



TRACKER WAY

2016 Tracker Way Professional Sales Training

Independent Dealers



Training Survey Discoveries

- Issue: Training takes too long and associates are rushed thru it
 - This year Training will be released in waves so associates have time to complete sections
- Issue: Need Mercury information
 - Module 12: Mercury Marine



- Issue: Tests do not grade fill-in questions correctly
 - All tests in 2016 MY Training are T/F or Multiple Choice

- Issue: Sales Process Videos are too long
 - 2016 Tracker Way Sales Process is completely new



TRACKER WAY

Captain's Club



- Completion of the 2016 Tracker Way Professional Sales Training qualifies for enrollment in Captain's Club
- Captain's Club is a recognition program that awards points quarterly to a valid Bass Pro Shop Outdoor Rewards Card.
- Sales registered after Certification is obtained count for points
- If first time certification is obtained by 12/25/15 points for Q4 2015 will be allocated



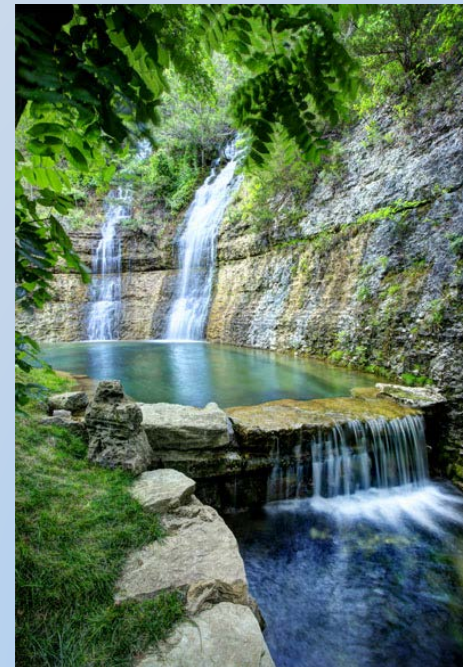
Captain's Club Bonus Points

- Opportunities to earn bonus Captain's Club points will be available throughout the year to Certified Consultants.
- Bonus Points are awarded for completion of role play activities, select training surveys, and additional training activities.



Captain's Club Grand Prize

- Highest point recipient in each region earns an expense paid 2 night stay at Big Cedar Lodge and Dogwood Canyon passes for 2.





Captain's Club Questions

Please email

dealerservices@trackermarine.com. Please provide associate name, dealer number, and serial number of the sale in question.



TRACKER WAY

Getting Started

2016 Program



How to get Enrolled

- Login to TracNet
- Navigate to Tracker University tab
- Click the link to Register
- Or Navigate to

www.basspro.mlearning.com/independent

Independent Dealer Training Registration

If you are an Independent Dealer, click [HERE](#) to register for iPad and PC versions of the training.



PC Training Link

- The link to access training via PC is located on the TracNet Tracker University Page

Begin Training Via PC

After registration, you may begin training on your iPad. If you do not have an iPad, you can begin training on your PC. Click [HERE](#) to get started.

<https://basspro.mlearning.com>

Program will work the best using Google Chrome as the browser but will also work in Internet Explorer 10 or higher.



iPad Training

- Download the CellCast App from the App Store
- Registration Codes for Independent dealers are located in TracNet under Tracker University



What's New 2016: Review Questions

- Review Questions:
 - PC: Review questions will automatically pop up after sections that have questions assigned to them
 - iPad: a prompt will pop up to take the “survey questions
- Review questions are taken directly from the Certification Exam and will give you the correct answer as soon as you submit your answer.



What's New 2016: Mercury Marine Module

- Why Mercury?
- 2 Stroke vs. 4 Stroke
- Mercury motor options
- Verado competitive advantages
- MerCruiser engines
- Corrosion protection
- Fuel and emissions
- Warranty



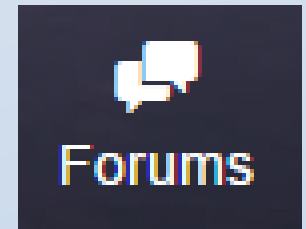
GAME Points



- Completing supplemental modules will earn game points.
- Completion of each supplemental module will earn you and your team 50 points.
- Game points will transfer into Captain's Club points at the end of the 2016 MY Training program.
- Game points can be viewed by clicking on the Games icon on the bottom right



Forums



- Forums are a place where you and your peers can discuss a variety of topics.
- Participation in the Forums will be worth 5 game points for each valid entry.
- Please email dealerservices@trackermarine.com if you would like to see a topic added.
- Forums can be viewed by clicking on the forums icon on the bottom right of the screen



2016 MY Program Logistics



Deployment Plan

- Waves
 - First Wave: released October 1
 - Resources, Company Story, Mercury, Welcome Aboard
 - Second Wave: Released November 1
 - Tracker Way, Trailers, Nitro, Mako
 - Third Wave: Released December 1
 - Tracker, Tahoe, Sun Tracker, Regency
- No Recertification, everyone takes the same training



Overview Core Certification

Core 2015	Core 2016
<p>Module 0: Introduction</p> <p>Module 1: Resources</p> <p>Module 2: Company Story</p> <p>Module 3: The Tracker Way</p> <p>Module 4: Welcome aboard</p> <p>Module 5: Trailers and Key Boat Systems</p> <p>Module 6: Tracker</p> <p>Module 7: Nitro</p> <p>Module 8: Sun Tracker</p> <p>Module 9: Regency</p> <p>Module 10: Tahoe</p> <p>Module 11: MAKO</p> <p>Module 12: Recertification</p>	<p>Module 0: Introduction</p> <p>Module 1: Resources</p> <p>Module 2: Company Story</p> <p>Module 3: The Tracker Way</p> <p>Module 4: Welcome aboard</p> <p>Module 5: Trailers and Key Boat Systems</p> <p>Module 6: Tracker</p> <p>Module 7: Nitro</p> <p>Module 8: Sun Tracker</p> <p>Module 9: Regency</p> <p>Module 10: Tahoe</p> <p>Module 11: MAKO</p> <p>Module 12: Mercury</p>



Release Schedule

Module	Release Date
Module 0: Introduction	Module 0: October 1, 2015
Module 1: Resources	Module 1: October 1, 2015
Module 2: Company Story	Module 2: October 1, 2015
Module 3: The Tracker Way	Module 3: November 1, 2015
Module 4: Welcome aboard	Module 4: October 1, 2015
Module 5: Trailers and Key Boat Systems	Module 5: November 1, 2015
Module 6: Tracker	Module 6: December 1, 2015
Module 7: Nitro	Module 7: November 1, 2015
Module 8: Sun Tracker	Module 8: December 1, 2015
Module 9: Regency	Module 9: December 1, 2015
Module 10: Tahoe	Module 10: December 1, 2015
Module 11: MAKO	Module 11: November 1, 2015
Module 12: Mercury	Module 12: October 1, 2015



Overview Supplemental

Core 2015	Core 2016
<p>Module 1: TMFS - PPP</p> <p>Module 2: Customer Care Center TMBC only</p> <p>Module 3: Ascend Kayaks</p> <p>Module 4: Tracker Promise Warranty</p> <p>Module 5: Tracker Construction Story</p>	<p>Module 1: TMFS – PPP <i>updated</i></p> <p>Module 2: Customer Care Center <i>same</i></p> <p>Module 3: Ascend Kayaks <i>updated</i></p> <p>Module 4: Artic Cat <i>NEW</i></p> <p>Module 5: Sun Tracker Construction <i>NEW</i></p> <p>Module 6: Tahoe Construction <i>NEW</i></p> <p>Module 7: Mako Construction <i>NEW</i></p> <p>Module 8: Nitro Construction <i>NEW</i></p>



Module 1-Resources

- TracNet
 - Marketing resources and sales promotions
 - Captain's Club
- 24hr Showroom
- DMS
 - vShowroom
 - Digital PIG
- Tracker Construction iBook
- TMG Compare
- Tracker Talk Glossary



Module 2 – Company Story

- Company History
- Ozarks Heritage
- 5 Star Dealer Certification
- Tracker Marine Quality Story



Module 3: Tracker Way Sales Process

- Completely redesigned presentation of each step using interviews of our top sales people
- Overcoming Objections



Module 4: Welcome Aboard

- The Welcome Aboard Kit
- Video Series on the safety operations, inspection & preparation of a boat, trailering, engine operations, and boat operation



Module 5: Trailers and Key Boat Systems

- ALL NEW Trailer Construction story complete with videos, animations, and construction process infographic
- RPS Transom Video
- VersaTrack video
- Livewell video



Module 6: Tracker

Overview Text

- Select Day in the Life Videos
- Tracker Promise with competitor comparisons
- Tracker Construction
- BoatTEST.com videos: Targa 20 & Pro Team 195 TXW
- Selling points and 2016 updates and changes text and images
- Addressing common customer questions

- Key Product Feature/Benefit Videos

Using Pro Team 195TXW

All Welded construction

Rev Hull, Power-Trac Transom & smooth ride guarantee

Fully-Equipped ready to fish package

Using Targa 20

Sport Package

Diamond coat

Trailer

Tracker Promise

Using Grizzly

Versatility for hunting/fishing

Construction

Versa Track



Module 7: Nitro

- Overview Text and video
- New NVT Hull video
- Selling points and 2016 updates and changes text and images
- Select Day in the Life Videos
- BoatTEST.com videos: Z21, Z20, ZV21
- KVD Z21 video broken up into multiple segments
- Edwin Evers Z20 video broken up multiple segments
- Addressing common customer questions



Module 8: Sun Tracker

- Overview Text and video
- Selling points and 2016 updates and changes text and images
- Select Day in the Life Videos
- Video on QuickLift and RailLock
- Construction Story
- 10+Life Warranty with competitor comparisons
- Key Product Feature/Benefit Videos
 - Quick Lift
 - Deck Construction
 - 10+Life
- Addressing common customer questions



Module 9: Regency

- Overview and Text
- Day in the life Video
- Selling points and 2016 updates and changes text and images
- 10+Life Warranty with competitor comparisons
- Key Product Feature/Benefit Videos
 - Pontoon Construction
 - 3 Log Performance
 - Rail Lock Covers
- Addressing common customer questions



Module 10: Tahoe

- Overview Text
- Select Day in the life Video
- Selling points and 2016 updates and changes text and images
- BoatTEST.com videos: 450 & 550 TS, 2150
- Key Product Feature/Benefit Videos
 - TS vs TF and outboard vs IO
 - Powerglide II
 - Quality construction and finish
- Addressing common customer questions



Module 11: MAKO

- Overview Text & Video
- Select Day in the life Videos
- Construction Process
- MAKO Design and Fishability
- Selling points and 2016 updates and changes text and images
- BoatTEST.com video (19CPX, 21LTS)
- Addressing common customer questions



Module 12: Mercury Marine

- Why Mercury
- 2 Stroke vs. 4 Stroke
- Mercury motor options
- Verado competitive advantages
- MerCruiser engines
- Corrosion protection
- Fuel and emissions
- Warranty



Frequently Asked Questions



Q: I do not know my login information, how do I reset it?

A: Login will be your email, to reset your password please send an email to dealerservices@trackermarine.com with your name, location, and desired password.



Q: I'm training on the iPad and the text sections will not scroll.

A: The new IOS version requires you to use 2 fingers to scroll on HTML pages



Q: I was Certified in 2015 why isn't there a Recertification section for 2016?

A: The majority of the 2016 program is updated with new information there for everyone will be enrolled in Full Certification Modules 1-12



Q: Can I leave CellCast and look something up in other Apps and come back?

A: Yes as long as you don't shut down CellCast fully however the application will time out after 30 minutes.



Q: Are the supplemental modules required for Certification?

A: No but they are highly encouraged as they will make you a more knowledgeable salesperson



Q: Who do I contact if I am having trouble with Tracker Way Training?

A: please contact Dealer Services at dealerservices@trackermarine.com. Emails will be responded to within 24 hours.



Q: I am unable to see my certification exams, what do I need to do?

A: You must first go through the training module content to gain access to the exams.



Q: The program will not allow me to Re-take the Certification Exam.

A: You must pass the Certification Exams within 3 attempts, if you do not pass within 3 attempts, email dealerservices@trackermarine.com



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Questions?