

SALES ARGUMENTATION GUIDE

Internal · binding for sales staff & dealers

1. SALES MINDSET (CRITICAL)

GANZ 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 and use, not on horsepower and price

2. CORE POSITIONING (EXPLAINABLE IN 30 SECONDS)

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

Three pillars:

- **Swiss engineering** – technically honest, cleanly executed
- **Boutique manufacture** – deliberately limited, no series production
- **Long-term ownership value** – not a disposable product

3. TYPICAL BUYER PERSONAS & SUITABLE ARGUMENTS

	Persona A Design & quality buyer	Persona B Technology & engineering buyer	Persona C Lifestyle & experience buyer
Motivation	aesthetics, perceived value, reduction	understanding, logic, construction	use, family, time on the water
Arguments	timeless design instead of trend-driven shapes · materials, details, proportions · less, but better	hull concept and handling · clean integration of technology · maintenance and life-cycle thinking	calm, safety, ergonomics · everyday practicality · stress-free use

	Persona A Design & quality buyer	Persona B Technology & engineering buyer	Persona C Lifestyle & experience buyer
Do not	talk about speed or discounts	use marketing buzzwords without explanation	show competitor comparison tables

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

“GANZ 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

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

4.3 LONG-TERM PARTNERSHIP

- direct line to the shipyard
- service and spare parts capability
- value retention instead of model proliferation

5. COMPARISON WITH COMPETITORS (PROPER & PERMISSIBLE)

Basic rule: Never disparaging. Never polemical. Never arrogant.

Permitted bases of comparison: philosophy · use-case focus · production approach · service logic

“Other brands focus more on volume and model cycles – GANZ focuses on continuity and the care of 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

"The price results from what is not cut."

7. HANDLING OBJECTIONS – THE KEY CASES

Objection	Answer
"This is more expensive than comparable boats."	"That's true – because GANZ sets different priorities. The question is less: what does the boat cost? And more: what does ownership feel like over the years?"
"Others have more performance / equipment."	"More isn't automatically better. GANZ optimises for balance, not for maximum figures."
"Why are there no large discounts?"	"Because we keep the brand stable – for today's and future owners."
"Isn't it too special / too individual?"	"Yes – and that is exactly why our customers choose it."

8. SALES LOGIC – RECOMMENDED FLOW

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

No closing pressure. GANZ 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")

10. INTERNAL GUIDELINE (FOR DEALERS & SALESPEOPLE)

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