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Channel Blade's Quicksteps™ Captures Nearly 8,000 Sales Leads at the 2008 Miami International Boat Show

Quicksteps, a rapid entry tool for Channel Blade's widely used lead management solution (Footsteps™), captured, routed and responded to nearly 8,000 sales leads for its clients at the 2008 Miami Boat Show, Feb. 14-19. The easy-to-use solution is designed to quickly and automatically capture, route and respond to leads in real time at boat shows and events.



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Reach Buyers NOW!



24,000 Visitors Daily

(See page 4 for details)

Employee Spotlight – Celeste Chapman

Celeste joined Channel Blade in 2005 as a sales person, quickly moving to multiple production and support roles within the Account Management Team. Today, she manages email support (askus@channelblade.com).



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Time to Update your Web Site – Checklist for a Quick, Do-It-Yourself Spring Facelift

By Bob McCann, Director of Client Education

As boat shows are winding down, now is the time to freshen up your Web site before the selling season hits you hard with a grueling schedule. As we've stated time and time again, your Web site serves as a virtual location which is often more critical to your success than your brick and mortar presence because in this day and age, people visit your Web site more than they do your dealership.

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Contact support at
(866) 233-8314 or
askus@channelblade.com

Contact sales at
(866) 233-8300 or
sales@channelblade.com

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www.ChannelBlade.com

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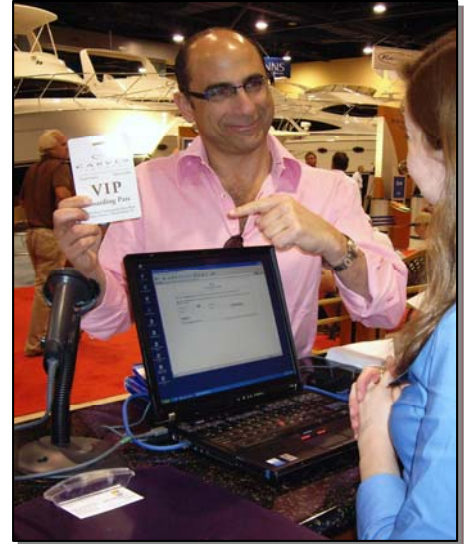
Channel Blade's Quicksteps™ Captures Nearly 8,000 Sales Leads at the 2008 Miami International Boat Show

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Quicksteps enables exhibitors to remotely enter, view and update customer and prospect information. Exciting new features this year included bar-coded scanning of direct mail solicitations containing prospects' information and label printing for sales person assignment.

"All sales made at the Miami Boat Show started with Quicksteps," said Dick Nocenti, director of marketing at Carver Yachts, one of Channel Blade's clients using Quicksteps at the show. "The relaying of leads generated at the greeting desk to the sales people within the display enabled them to locate their customer immediately and take control of the product presentation in a very timely manner. Quicksteps eliminated the "shark tank" situation where all the sales people hover around the entry of the display looking for prospects from their territory."

Quicksteps enables users to securely recall complete contact information across the OEM's entire, pre-loaded database of customers and prospects. It works seamlessly as an online reservation system for pre-registering customers and prospects attending the show.



"Visitors are greeted professionally without the need to re-enter information," explains Chuck Lewis, co-founder and managing partner at Channel Blade.

"Quicksteps facilitates rapid entry and capture of leads to prevent lines outside of show booths, or worse yet, mystery prospects that manufacturers and dealers lose the opportunity to engage

with following the event. In today's increasingly competitive environment, solutions like Quicksteps provide Channel Blade clients with an edge that enables them to increase sales."

Want to generate and easily manage more leads at shows? Call us today at (866) 233-8300 and find out how Channel Blade can make lead management at shows a cinch with Quicksteps.

Setting the Course

Channel Blade

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Employee Spotlight – Celeste Chapman

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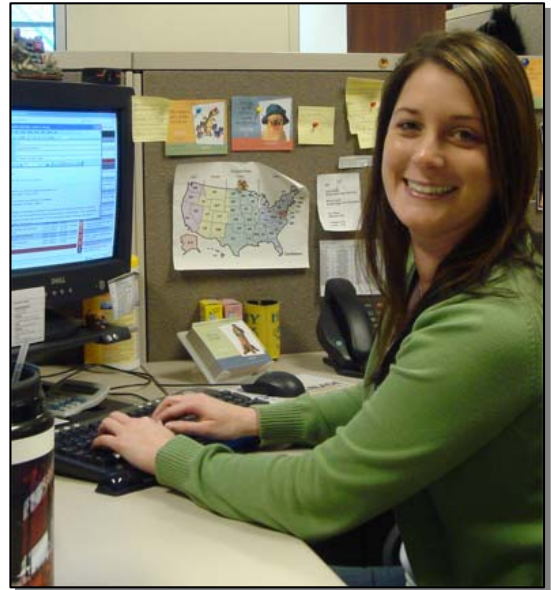
"Celeste is very kind, patient and always willing to assist clients and colleagues whenever needed," says Account Consultant April Kelly. "She provides stellar support to our clients," adds Account Consultant Martine Reyes.

Multi-tasking as a support partner and consultant, Celeste works hand in hand with dealer clients to assist them with their Channel Blade solutions. Relying on her own experience as well as her clients' feedback, she also makes recommendations to develop and maintain a results-oriented Web site. "I see a dealer's Web site as a critically important piece of their business, a must-be profitable investment designed to generate more sales," says Celeste.

Celeste came from BoatTrader Online, bringing in-depth industry knowledge and extensive customer service experience to Channel Blade. "Celeste is truly a champion," says her colleague Martine. "She's an invaluable asset for our clients and a great teacher to the rest of the Channel Blade team."

When asked what she enjoys the most about her job, she enthusiastically says that "there's no such thing as 'just another day' at Channel Blade! I get to interact with various dealerships from different geographical locations, backgrounds and personalities, and work with the entire organization here at Channel Blade to satisfy our clients' needs. It's a tremendous source of satisfaction."

Outside business hours, Celeste shows the same unstoppable drive for running, training for the Shamrock Marathon (Virginia Beach, Va.), which she's participated in for the past two years. "Running a marathon is a lot like a day at the office," says Celeste. "It can be challenging but you've worked so hard to get to where you are that you must be determined to get through the obstacles because that finish line is *just* ahead and what a sense of accomplishment you feel once you've crossed it!" Celeste explains that the feeling is the same with her job at Channel Blade. "When I work with a dealership and successfully assist them with their new Web site or support inquiries, the end result is so rewarding that I really feel like I've made a difference in their business. It's very fulfilling."



Celeste asks: "Did you know ..."

... you can easily add and update your new and used inventory in the inventory control panel? Save hours every week by eliminating duplicate entry and let Channel Blade automatically feed your inventory to third party sites for only \$10*! Call us today at (866) 233-8300 to get started."

* Per month per feed

(read more about



on page 4)

Reach Buyers NOW!



Sell Your Boat

Showcase it on **UsedBoats.com**

- List Your Boat on UsedBoats.com to Reach Millions of Buyers, in Minutes... **UNTIL YOUR BOAT SELLS!!**
- Post your ad on multiple Web sites

Find Your Boat

Category:

Type:

Manufacturer: **Select**

Dealers:

Easy to Navigate...

70,000+ boat ads
looked at every day

Buyers find Sellers...

Over 45,000 direct
contacts every month

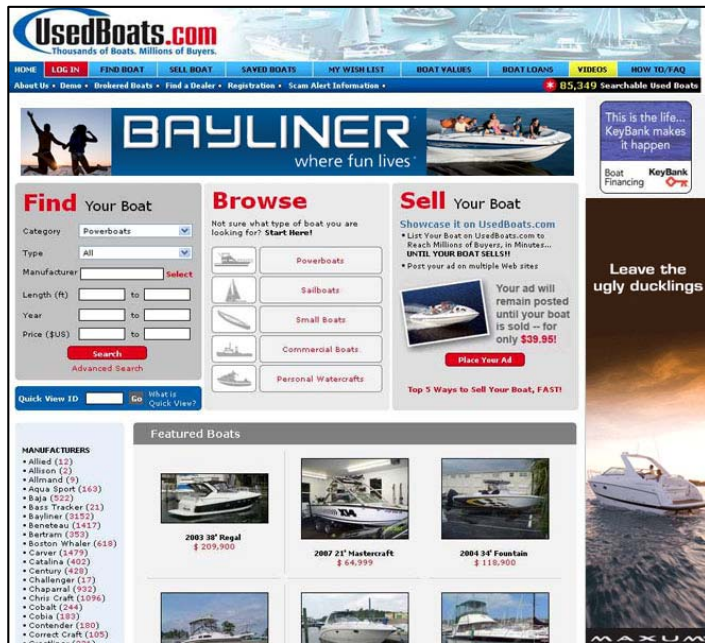
Manufacturers and OEMs:

Customize your campaign...

Geo targeting, boat-type
targeting and more

High Search Engine Visibility...

#1 on Google for used boats



Monthly Unique Visitors:
475,000

Monthly Visitor Sessions:
725,000

Monthly Page Views:
4,850,000

Visits Each Day:
24,000

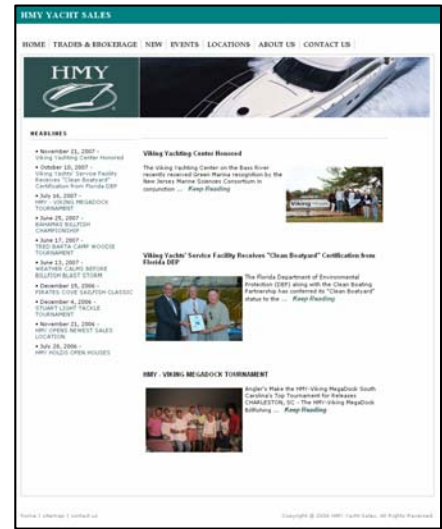
Put the Power of the Bonnier Marine Group to work for you!
Affordable service plans as low as \$100/mo. Contact Jeff Larson at
(407) 571-4728 or email Jeff@UsedBoats.com

Time to Update your Web Site – Checklist for a Quick, Do-It-Yourself Spring Facelift

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Engage. Convince. Sell. A Channel Blade Web site enables updating with minimal effort on your end and maximum impact on potential buyers. Below is a checklist that you should print and use as a reference tool for a quick, DIY spring facelift.

News Section – Make sure that all available articles and press releases are included, starting with the most recent. Are you having trouble filling in this section? Start by using relevant news items from your OEMs' sites. Also, go the extra mile and engage customers and employees to submit articles about their personal experiences with boating in your local area. This way, you kill two birds with one stone, generating "meat" for your news section and making both customers and employees feel like they're part of the boating experience your dealership delivers. With Channel Blade's award-winning Web site solution, eXceleratePro™, you can easily freshen up news by accessing the Chartroom News Section of your admin area. Add a new story, select a layout, upload pictures and save. Once you've entered the story, remember to arrange the order in which the article displays by clicking on the "Order" link.



Events Calendar – What do you see when you click on your Web site calendar? Are there events and activities scheduled for the entire season? Remember, they don't have to be *your* events: go ahead and support your local boating community by promoting any boating event. If you took the time to feature posters promoting local events on the front window of your dealership or your bulletin board, or stack flyers on the sales counter, then take another minute or two to add them to your calendar of events. In eXceleratePro's admin area, go under "Dealership Information," click on "Calendar Admin" and then on "Add Events" to include date(s), description and upload a photo. Remember that a picture is worth a thousand words!

Specials – Do you have current specials displayed in your parts and service department? If so, they should also appear on your Web site. Often when visiting dealerships, we see specials promoted all over the store and showroom,

but not a word of it is on the Web site. Every button on your Web site should have content. Pull your digital camera out, take a picture of the product on sale and draft a compelling description. Not a writer? Visit the OEM site for a product profile or if it's an old model, Google it and chances are you'll find articles about that boat. You can also write it up the way you would verbally describe it to a potential buyer.

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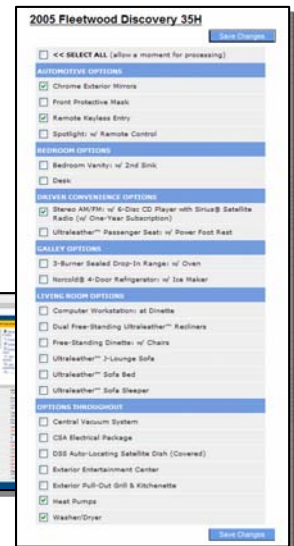
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Another important item. Have you considered packaging service menus? They have proven to work well for specials content on Web sites. If you're an eXceleratePro user, access the "Specials and Promotions Admin" (SPA) area and simply follow the prompts to add a description of the special, select the inventory, as well as add pictures and icons to make the offer raise hands.

Inventory – Have you checked your online inventory lately? Your new and used inventory is your online showroom and deserves careful attention and ongoing maintenance – just like your in-store showroom. Make sure that it is a true reflection of what is available at your dealership or is shortly incoming. If you are behind on updating your used inventory, make a list of the units to be added, gather the best product descriptions available and get ready to take several high-quality pictures. Next month, we'll focus our column on the importance of adding multiple quality pictures to your listings. Compelling listings will increase lead volume, and ultimately sales. Channel Blade has recently updated the "Inventory Control Panel" (ICP) to further streamline adding and updating inventory. Updating new inventory is as simple as selecting what units you have in stock. Channel Blade takes care of the rest by populating the features, specifications and pictures. Simply point and click on all the features and options then add descriptions for your used inventory. Remember that "more is better" when striving to generate high-quality leads.



Last but not least, is your Web site design several years old? Does it need a fresh look, new homepage images and colors? Many dealers re-launch their Web site every 18 to 24 months to maintain consumer excitement, engagement and drive sales.

Time for a facelift or a makeover? Call us today at (866) 233-8300 and find out how Channel Blade can make your site engage prospects and convince them to visit your showroom, increasing traffic and sales to support your growth – easily and profitably.

About Channel Blade

Headquartered in Virginia Beach, Va., Channel Blade provides award-winning online marketing, lead management and sales education solutions that drive customers from the Web to the showroom, increasing traffic and sales for thousands of manufacturers and dealers in the marine, RV and powersports industries.

Channel Blade supports over 60 leading manufacturers and 2,000 dealer locations worldwide with its easy-to-use, cost-efficient solutions and hands-on education programs – including more than 70 percent of *Boating Industry's* 2007 Top 100 Dealers.

For more information on Channel Blade visit www.channelblade.com or call us at (866) 233-8300.