



Sportsman's Outfitter  
19700 S Peculiar Dr  
Belton, MO 64012

January 21, 2022

Dear Valued Mercury Dealer,

In 2006, Mercury Marine implemented the Service CSI Award to recognize those dealers who truly set the mark in delivering complete customer satisfaction while servicing Mercury outboard and MerCruiser products.

Because of your dealership's outstanding commitment to deliver excellence in customer satisfaction this past year, Sportsman's Outfitter has met all the requirements needed to receive the 2021 Service CSI Award. This is truly an honor, as only 256 dealers across North America qualified for this award. The requirements needed to achieve the award were as follows:

- Be a Mercury Premier or Certified Service level dealer at the end of the fourth quarter of 2021
- Meet the minimum amount of Service CSI surveys returned from customers during the 2021 calendar year
- Maintain a rolling 12-month CSI score of 94 or higher

Congratulations on winning this prestigious award, and our most sincere thank you again for your commitment to complete customer satisfaction!

Sincerely,

Jim Helmick  
Director, Field Service Development and Operations