

# SALES- ARGUMENTATION GUIDE

(Internal · binding for Sales & Dealers) JAN 2026

## 1. SALES MINDSET (critical)

GanzBoats is not “sold” – it is chosen.

The salesperson is an adviser, not a closer.

### Core principles

Quality over volume

Arguments over discounts

Substance over emotion – emotion follows from substance

Compare on values & use, not on horsepower & price

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## 2. CORE POSITIONING (can be explained in 30 seconds)

GanzBoats builds Swiss boutique motorboats for customers who value design, engineering quality and long-term value more than pure performance or price.

### Three pillars:

Swiss engineering – technically honest, cleanly executed

Boutique manufactory – deliberately limited, not series production

Long-term ownership value – not a disposable product

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### 3. TYPICAL BUYER PERSONAS & SUITABLE ARGUMENTS

#### PERSONA A DESIGN & QUALITY BUYER

**Motivation:** aesthetics, perceived value, reduction

**Argumentation:**

Timeless design instead of trend-driven shapes

Materials, details, proportions

Less, but better

**Do not:** talk about speed or discounts

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#### PERSONA B TECHNOLOGY & ENGINEERING BUYER

**Motivation:** understanding, logic, construction

**Argumentation:**

Hull concept & handling characteristics

Clean integration of technology

Maintenance and life-cycle thinking

**Do not:** use marketing buzzwords without explanation

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# PERSONA C LIFESTYLE & EXPERIENCE BUYER

**Motivation:** use, family, time on the water

**Argumentation:**

Calm, safety, ergonomics

Everyday practicality

Stress-free use

**Do not:** competitor comparison tables

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## 4. CLEAR DIFFERENTIATION ARGUMENTS (what truly sets us apart)

### 4.1 BOUTIQUE INSTEAD OF A MASS BRAND

- No aggressive dealer roll-out
- No overproduction
- No price pressure through volume

**Wording:**

„GanzBoats deliberately builds fewer boats –  
so that every single one is done properly.“

## 4.2 TECHNICAL HONESTY

- No hidden compromises
- No marketing features without benefit
- Solutions are explainable

### Wording:

„If we install something, we can explain why.“

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## 4.3 LONG-TERM PARTNERSHIP

- Direct line to the yard
  - Service & spare-parts capability
  - Value retention instead of model proliferation
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# 5. COMPARISON WITH COMPETITORS

(proper & permissible)

### Basic rule

Never disparaging. Never polemical. Never arrogant.

### Permitted basis of comparison

- Philosophy
- Use-case focus
- Production approach
- Service logic

### Example:

„Other brands focus more on volume and model cycles – GanzBoats focuses on continuity and caring for a model.“

## 6. PRICE ARGUMENTATION (critical point)

### Principle

Price is the result of the decision – not the starting point.

### Proper framing

Material quality

Depth of manufacture

Development effort

Small series instead of mass production

### Wording:

„Price results from what is not cut.“

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## 7. HANDLING OBJECTIONS – THE KEY CASES

**Objection 1:** “This is more expensive than comparable boats“

### Answer:

„That’s true – because GanzBoats sets different priorities.  
The question is less: What does the boat cost?  
And more: What does ownership feel like over the years?“

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**Objection 2:** “Others have more performance / equipment”

**Answer:**

„ More isn't automatically better.  
GanzBoats optimises for balance, not for maximum figures.“

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**Objection 3:** “Why are there no large discounts?”

**Answer:**

„Because we keep the brand stable –  
for today's and future owners.“

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**Objection 4:** “Isn't it too special / too individual?”

**Answer:**

„Yes – and that is exactly why our customers choose it.“

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## 8. SALES LOGIC – RECOMMENDED FLOW

1. **Listen** (understand motivation)
2. **Classify** (identify the persona)
3. **Explain** (philosophy & benefit)
4. **Let them experience it** (show the boat / test ride)
5. **Allow the decision to mature**

**No closing pressure.**

GanzBoats customers decide deliberately.

## 9. WHAT MUST EXPLICITLY BE AVOIDED

-  Price comparisons without context
  -  Disparaging other brands
  -  Technical half-truths
  -  Discount promises
  -  Sales pressure (“today only”)
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## 10. INTERNAL GUIDELINE (for dealers & salespeople)

**If the customer only talks about price,  
we have not yet told our story properly.**