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National Safe Boating Council, Partner Associations Collaborate to Offer New Point of Sale
Program to Improve Sales, Boating Safety

Proper education leads to a lifetime of fulfillment aboard a boat

Bristow, VA (May 9, 2013) – The No. 1 goal of both marine industry and boating safety professionals is to help today’s boat buyers maximize their enjoyment when spending time on the water. Behind that goal is the simple understanding that proper education leads to a lifetime of fulfillment aboard a boat.

Today, the National Safe Boating Council, in collaboration with the Marine Retailers Associations of the Americas and the Association of Marina Industries, has introduced its new Boat Pro Point of Sale training program. This online video series provides time-efficient training opportunities designed to educate marina personnel, recreational boat dealers, marine retailers and others who sell products and services to boaters on how to educate their customers on today’s safety equipment requirements.

“Boat Pro Point of Sale will help everyone involved in the boating industry promote boating safety through education before a recreational boater even gets on the water,” said Virgil Chambers, executive director of the National Safe Boating Council, who manages the Boat Pro Point of Sale program. “Our partners have made this program an integrated tool to help marina and retail sales professionals guide recreational boaters to the safety equipment they’ll need to have a fun and enjoyable time on the water.”

The Boat Pro Point of Sale program is designed to educate sales professionals on how they can assist recreational boaters when it comes to making the right decisions about buying safety equipment and the contents of a U.S. Coast Guard safety kit. The knowledge and insight provided by the Boat Pro Point of Sale trained professionals will not only create greater boating enjoyment for the consumer, but will also provide numerous up-sell opportunities for the sales professionals and their businesses.

“Talking about safety is rarely an easy and enjoyable part of the sales process,” says Matt Gruhn, president of the Marine Retailers Association of the Americas. “But if we’re going to truly help today’s boaters get the most out of boat ownership, it’s a necessary part. The new training program helps sales people understand how easy it can be to educate their customers, and it gives them the confidence to know that by using the ideas in these videos, they can help their customers enjoy a lifetime of boating.”

Hosted by Ship Shape TV Host John Greviskis, Boat Pro Point of Sale offers short, informative videos covering different marine safety products and concepts. After watching the videos, marine

professionals can test their knowledge with a short exam, and once all seven sections are successfully completed, they will receive a certificate of completion and can receive continuing education credit. The program and website also feature a free safety education checklist to guide trained sales professionals on how to outfit the boater, as well as the boat. These and other features of the Boat Pro Point of Sale are available exclusively online at SafeBoatingCouncil.org/BoatProPointofSale.

Boat Pro Point of Sale was produced under a grant from the Sports Fish Restoration and Boating Trust Fund, administered by the U.S. Coast Guard.

About the National Safe Boating Council

The National Safe Boating Council (NSBC) is the foremost coalition for the advancement and promotion of safer boating through education, outreach, and training. The NSBC accomplishes this mission by promoting outreach and research initiatives that support boating education and safety awareness; improving the professional development of boating safety educators through training; and developing and recognizing outstanding boating safety programs. To learn more about the NSBC and its programs, visit SafeBoatingCouncil.org. Be sure to follow on Twitter at twitter.com/safeboatcouncil and LIKE on Facebook at facebook.com/NationalSafeBoatingCouncil.

About the Association of Marina Industries

A non-profit membership organization dedicated exclusively to serving the needs of the marina industry. AMI also manages the International Marina Institute and the International Marina & Boatyard Conference. For more information, visit MarinaAssociation.org.

About the Marine Retailers Association of the Americas

The Marine Retailers Association of the Americas is the only North American association dedicated to furthering the interests of boat and engine dealers and other marine-related retailers throughout North America. Under the umbrella of MRAA Rewards, the MRAA offers a host of cost-saving, revenue-generating, business-improvement, and professional-development benefits exclusively for its members. MRAA is the united voice of marine retailers. For more information, visit MRAA.com.

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