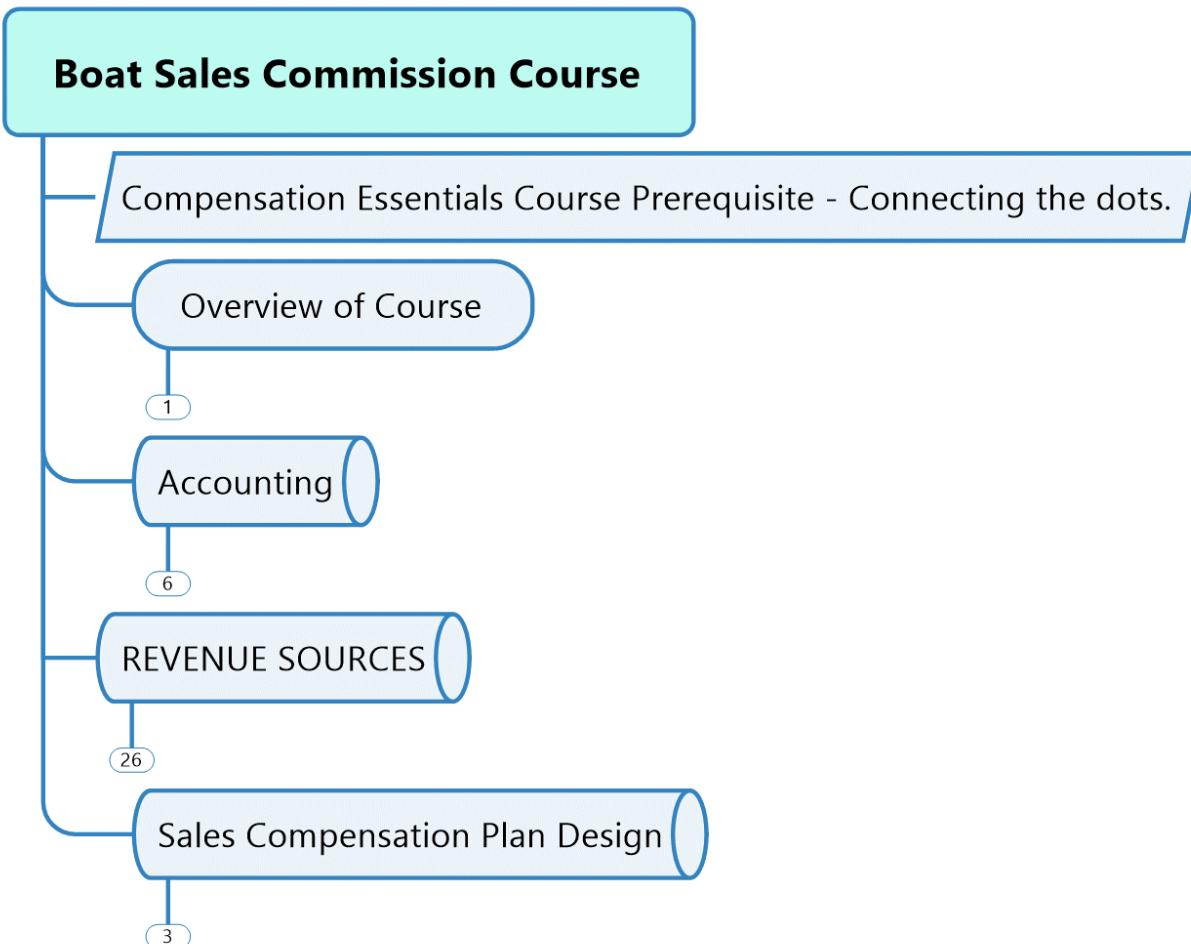


Boat Dealers Sales Commission Course



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3 Accounting

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3.1.1 Identifying your expenses

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3.1.1.2 *Fixed Cost*

3.1.1.3 *Variable Costs*

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4 REVENUE SOURCES

4.1 SALES

4.1.1 In stock Boats

4.1.1.1 *MSRP*

4.1.2 Floor Plans Boats

4.1.2.1 *MSRP*

4.1.2.1.1 15-18%

4.1.3 Add On equipment and upgrades

4.1.3.1 *Canvas*

4.1.3.2 *Engine*

4.1.3.3 *Exterior*

4.1.3.4 *Hull*

4.1.3.4.1 *Helm*

4.1.3.4.2 *Rail Skin*

4.1.3.4.3 *Rigging*

4.1.3.4.4 *Pre-Rig*

4.1.3.4.5 *Construction*

4.1.3.5 *Interior*

4.1.3.5.1 *Furniture*

4.1.3.5.2 *Lighting*

4.1.3.5.3 *Packages*

4.1.3.5.4 *Flooring*

4.2 Parts

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5 Sales Compensation Plan Design

5.1 Gross Sales vs Margin

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