

VIDP Criteria	MVP	All-Star
Employees have at least...	A combined 100 years of overall experience in sales	A combined 50-99 years overall experience in sales
Business has been in continuous operation for at least...	10 years	5 years
Business has an annual revenue of...	\$10 million or more	Less than \$10 million
Business has not been publicly traded	✓	✓
Business is at least 51% owned by an individual or family with a controlling interest in the business	✓	✓
Business has a brick-and-mortar or warehouse presence where customers can see you doing business	✓	✓
Business has an active use of social media to promote/market your business	✓	✓
Business has a website...	Promoting your business that can also be used for e-commerce	Promoting your business
Business has an active use of social media to promote/market your business	✓	✓
Business has a process for addressing customer/vendor complaints	✓	✓
Business has been an NSGA member for:	at least 5 years and your membership is current	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	✓	
Someone from your company has attended the NSGA Management Conference & Team Dealer Summit at least once in the last 3 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	✓	✓