

# ONBOARD REWARDS ALLIANCE PROGRAM



Easy to Enroll

More Benefits

Earn Points Today



Learn

Install

Earn

DO SOMETHING REWARDING TODAY





## Welcome Dealers

Well-informed, motivated dealers, techs and sales associates are an asset to any brand in the boating business. That's why SeaStar Solutions introduced a program that provides incentives to dealers and their sales and service team members for recommending, selling and installing our products in addition to our partner's products.




This program goes beyond a sales incentive contest to encourage dealers to learn more about the products they sell and install. We want to recognize dealers for the work they do on behalf of our brands. Our goal is to make it fun, easy – and rewarding – for a dealer to build a good relationship with SeaStar Solutions, our Partners and with the products.

Become an OnBoard Rewards member where you can earn points and redeem those points for rewards...

[www.myonboardrewards.com](http://www.myonboardrewards.com)



Find out how OnBoard Rewards helps you:

-  • Gain new customers
-  • Retain your current customers
-  • Expand your product and service offerings
- Profit from active marketing support
- Increase your profits

The OnBoard Rewards Alliance Program has the most innovative solutions for every boater's needs.

  
**WHY**

# THE ONBOARD REWARDS ALLIANCE PROGRAM

Online Promotions

Training Modules

Bonus Points

Communications

Surveys

Dealer Support



## **Question of the Week**

Every week you will have an opportunity to learn and earn! Earn OnBoard Points while you test your knowledge. Each time you log in to the OnBoard Rewards website, you can check to see if there's a new question for you to answer. Just answer the question correctly and, you've earned your points!

LEARN  
INSTALL  
EARN



## **More options with OnBoard Rewards**

### **Learn**

We provide you with all the knowledge you need to take full advantage of the program, learn about our products, test your knowledge by answering the exams, and earn points.



### **Install**

The OnBoard Rewards Alliance Program will also reward you for installing our products! The more actively you use our Alliance Partners products, the greater your earning potential.



### **Earn**

Now your rewards are extended throughout the OnBoard Rewards Alliance Program. Members of the OnBoard Rewards Alliance Program are able to earn and redeem points with the alliance partners – so when you're ready to redeem your points for incentives, OnBoard Rewards brings you more options than ever.

## **Trainings and Accreditations**

Once you join OnBoard Rewards, you will be able to earn points by taking exams about our products. These exams are designed to give you the power and knowledge to sell and install our products more efficiently, which will in turn give you the power to earn more rewards.

The courses will enable you to earn points every time you correctly complete an exam while increasing your sales knowledge.



# EARN POINTS DOING WHAT YOU DO EVERYDAY



## OVER 6000 MEMBERS AND COUNTING

### OnBoard Rewards Alliance Program benefits

Discover a world of rewards beyond the reach of any individual marine organization, using the combined power of the OnBoard Rewards Alliance Program.

Choosing to participate with OnBoard Rewards has never been so rewarding for it's members.

As a member of the OnBoard Rewards Alliance Program, you earn points towards you next incentive by redeeming points from any of our Alliance Partners.

This means you can redeem points faster and earn more incentives in less time for simply doing what you do every day.



# An introduction to OnBoard Rewards. The alliance that works for you

## *The Industry's Leading Marine Alliance Program*

- OnBoard Rewards Alliance Program brings together the world's leading marine companies.
- Providing its customers with services and value no single marine company can deliver on its own.
- Offering the market-leading range of alliance program products.
- Committed to innovation to improve customer satisfaction.

### *Leading Brands*

The OnBoard Rewards Alliance program is proud to have the world's most reliable and respected marine suppliers in our program and the alliance is continually growing so that it can better serve you. Partnering with industry leading brands have proven time and time again to increase store traffic and boost sales. OnBoard Rewards brings together some of the top brands in the world, all with distinguished reputations for quality and service:

- SeaStar Solutions, the leader in marine steering systems, controls and cables.
- Sierra Engine and Drive Parts, leading supplier of over 6000 engine and drive products
- Shields Hose, provides every possible type of hose for every possible application.
- SeaStar, number one hydraulic steering system in the world.
- Xtreme, the most advanced mechanical steering system in the marketplace.
- NFB, developed and designed No Feedback mechanical steering.
- Taylor Made Products, consumer-trusted supplier of buoys, fenders, dock products, boat covers, bimini tops, flags, hardware and accessories.
- Marincos, a global leader in marine electrical components including shore power, power conversion, power management products and accessories such as horns, wipers, lighting and ventilation.



### *Exceptional Coverage and Availability*

Our products coverage is second to none in the industry. We carry an extensive product stock of the items you need when you need them.

### *Highest in Quality and Reliability*

Feel confident that when you lead with our products, you are leading with the highest quality and reliability in the industry. When you recommend our products, you don't have to worry about the customer being unhappy with the quality of your recommendation.

### *Rewards*

Be rewarded by OnBoard Rewards Alliance Program for doing what you do everyday, and make more money.

### *The Future*

We are focused on the future. The marine service business is changing and changing fast. Technology and parts proliferation are changing the way products are going to be stocked and sold in the future. New tools will be required to not only work on boats of the future but so will the tools required to look up the parts. New ways to move products to the market will be necessary to get the boat back on the water faster. So who better to partner with than companies with a global foot print and proven success...OnBoard Rewards Alliance Program.

## **JOIN US**

We help you benefit from a personalized service package designed to support your marketing strategy, stimulate your sales and help reach your goals.

ONBOARD PARTNERS





# INCREASE YOUR REVENUE

Pioneered by SeaStar Solutions

## NEW IDEAS... MEASURABLE RESULTS

The OnBoard Rewards Alliance Program has taken off across North America. This highly successful program was pioneered and launched by SeaStar Solutions on June 30, 2010. The online program provides incentives to dealers and their sales and service team members for recommending, selling and installing key product brands. The program has grown considerably during the past few years with over 6000 members now enrolled. SeaStar Solutions has invited leading marine industry partners to join the program in an effort to expand the program. Members of the OnBoard Rewards Alliance Program will now be able to earn points and redeem them from all partners in the program.

OnBoard Rewards

A profitable partnership you can count on, so will your customers.

[www.myonboardrewards.com](http://www.myonboardrewards.com)

