



## ALL-STAR VERIFIED INDEPENDENT DEALER CRITERIA

- Your employees have a combined 50-99 years overall experience in sales
- Your business has been in continuous operation for at least 5 years
- Your business has an annual revenue of \$10 million or less
- Your business is not publicly traded
- Your business is at least 51% owned by an individual or family with a controlling interest in the business
- Your business has a brick-and-mortar or warehouse presence where customers can see you doing business
- Your business has a website promoting your business
- Your business has an active use of social media to promote/market your business
- Your business has a process for addressing customer/vendor complaints
- Your business has been an NSGA member for at least one year and your membership is current
- Someone from your company has attended the NSGA Management Conference & Team Dealer Summit at least once in the last 5 years, or, can demonstrate that employees have attended other training and/or educational sessions to learn comparable content
- Your business can provide six positive references – three customer/consumer and three manufacturers – that your company does business with