

NMMA

Global Star 2019

Exemplifying Export Success in Recreational Boating

International business necessitates creativity and terrific team work!

The goal of exporting for [Grady-White Boats](#), based in Greenville, North Carolina, has always been to maintain an international presence with excellent dealers helping to diversify markets and enhance brand image. The company which began exporting to Europe in the early 1980's, has enjoyed a positive trend in global sales over the years as its international dealer network has expanded.

Grady-White places a strong emphasis on business integrity, longevity, and outstanding service capability when fostering new international distribution centers. International dealer prospects are carefully vetted to ensure that their business principles and values align with Grady-White's, which allows the company to select only the very best partners in each country and region.



Choosing to work with only the best international dealers ensures that Grady-White's customer-centered approach to interacting with all clients is maintained regardless of location—national or international. Grady-White does not waiver on their requirement for very high-level post sale customer support, regardless of the dealer's geographical location.

Grady-White ships through main ports along the Eastern seaboard. The company relies on its international dealers to deliver directly to the more remote ports of call. In one instance, to ensure on-time delivery, a boat had to be delivered to a customer in Thailand by running it 1,300 nautical miles from Australia on its own hull, after the scheduled cargo ship was re-routed. International business necessitates creativity and terrific team work!

NMMA's Export Development program is here to assist NMMA members achieve export success. At NMMA, we believe that exporting isn't a luxury but a necessity for any company that wishes to compete effectively in today's global economy.



To learn more, visit nmma.org/international or contact us at 954-441-3234.

If you'd like to be considered for a Global Star, please contact NMMA's Sr. Director for Export & Workforce Development Julie Balzano at jbaldano@nmma.org