



NSGA's New "Verified Independent Dealer Program" Designed to Help Sporting Goods Retailers and Dealers

By Marty Maciaszek, NSGA Team Dealer Director

The movie "Independence Day" showcases the struggle of the human race to survive in a battle against a powerful group of alien invaders.

For the independent business owner, every day has become a battle against a number of powerful outside forces. The obstacles impeding success are greater than ever as consumers' purchasing habits change.

Independently owned retailers and dealers comprise a significant part of the sporting goods industry. NSGA is always looking for ways to help this group.

The result is NSGA's "Verified Independent Dealer Program". The goal of this program is to give the best independently owned retailers and dealers in the sports industry the recognition and additional tools they need to succeed.

The NSGA Verified Independent Dealer Program is designed to share the benefits of working with an industry expert who delivers unmatched customer service.

"NSGA constantly searches for ways to help independently owned retailers and dealers face the challenges of today's business climate," said Matt Carlson, NSGA President & CEO. "The NSGA Verified Independent Dealer

Program helps participants differentiate themselves from their competition."

The Verified Independent Dealer Program originated from a group of NSGA team dealers who believed something was needed to give consumers a better understanding of how successful they are at their job. Becoming an NSGA Verified Independent Dealer will be the sporting goods industry's version of a symbol of excellence.

The NSGA Verified Independent Dealer Program has "MVP" and "All-Star" categories based on a variety of criteria, including overall employee experience, years the business has been in operation, sales volume, industry knowledge and expertise. Candidates for the NSGA Verified Independent Dealer Program will complete an application process that includes reference checks with consumers and industry manufacturers.

The candidates who meet the criteria on either the "MVP" or "All-Star" level and have their references check

out successfully will receive NSGA Verified Independent Dealer status for a three-year period.

NSGA Verified Independent Dealers will receive a variety of marketing materials to use with current and potential customers. They will be able to use the Verified Dealer logo in their stores and facilities, on their websites and in correspondence with customers. NSGA will send news releases to local media and letters to schools and athletic programs to explain the program and the merits of working with an NSGA Verified Independent Dealer.

Educational programming will also be created for NSGA Verified Independent Dealers to share issues and concerns with each other.

"Sharing the value of doing business with an NSGA Verified Independent Dealer is critical to the program's success," Carlson said. "Athletic directors, coaches, school superintendents, league directors and other consumers will benefit from understanding the value of working with a Verified Dealer in their community."



To be among the leaders in the NSGA Verified Independent Dealer Program, go to nsga.org/verified or contact Marty Maciaszek, NSGA Team Dealer Division Director, at mmaciaszek@nsga.org or (847) 296-NSGA (6742), ext. 1260.



- Employees have at least a combined 100 years overall experience in sales
- In continuous operation for at least 10 years
- Annual revenue of \$10 million or more
- NSGA member for at least 5 years
- Met certain educational component criteria in last three years

- Employees have at least a combined 50-99 years overall experience in sales
- In continuous operation from 5 to 9 years
- Annual revenue of \$10 million or less
- NSGA member for at least 1 year
- Met certain educational component criteria in last five years