



Date: October 18, 2016

To: Tracker, Nitro, Sun Tracker, Regency, Tahoe and Mako Dealers

Subject: 2017 Tracker Way Professional Sales Training

We are happy to announce the launch of the 2017 Tracker Way Professional Sales Training online certification program.

The 2017 Tracker Way training program has an easy-to-use interface that streamlines the training experience and is easily accessible on the PC as well as on iPad devices. Below are a few highlights:

1. There are two paths to Certification. The first is for team members who did not complete 2016 Certification. The second is a Recertification for Captain's Club members who completed 2016 Certification.
 - a. Certification Requires a passing score of 90% on modules 1-12
 - b. To qualify for Recertification, a pretest must be passed with a 90% score on the first attempt. Full Certification is then earned by passing Recertification Exam with a score of 90% or higher.
2. Supplemental modules will again be offered throughout the year, these will not be required for Certification.
3. Game Points will be awarded for completing Supplemental Modules and the Simulation Games topics posted throughout the year in Supplemental Module 8: Simulation Games. **STAY TUNED FOR MORE INFORMATION**
4. Forums: Points will be awarded for participating in Forum topics.

2017 Tracker Way Modules:

Core Certification Modules

1. Resources
2. Company Story
3. The Tracker Way
4. Welcome Aboard
5. Trailers
6. TRACKER Boats
7. NITRO Boats
8. SUN TRACKER Pontoons
9. REGENCY Pontoons
10. TAHOE Boats
11. MAKO Boats
12. Mercury Marine
13. Recertification Pretest and Content

Supplemental Modules

1. WRFS – PPP
2. Customer Care Center (TMBC Only)
3. Ascend Kayaks
4. MAKO Quality Story
5. TAHOE Quality Story
6. NITRO Quality Story
7. Arctic Cat ATV
8. Simulation Games



Associates who complete 2017 Certification will automatically qualify for membership in the 2017 Captain's Club recognition program and will earn Outdoor Rewards Points for unit sales, continuous learning and top performance as follows:

- Boat Sales Associates who earn Certification for the first time will be eligible for Captain's Club points beginning with their Certification date and continuing through December 31, 2017.
- Boat Sales Associates who earned 2016 Certification will continue to earn points through December 31, 2016; upon completion of the 2017 training, they will be eligible to earn points through December 31, 2017.

See the attachments for detailed information on how to register and download the program.

For more information, please contact dealerservices@trackermarine.com.

Maurice Bowen

Director of Marketing

Attachment A: Professional Boat Sales Certification Program Details

Attachment B: TRACKER Certified Sales Consultant – Completion Notice

Attachment C: TMG iPad Purchase Program Details

Attachment D: Professional Boat Sales Training Program Registration

Attachment E: Frequently Asked Questions



Attachment A: Professional Boat Sales Certification Program Details

The Professional Boat Sales Certification Program has been designed to assure Tracker sales associates are knowledgeable of products sold and skilled/able to consult using the company's a sales process to help boat shoppers purchase the boat that best serves their needs.

Comprehensive Training Overview

- The Professional Boat Sales training is designed for delivery on an Apple iPad or a desktop browser. Explorer 10 or higher or Chrome browsers are required to access the desktop version.
- iPad tablet devices with data plan and 64GB memory are recommended. iPad purchases are eligible for 2017 MY co-op. Complete details can be found on **Attachment C**.
- Registering for the training can be completed in a few easy steps. See Attachment D for complete details.
- Certification Requires a passing score of 90% on modules 1-12 or a 90% or above on the Recertification Pretest and Recertification Exam
 - Recertification Pretest must be passed on the first attempt with a 90% or above for access to the Recertification content. If the pretest is not passed, the associate will be required to take modules 1-12 for Certification.
- Certification Exams must be passed within 3 attempts.
- Upon completion of certification requirements, Dealer/Associate completes the form on **Attachment B** and submits to Dealer Services for review. Completion form is only required for first time enrollment in Captain's Club or for TMBC associates needing an iPad ordered.
- Certified Sales Consultant will receive a Professional Sales Consultant Certificate and will be registered for the 2017 Captain's Club if a valid Bass Pro Shops Outdoor Rewards Card number is supplied.



Attachment B: TRACKER Certified Sales Consultant – Completion Notice

Instructions:

Complete this form and return to Dealer Services for review.

TMBC: Have your HR Manger or GM sign below confirming you have an Internet Access Agreement signed and on file. Dealer Services will confirm successful completion of the required testing for Professional Boat Sales Consultant Certification.

ENROLLMENT in Captain's Club requires a Valid Rewards Card number.

The associate listed below has successfully completed the Professional Boat Sales Certification Testing for Model Year 2017.

ASSOCIATE NAME: _____

ASSOCIATE EMAIL: _____

DEALER NUMBER: _____

DEALERSHIP NAME: _____

CONTACT PHONE #: _____

CERTIFICATION COMPLETION DATE: _____ REWARDS # _____

TMBC ONLY Order iPad please circle YES NO

RECERTIFICATION COMPLETION DATE: _____

Associate Signature

Authorized Manager Signature

When this form is complete, please fax or email to dealerservices@trackermarine.com. Upon receipt, the Dealer Services department will confirm successful completion of the Training and enroll the associate in Captain's Club if a rewards number was provided.

Submit to:

Email: dealerservices@trackermarine.com

Fax: 866-761-9175



Attachment C: TMG iPad Purchase Program Details

An iPad hardware purchase program is available to dealers who would like to take full advantage of the TRACKER Way – Basic Training program through an iPad app. See below program details:

- Cost: \$760
 - iPad, 64GB memory, Wi-Fi and Cellular Data connectivity (US Carriers: AT&T or Verizon CDN Carriers: Rogers Wireless or Tellus)
 - Dealer notes carrier choice on order form and activates service upon receipt of device
- Available for CO-OP at 100% reimbursement
 - Must use available current model year funds
 - \$90 set up fee will be add and is not CO-OP eligible
- Up to 5 iPad units per dealership location

To place an order, email dealerservices@trackermarine.com to request an order form.



Attachment D: Professional Boat Sales Training Program Registration

Registering for Tracker Way Professional Boat Sales Training

Independent Dealers: Registration link can be found in TracNet under Tracker University Online Training or by clicking at the below link

<https://basspro.mlearning.com/independent>

TMBC: For TMBC locations a feed from WorkDay runs nightly to OnPoint. This will automatically add in any TMBC associate with the titles Business Assistant/Clerk, Boat Sales Associate, Lead Boat Sales Associate, and Tracker GSM/GM. The feed will also automatically remove from the training any associate that is no longer active. If a TMBC associate needs to be added to the training program please send an email request to dealerservices@trackermarine.com. Please include Name, Title, Email, Location, and Flex ID. Canadian locations are not maintained by the feed, please email all information for associates to be added into the training.

Professional Boat Sales Training—iPad Version

After registering, follow the steps below to download the Mobile training app to your iPad. If you do not have an iPad and would like to take advantage of the WRMG iPad Purchase Program, please look in the dealer manual under Marketing Programs

1. From your iPad, visit the AppStore.
2. In the search bar, type “CellCast.”
3. Select “CellCast for iPad” and begin download.
4. Once the app has downloaded, read and accept the End User License Agreement.
5. The next screen will prompt you for a registration code.
6. Registration codes for Independent dealers are located on TRACKER University. Registration codes for TMBC are on the Basecamp portal
7. Enter registration code and begin training.
8. When the pop up asks if you want to download all files always select NO.

Professional Boat Sales Training—PC Version

After registering, follow the steps below to begin your training on a computer.

1. From your computer, open an internet browser and visit <https://basspro.mlearning.com>.
2. NOTE: Training works best when using Google Chrome as your browser.
3. Enter the username and password you selected while registering.
4. Click on the “Learning Modules” tab to begin training.
5. You must have Internet Explorer 10 or 11 or Google Chrome as your browser.

If you have any questions regarding how to access the training for either platform, please contact dealerservices@trackermarine.com.



Attachment E: Frequently Asked Questions

Q: What is a Registration Code?

A: It is a system-generated code that is used to setup your iPad for your store location before first use. It is not your password.

Registration codes for independent dealers are located in TracNet under Tracker University>2016 Independent Registration Codes

Registration Codes for TMBC are located on the BaseCamp Portal under TMBC Training & Development

Q: What if I have not used CellCast on my iPad in a long period of time?

A: You will need to ensure that you are running the most up-to-date version of the CellCast for iPad from the App Store.

Q: I do not have an iPad, how do I access my training?

A: Use a PC browser and go to <http://basspro.mlearning.com>. Use your username and password to login. Access is available with internet explorer 10 and 11 and Google Chrome

Q: What if I do not know my CellCast Username?

A: For independent dealer the username is usually your Email address, if that does not work then contact dealerservices@trackermarine.com.

A: For TMBC users the username most likely your Flex ID, if that does not work try your email.

Q: What if I don't remember my Password?

A: For independent dealers it will be the password set when the online form was filled out by employee or manager. If you forget your password email dealerservices@trackermarine.com.

A: For TMBC your password is your Flex ID.

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: 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: I failed the Pretest, what do I need to do?

A: If a passing score of 90% or better is not obtained on the first try of the Recertification Pretest you will need to complete full certification.

Q: I'm training on the PC and the sections are not showing complete.

A: Make sure you are hitting the BLUE Arrow not the X. Refresh the page or log out and then back in.



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