# About Certified Action

- Consulting agency that assists dealers with strategy, sales, and leadership support.
- 16 years of outside sales and management experience
- Licensed Social Worker and Business Administration Degree
- 11 years experience in the water treatment industry.
- Certified as a Master Water Specialist through the Water Quality Association (WQA) serving as a convention speaker and active on 3 committees including chairperson.
- Directly managed the Sales and Marketing Department of 3 major water treatment markets consisting of 9 dealerships.

Candice Wentling MWS, LSW

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# About the Lamplight Digital Media Team

- Amanda has over 13 years of experience in the water treatment industry and worked as a sales rep & general manager of a New Mexico water treatment dealership
- Our team helps water treatment dealers across North America generate a consistent flow of online leads
- Successfully optimizes multiple millions of dollars in online ad spend producing positive returns for clients
- Performed over 2,000 scientific website split tests to improve website conversion rates & user experience

Amanda Crangle, Founder

# How Results are Presented

- To ensure data anonymity, all results are displayed in the aggregate and require a minimum of 5 data points to display

- **Numeric Results** are presented in quartiles; values that divide a list of numbers into quarters.
  - The **25th Percentile/First Quartile** = 25% of the data falls below this percentile.
  - The **50th Percentile/Median** = The median represents the middle number where 50% of answers are lower and 50% are higher.
  - The **75th Percentile/Third Quartile** = 75% of the data falls below this percentile.

- **Multiple Choice Results** are presented as percentage of responses for each answer option. Your responses will be indicated in a different color.

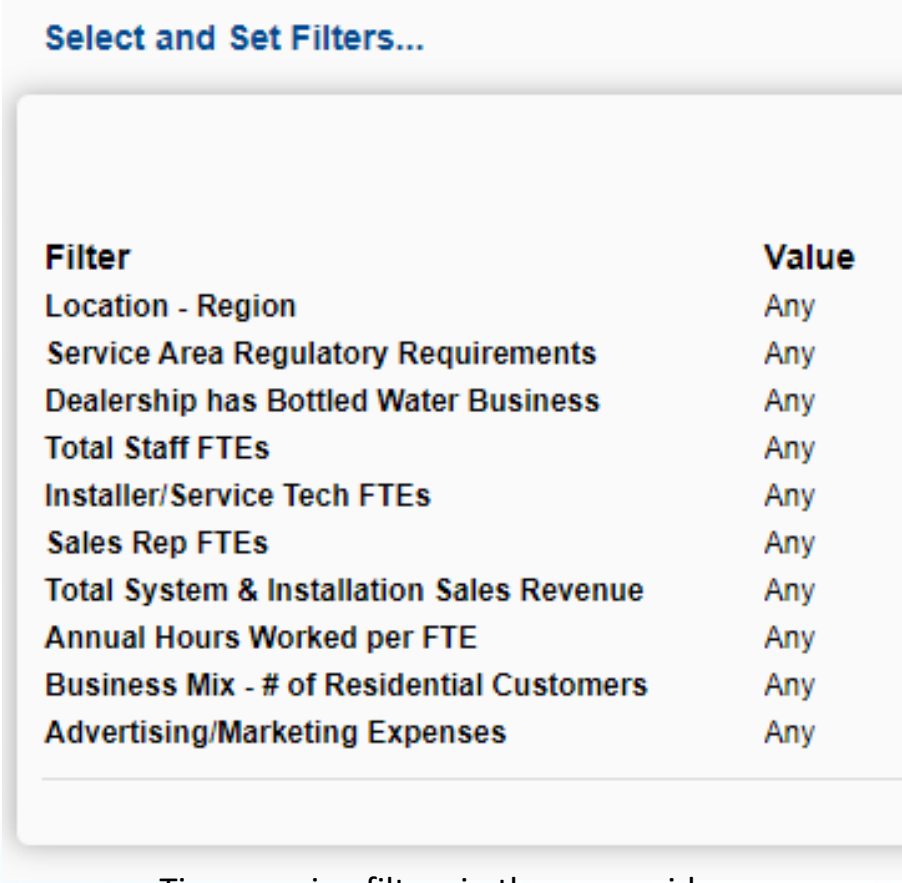
# Results Formats

Available immediately after completing the survey:

1) My Results Calculations

Available when aggregate results are released & filters can be applied:

2) Question by Question Comparisons
3) Downloadable Reports




Tips on using filters in the user guide.

# Personnel Trends

104 Dealer Respondents

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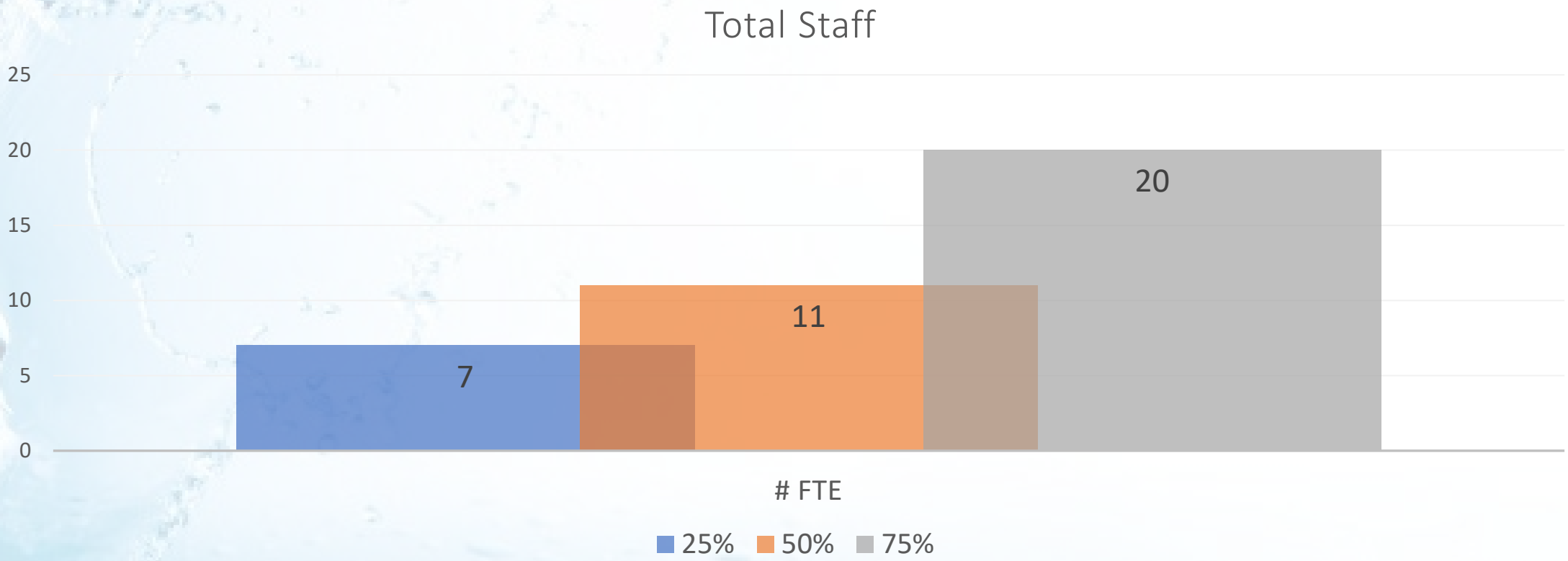
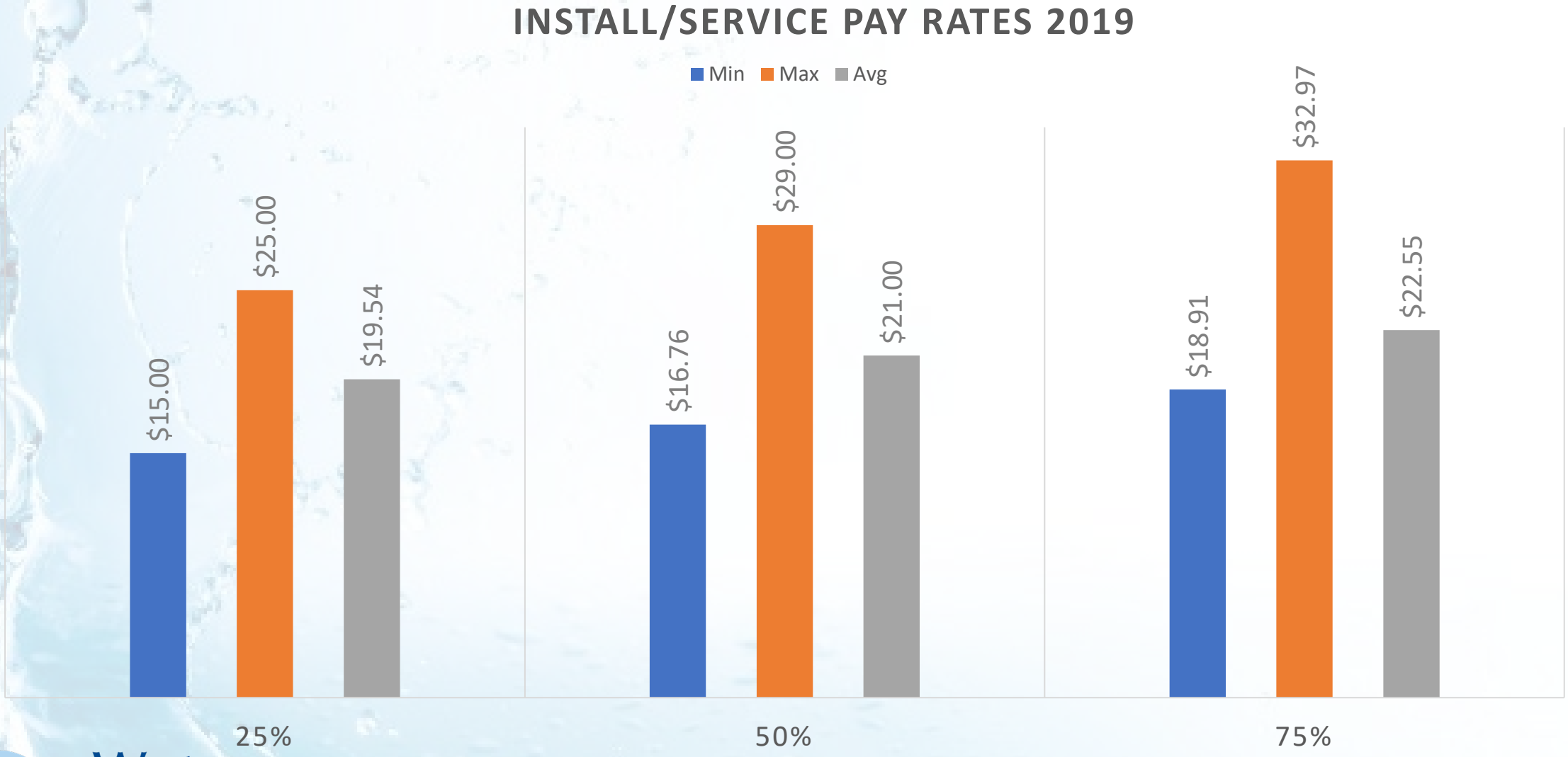
# Staffing



# Health Benefits

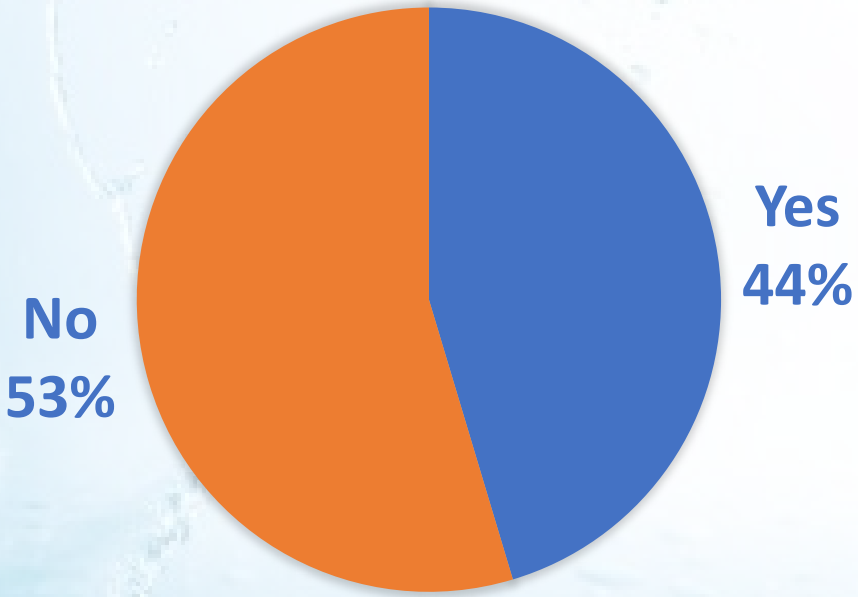
| Medical Ins. | Retirement | Life Ins. |
| --- | --- | --- |
| •93% | •91% | •86% |

# Payroll Trends

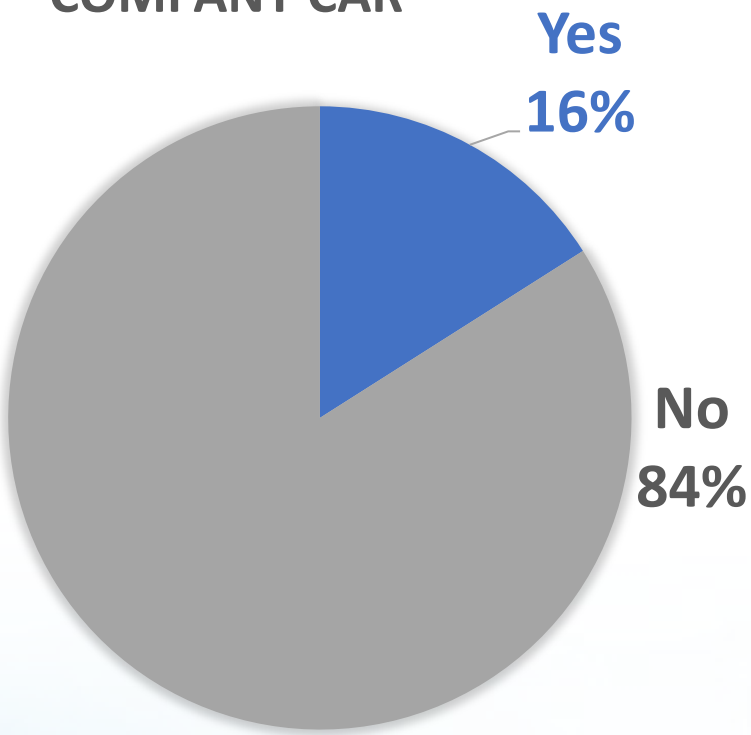


# Sales Representation Pay Trends

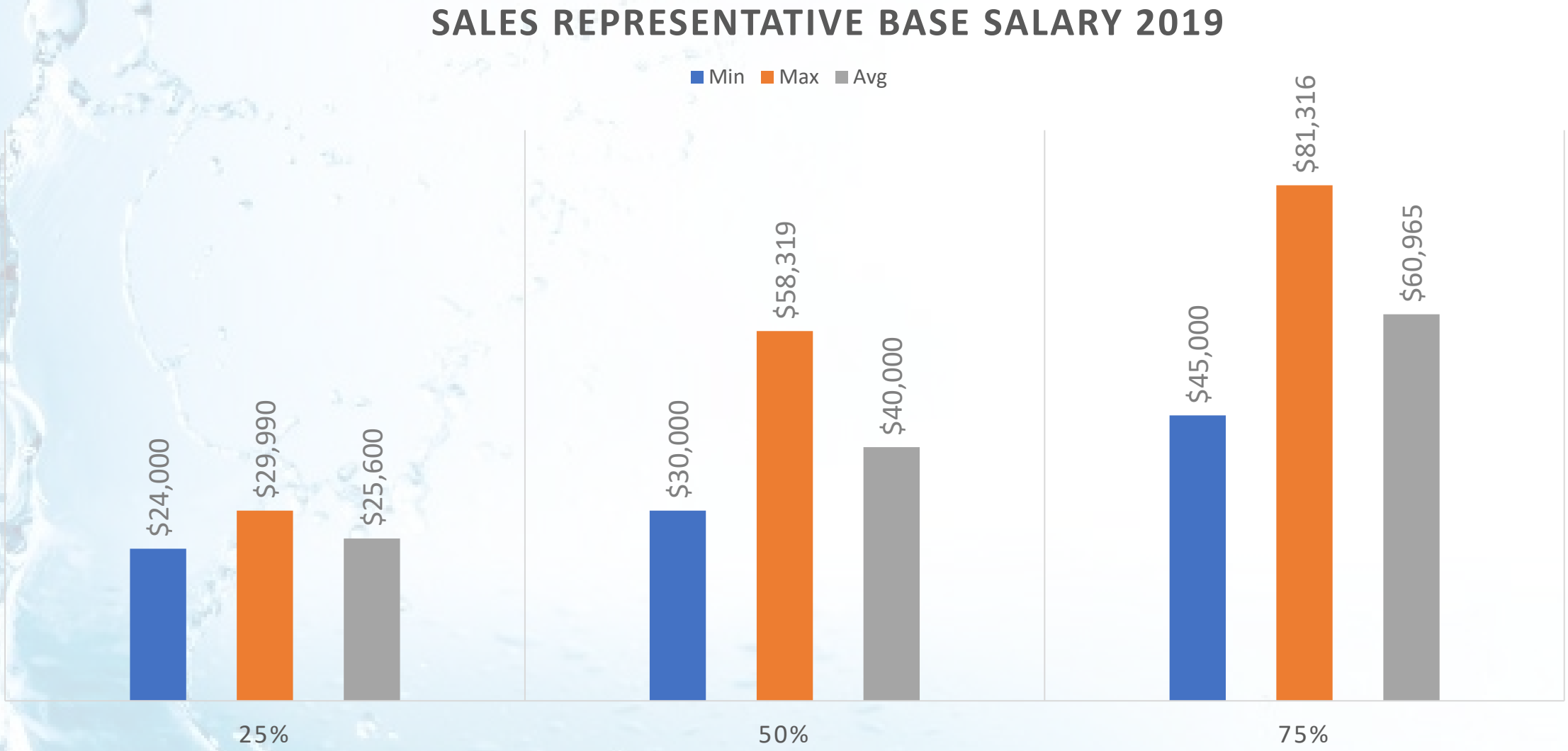
BASE SALARY & COMMISSION



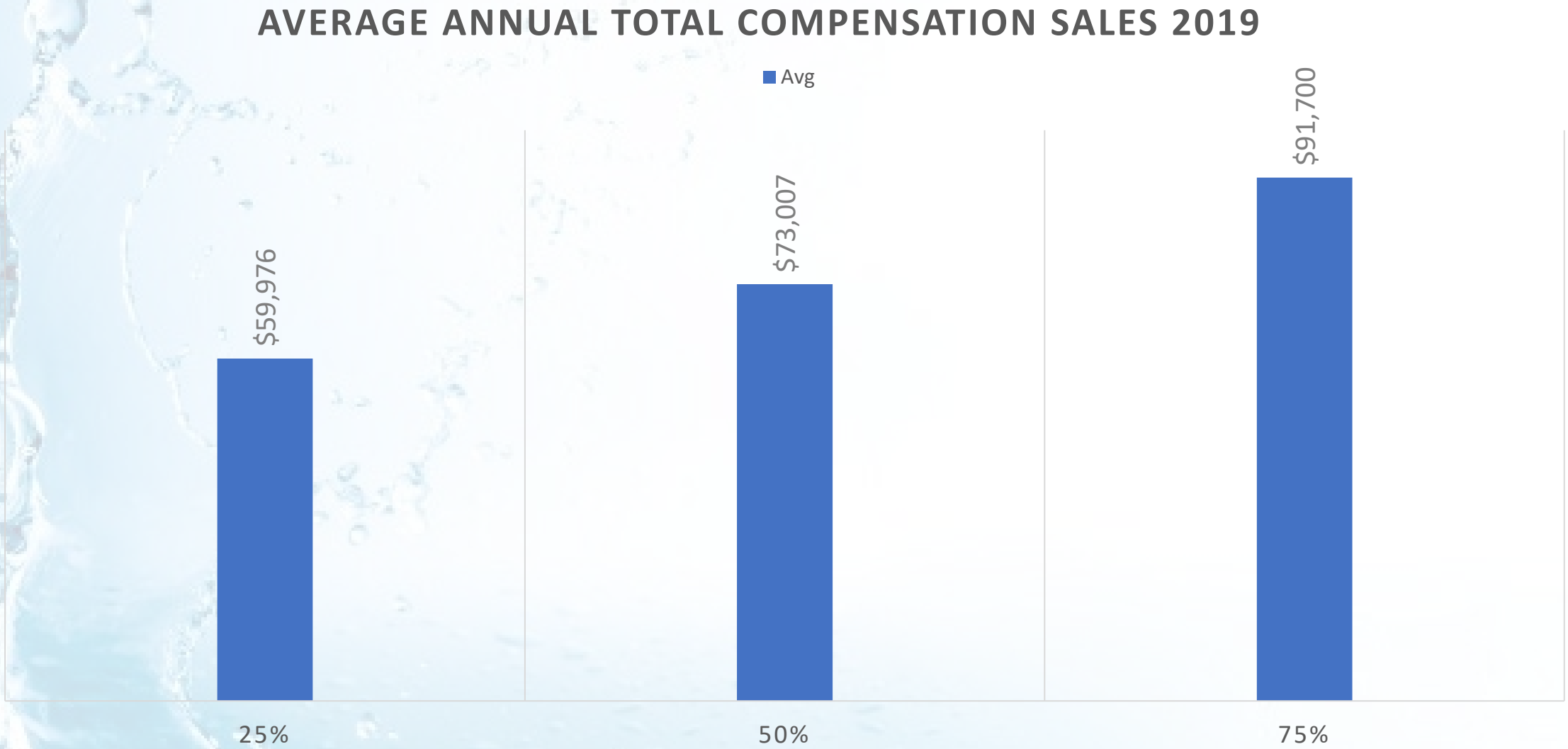

COMPANY CAR



# Payroll Trends



# Payroll Trends



# Using Data to Stand Out Against the Competition

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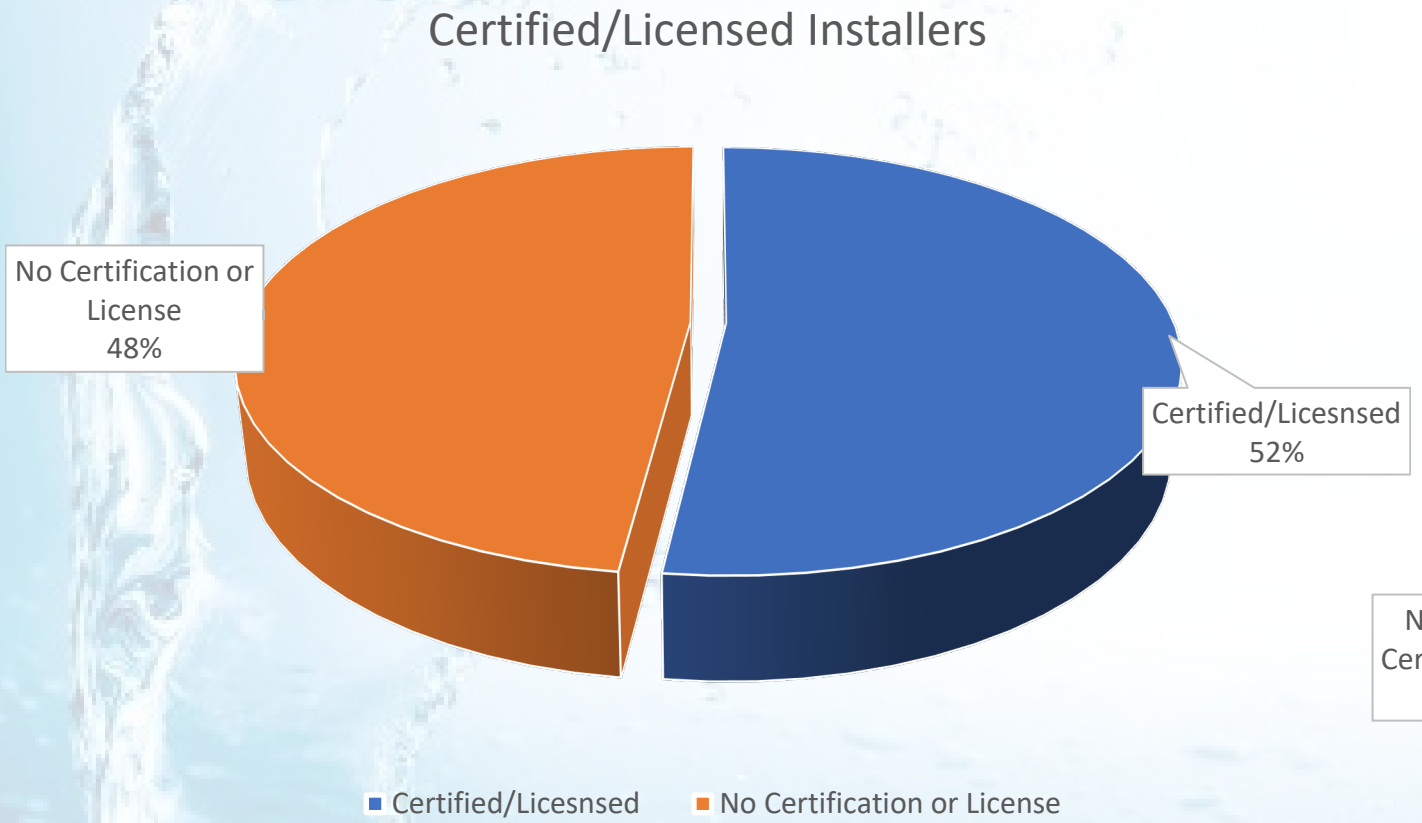
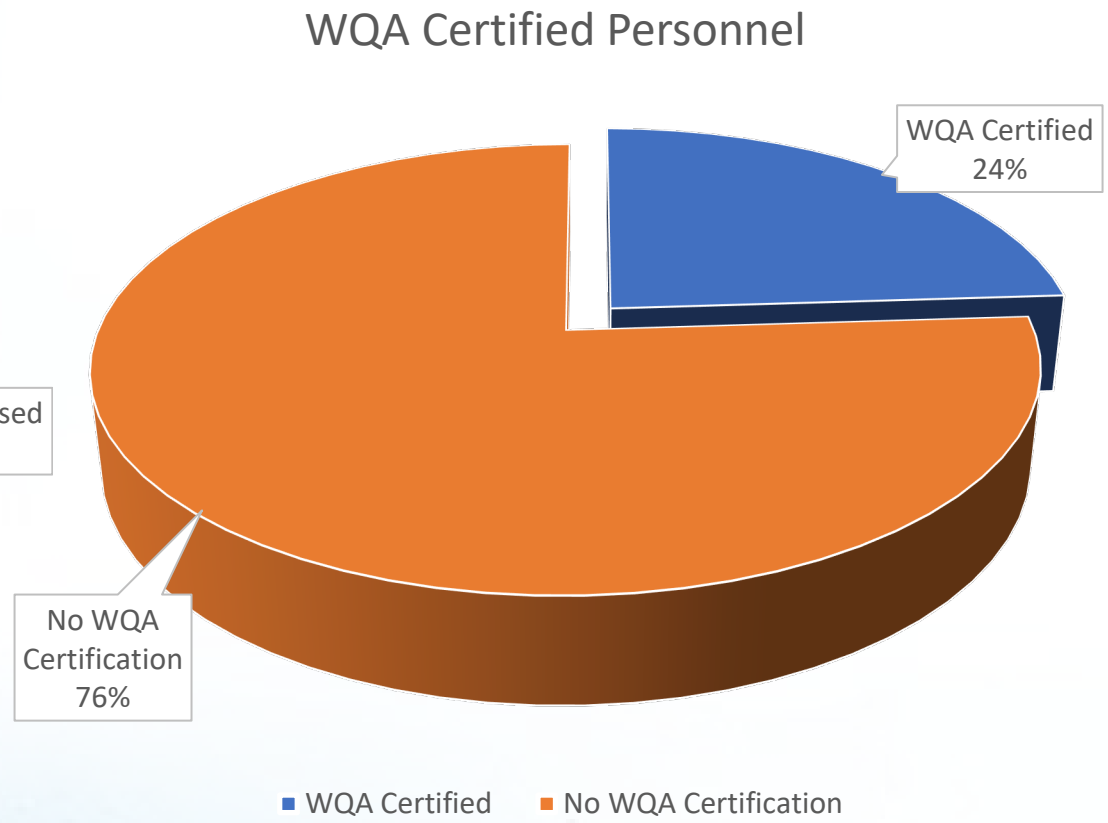
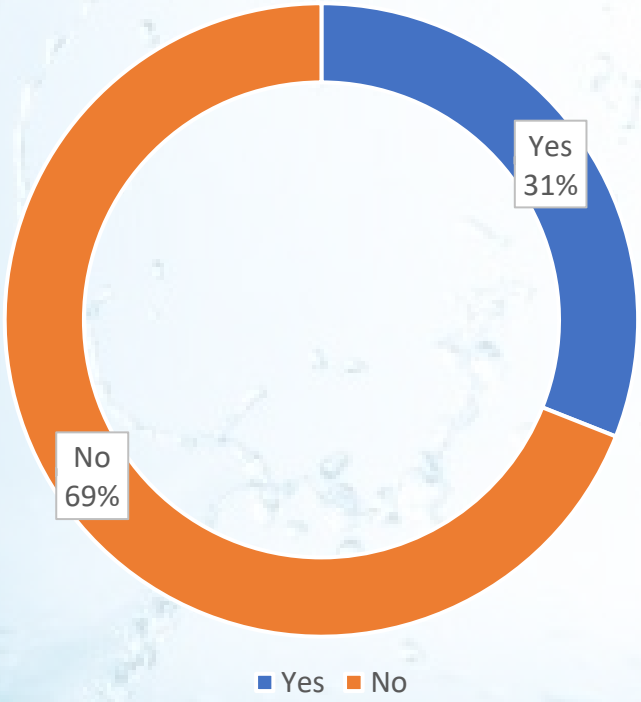
# Certifications Enhance Credibility



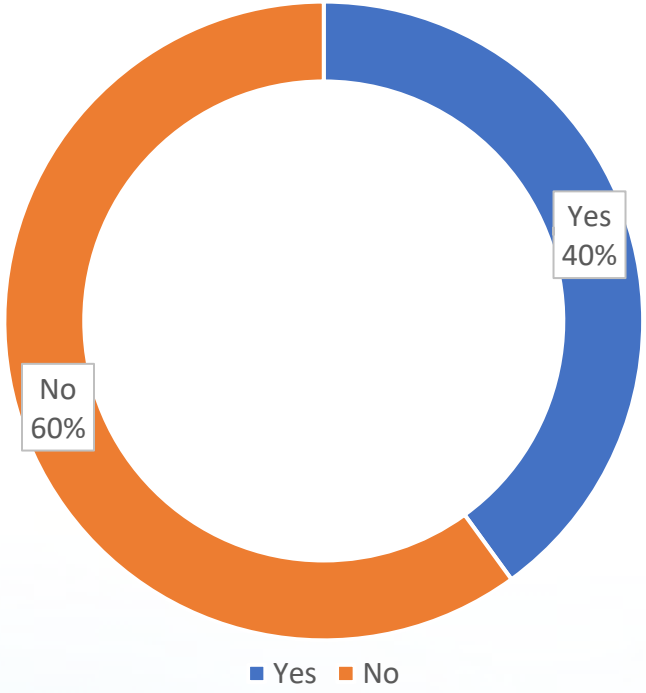



# Post-Installation Follow Up Trends

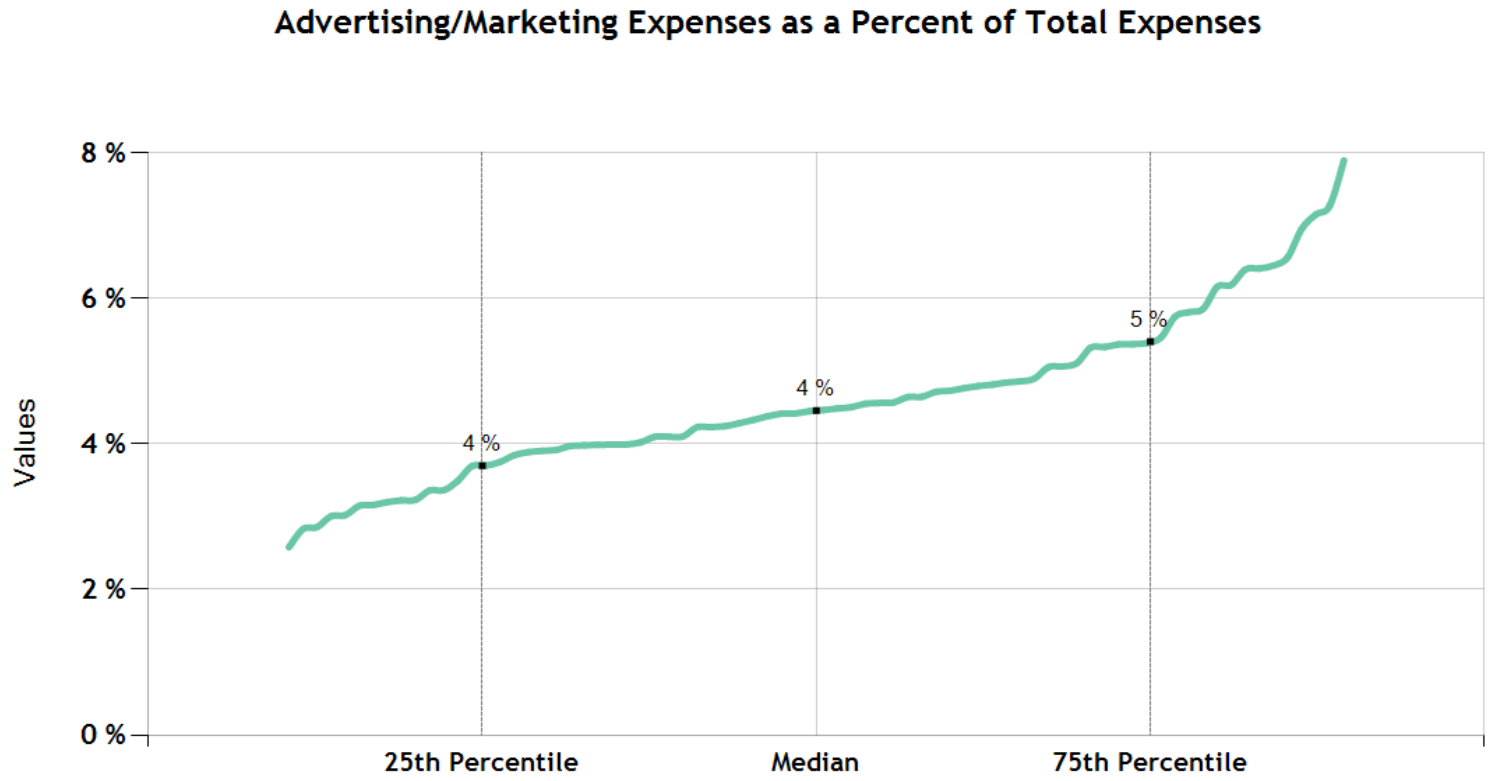
Post-Installation Call/Interview




Post-Service Survey (at time of service)



# Marketing Spend Trends



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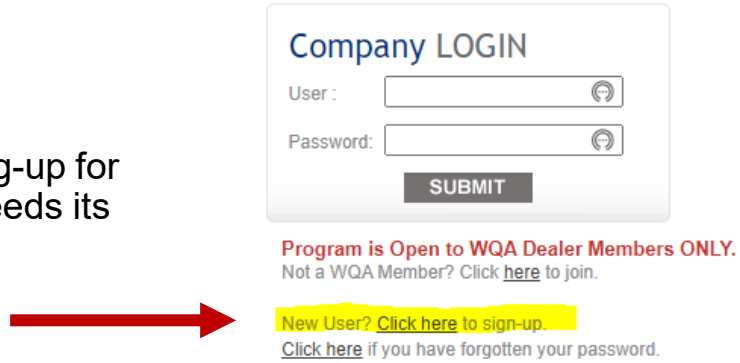
# Participate with FY 2020 Data Today!

## Get Signed  Up!

- Sign up online at biztrends.wqa.org/
- Dealerships with multiple locations should contact biztrends@wqa.org after signing-up for assistance with setting up multiple locations with a single login as each location needs its own account.
- This account is separate from your WQA membership account




## Enter Your Data!

- Make sure to enter your company's data in order to access valuable industry results when available
- Did you participate in 2019? Use the "Copy Prior Year Data" feature at the top right of each data entry page to copy your 2019 data forward and update as appropriate.

More information can be found on the Business Operations Report page of the WQA website.
Questions should be directed to biztrends@wqa.org.

# We need you!

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