful.



Unit Salesperson, Level 5 (11 lessons)

The 5th level of the Unit Salesperson course is all about Closing Strategies to be used in various situations found inside of the Closing Wheel buckets, as previously discussed in level 3. Sam walks through 9 different scenarios outlining strategies for overcoming customer objections in each instance. There are more to come in Level 6!

Unit Salesperson, Level 6 (10 lessons)

Continuing in level 6, Sam will outline 10 more Closing Strategies, including how to leverage financing when overcoming a customer's objection about affordability. He shows you how to incorporate multiple strategies in your closing techniques, how to lean into one strategy and circle back with another, when necessary, ultimately finding the perfect encouragement for the customer to close now.

Unit Salesperson, Level 7 (15 lessons)

In this final level of the Unit Salesperson Series, Sam has 4 MORE Closing Strategies for you! He continues this course emphasizing the importance of logging every customer in your CRM and practicing your system of logging customers. Sam ends the series encouraging you to maintain good systems in your shop, keep score in your departments, stay in front of issues, inspire your customers to buy, and at the end of the day check in and ask yourself if you've done all you can do.

Service Curriculum (11 course | 112 lessons)

Service Manager, Level 1 (15 lessons)

The first course of the Service Manager Series presents introducing you to our relationship-centered sales philosophy from the service perspective and the key characteristics of a want-based industry. The content enforces the critical impact of behavior and drive on the success of your team.

Service Manager, Level 2 (12 lessons)

Level 2 of the Service Manager Series provides an in-depth look at the psychology of the people coming to your department and how to best assist them.

Service Manager, Level 3 (11 lessons)

The 3rd level of the Service Manager Series focuses on systems that will make your department run smoothly.

Service Manager, Level 4 (12 lessons)

The 4th level of the Service Manager Series presents tips for efficiently managing your team and insights for handling challenging situations.



Service Menu Selling Mini Series (5 lessons)

This course presents cutting-edge insights into the value of selling packages in the Service Department. We introduce a step-by-step system and set of techniques for increasing your CSI scores, margins, and cost per repair order. You will learn how a strategic repair order cycle can benefit your store and your team.

Service Writer/Advisor/Warranty Administrator, Level 1 (11 lessons)

The Service Writer Series begins with introducing you to our relationship-centered sales philosophy and the key characteristics of a want-based industry. The content enforces the critical impact of behavior and drive on your overall success.

Service Writer/Advisor/Warranty Administrator, Level 2 (12 lessons)

The 2nd level of the Series is a more in-depth look at the psychology of the people coming to your department and how to better assist them.

Service Writer/Advisor/Warranty Administrator, Level 3 (8 lessons)

The 3rd level of the Series gives you the tools to handle the challenges that will come your way.

Technician/Porter, Level 1 (10 lessons)

The Technician/Porter Series begins with an introduction to our relationship-centered sales philosophy and the key characteristics of a want-based industry. The content enforces the critical impact of behavior and drive on your overall success.

Technician/Porter, Level 2 (8 lessons)

Level 2 of the Technician/Porter Series delves deeper into the psychology of your customers.

Technician/Porter, Level 3 (8 lessons)

The 3rd level of the Technician/Porter Series is about engaging your customers in a way that keeps them coming back.