

The background of the entire image is a repeating pattern of stylized tropical leaves in various shades of light green and teal. The leaves are layered and overlap, creating a dense, jungle-like feel. At the very top and bottom of the image, there are thin horizontal borders with a geometric, woven pattern.

NSGA[®] 2025

LEADERSHIP CONFERENCE

May 18-20 | Palm Beach Gardens, FL

Everyone Wins:
Cultivating
Stronger
Industry
Relationships



*“I can do things you cannot,
you can do things I cannot;
together we can do great things.”*

- Mother Teresa

NSGA 2025

LEADERSHIP CONFERENCE
May 18-20 | Palm Beach Gardens, FL



Industry Relationship Survey Results

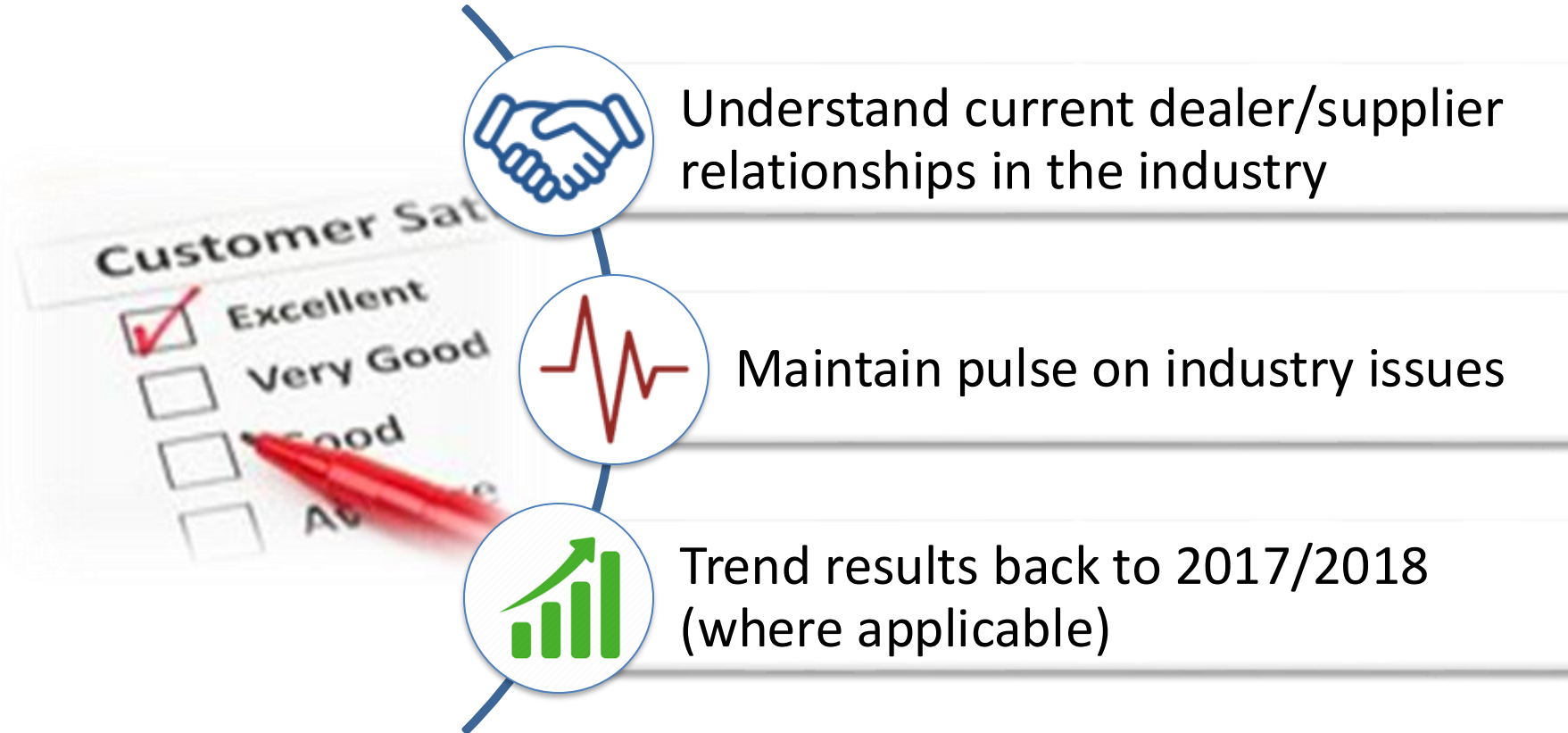


Roundtable Discussion Workshop

2025
Industry
Relationship
Survey
Results



2025 Industry Relationship Survey: Main Goals



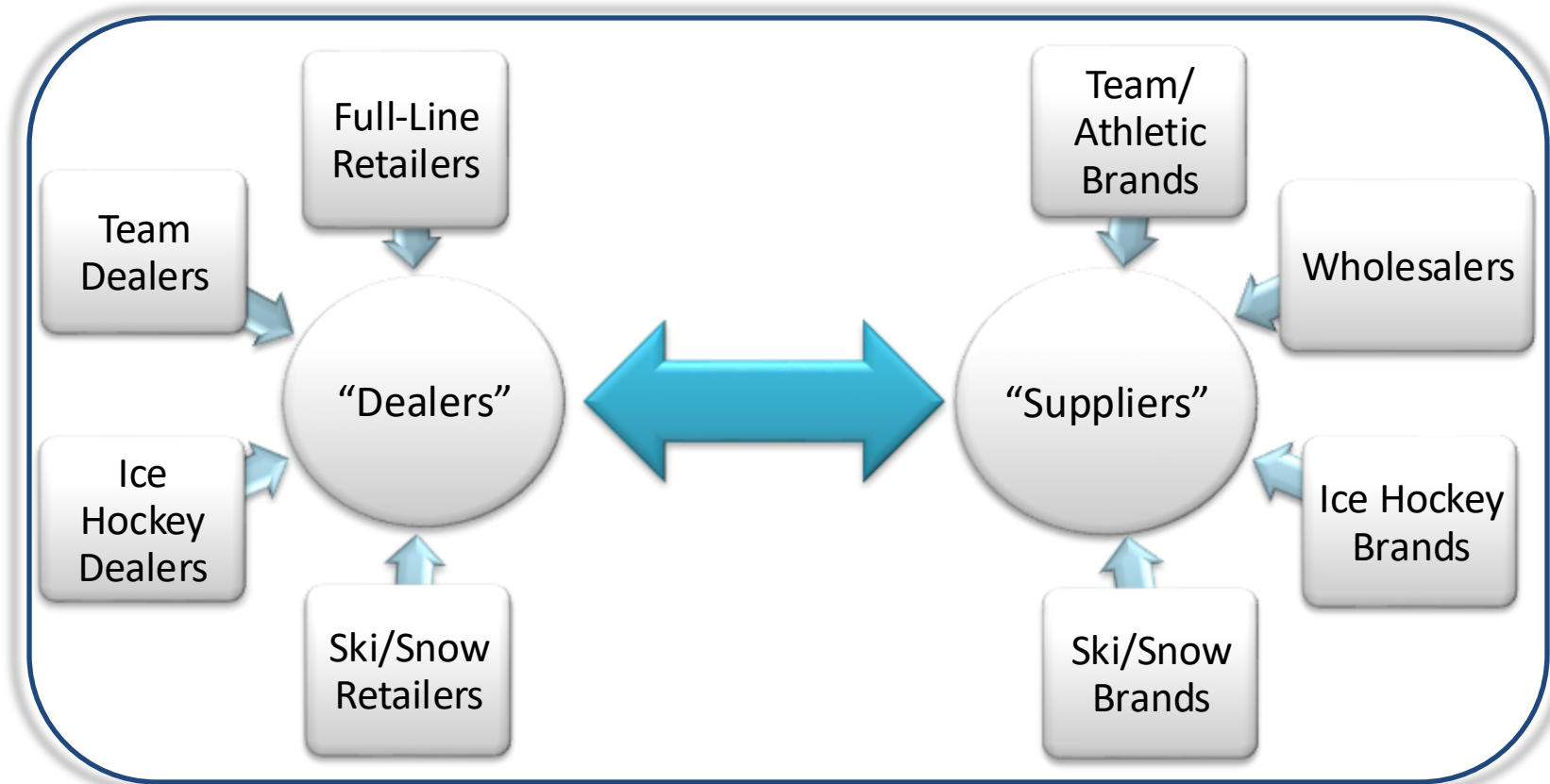
2025 Industry Relationship Survey: Methodology



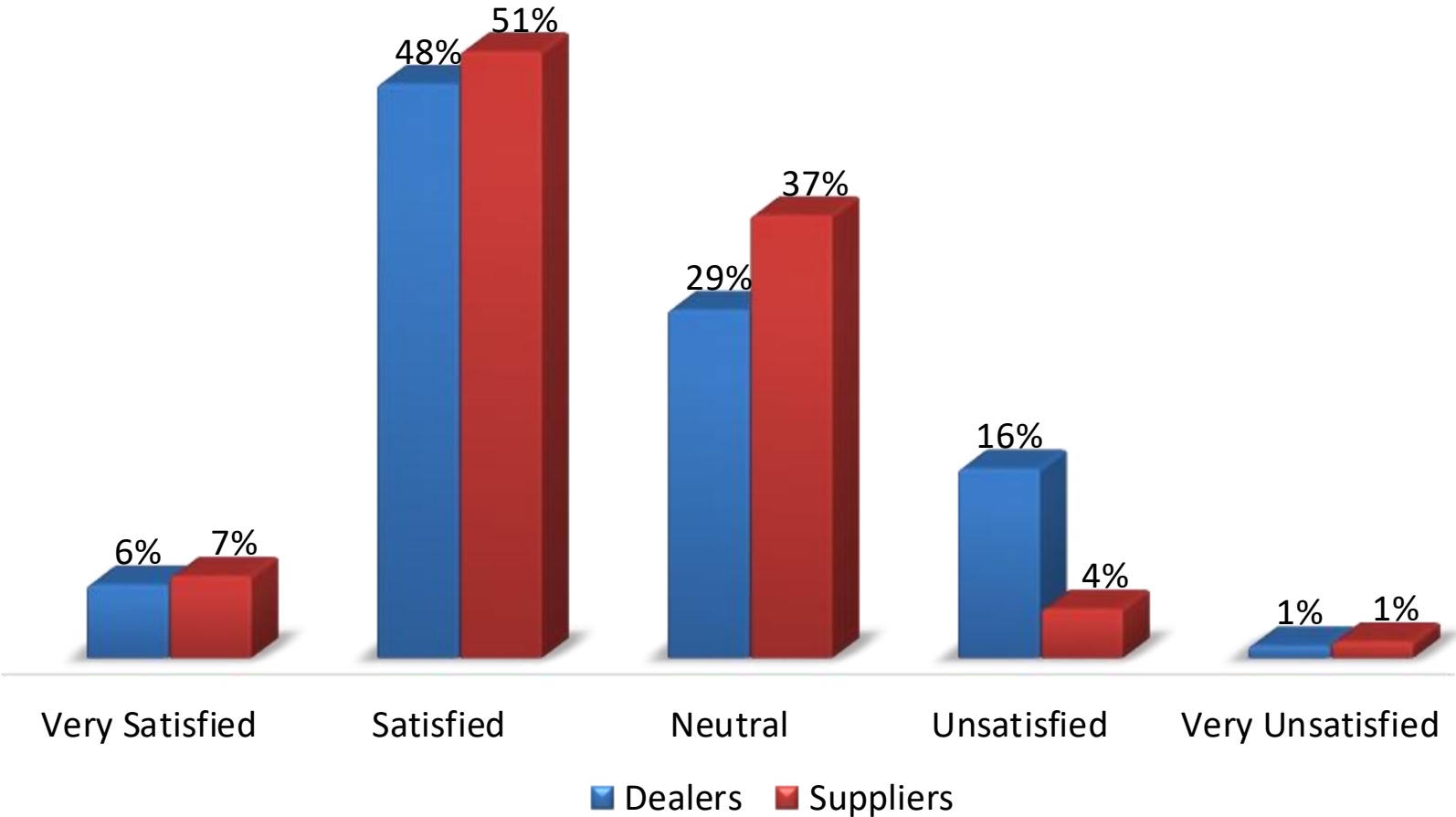
Online Survey



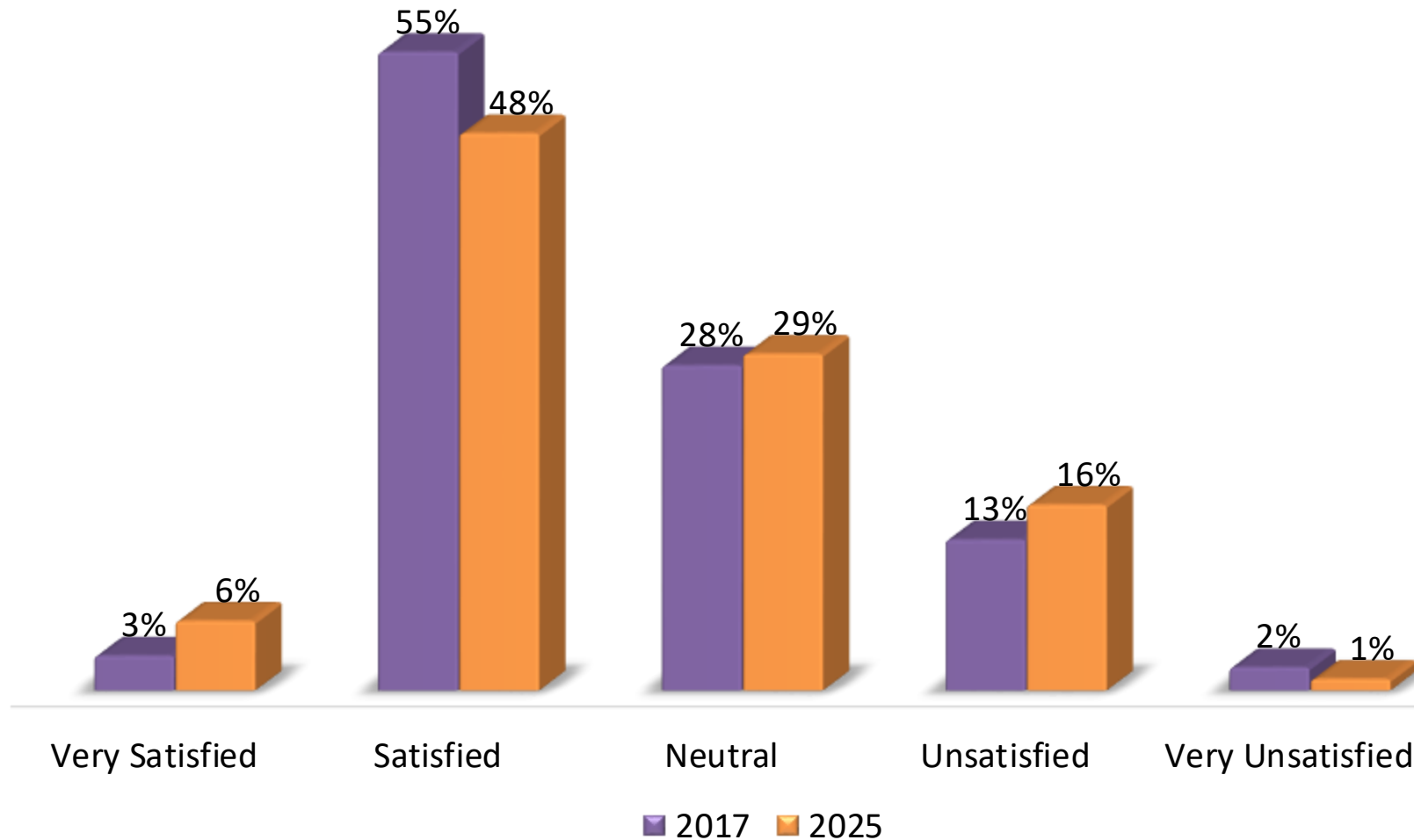
269 Responses



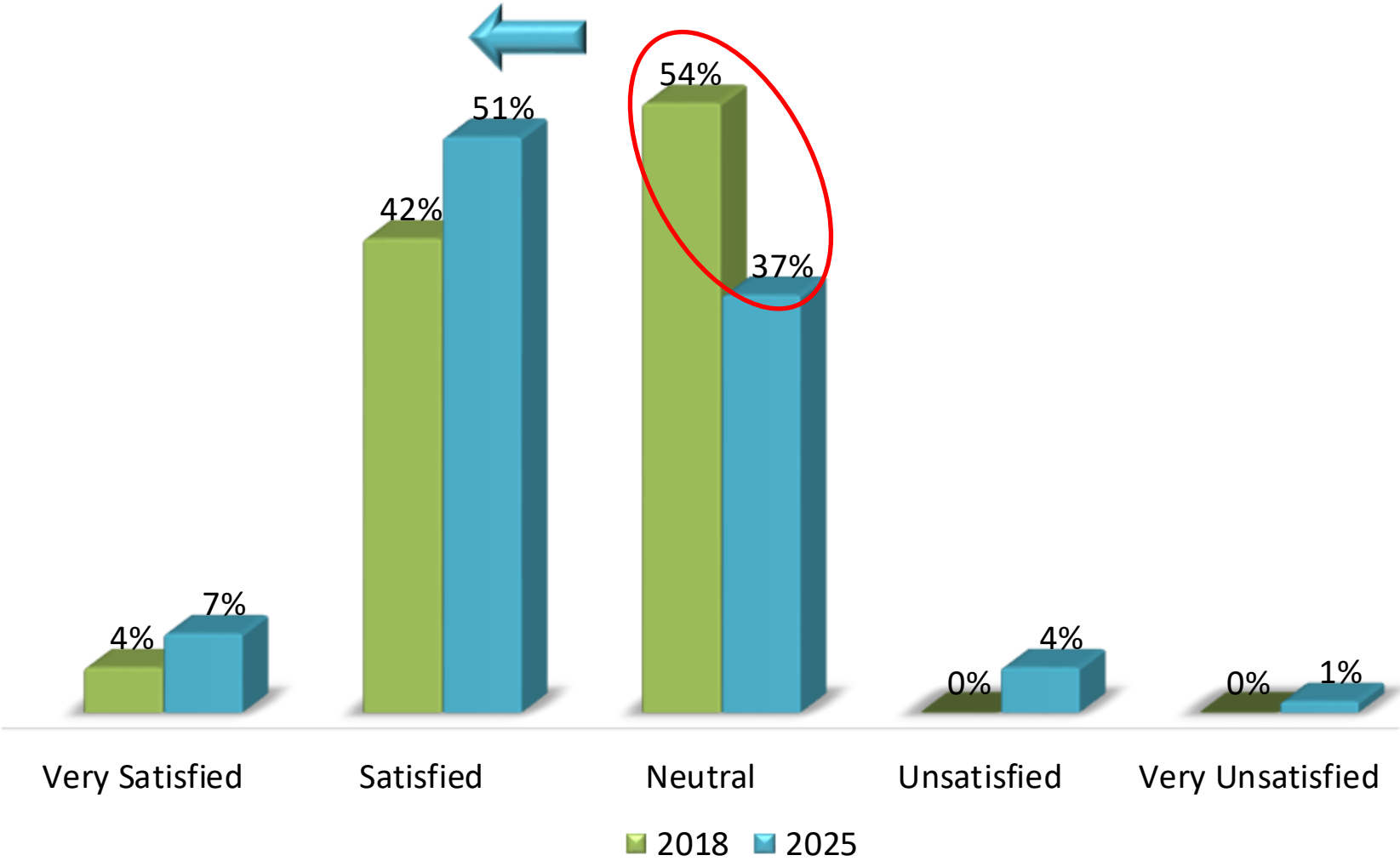
Overall Satisfaction with Industry Counterparts



Overall Dealer Satisfaction with Industry Suppliers



Overall Supplier Satisfaction with Industry Dealers



Ingredients for Successful Business Relationships

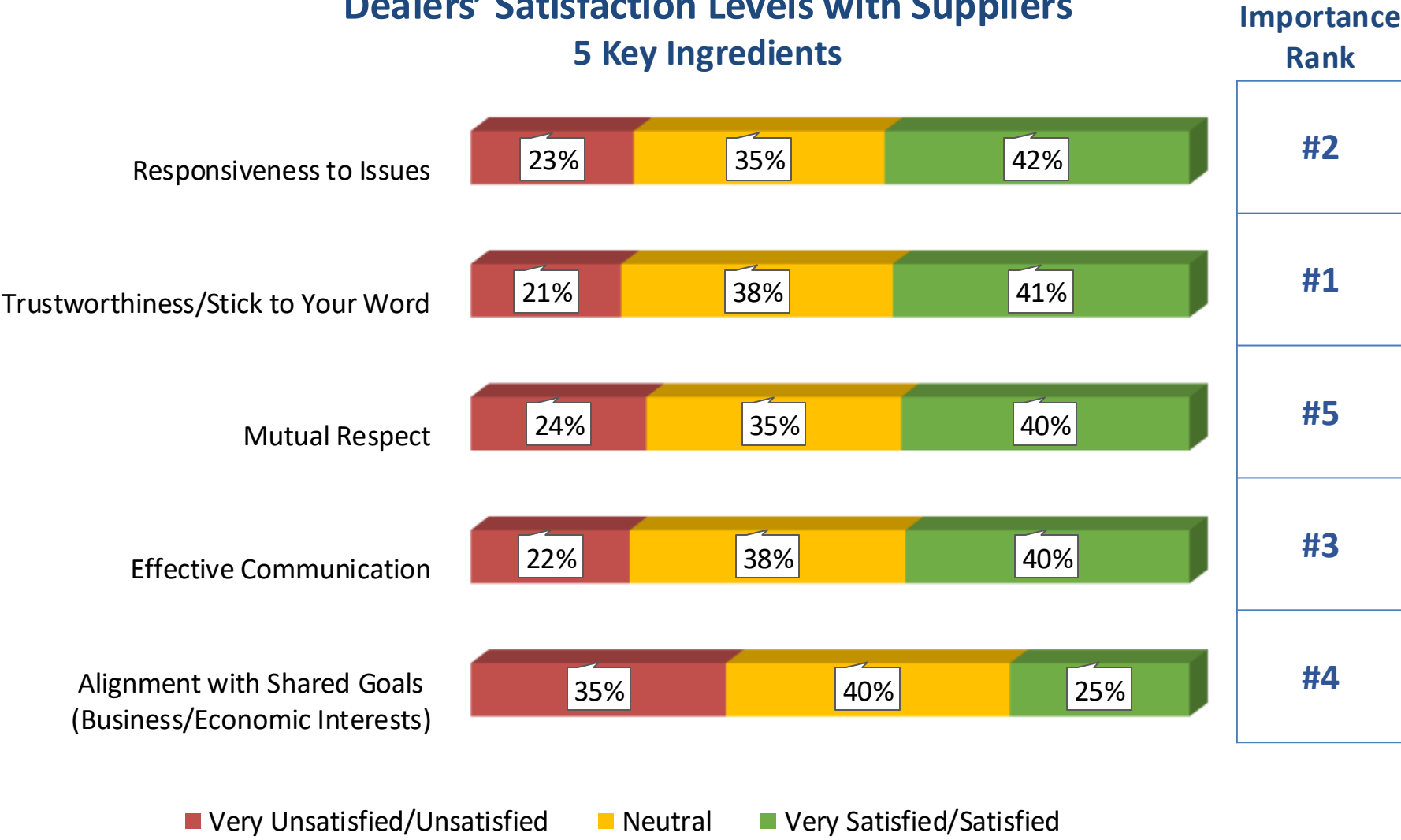
Most
Important



Least
Important

	Dealers	Suppliers
#1	Trustworthiness / Stick to Your Word	Trustworthiness / Stick to Your Word
#2	Responsiveness to Issues	Mutual Respect
#3	Effective Communication	Effective Communication
#4	Alignment with Shared Goals (Business / Economic Interests)	Alignment with Shared Goals (Business / Economic Interests)
#5	Mutual Respect	Responsiveness to Issues

Dealers' Satisfaction Levels with Suppliers
5 Key Ingredients

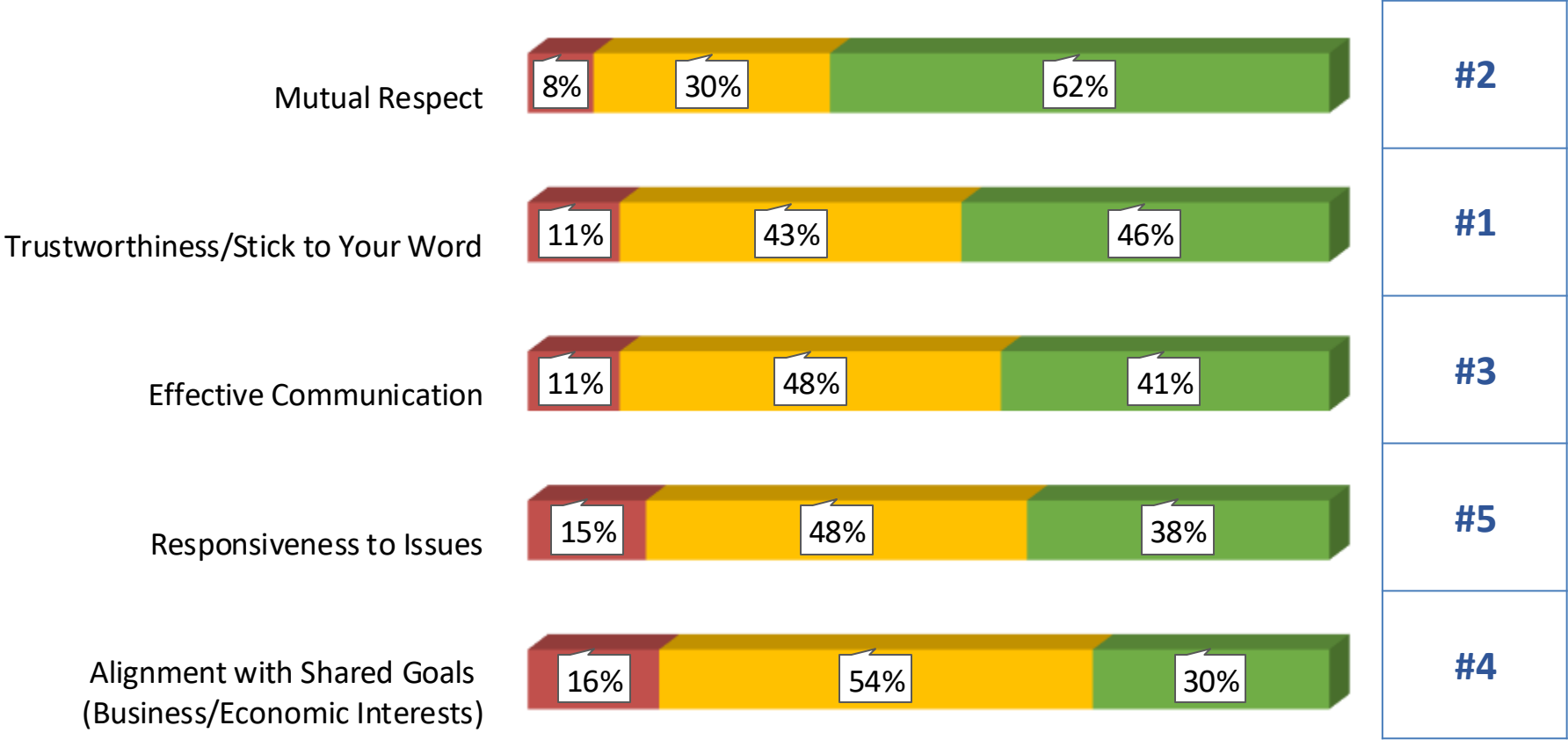


NSGA 2025

LEADERSHIP CONFERENCE
May 18-20 | Palm Beach Gardens, FL

Suppliers' Satisfaction Levels with Dealers
5 Key Ingredients

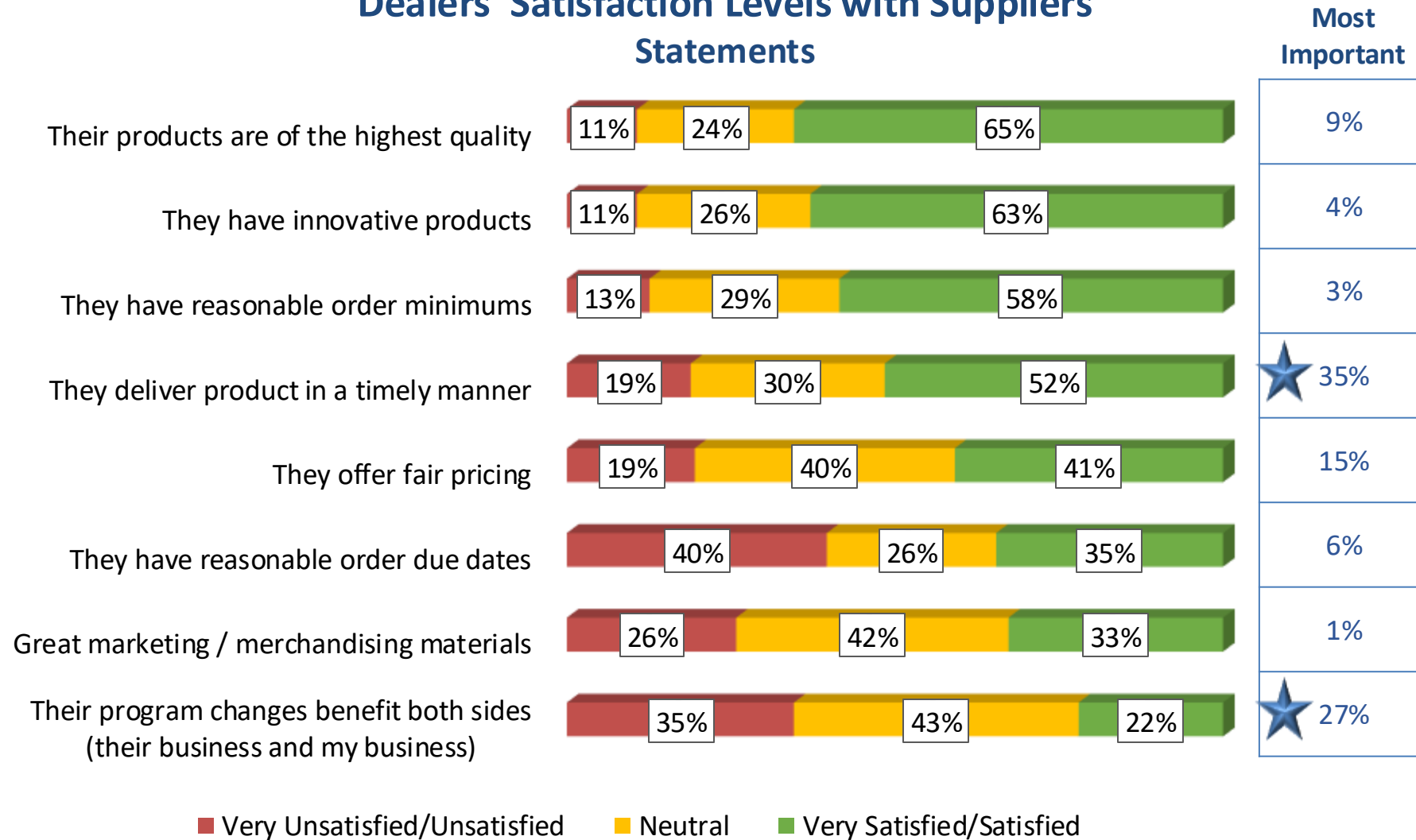
**Importance
Rank**



■ Very Unsatisfied/Unsatisfied ■ Neutral ■ Very Satisfied/Satisfied

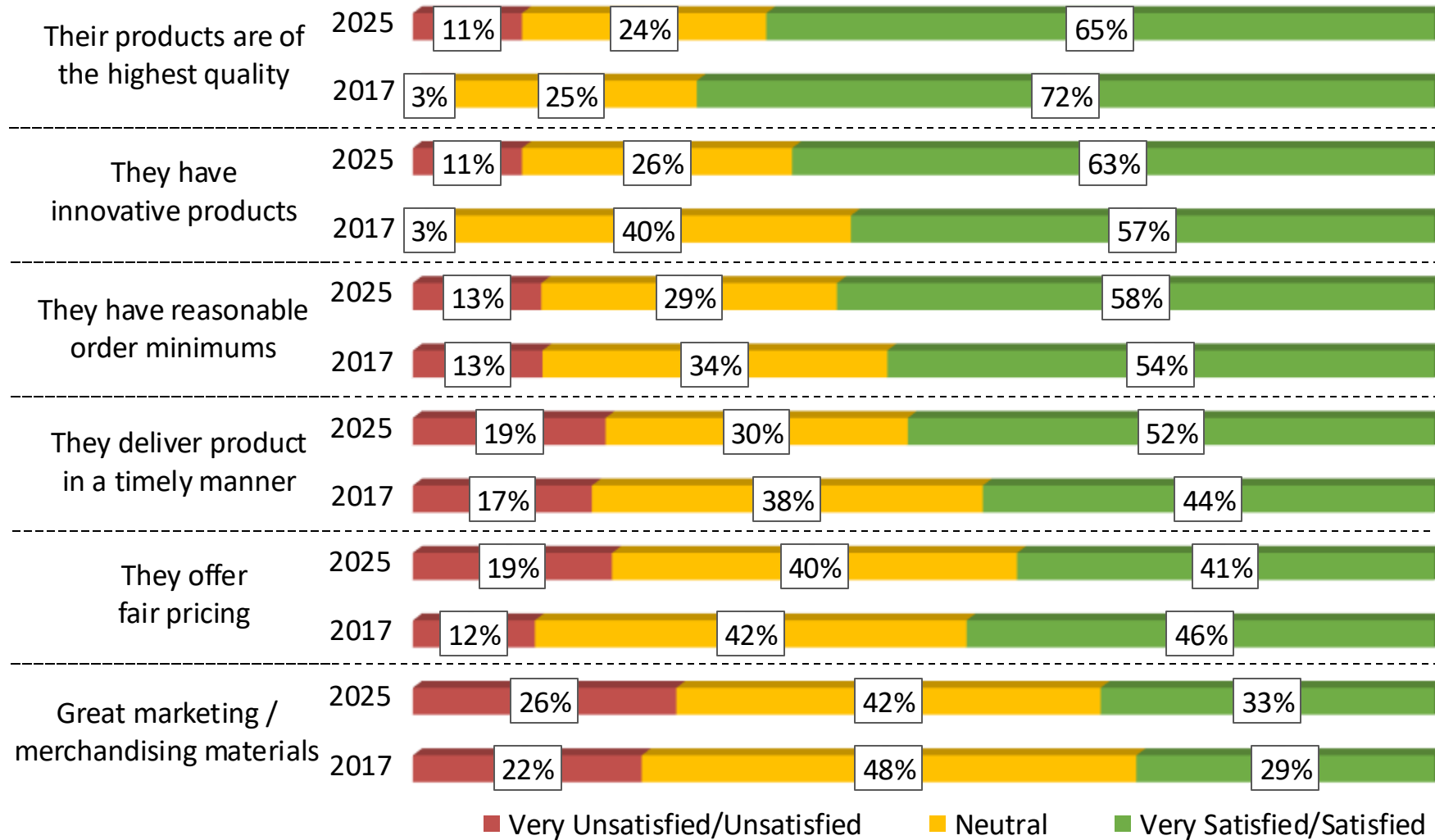
Dealers' Satisfaction Levels with Suppliers

Statements



Dealers' Satisfaction Levels with Suppliers

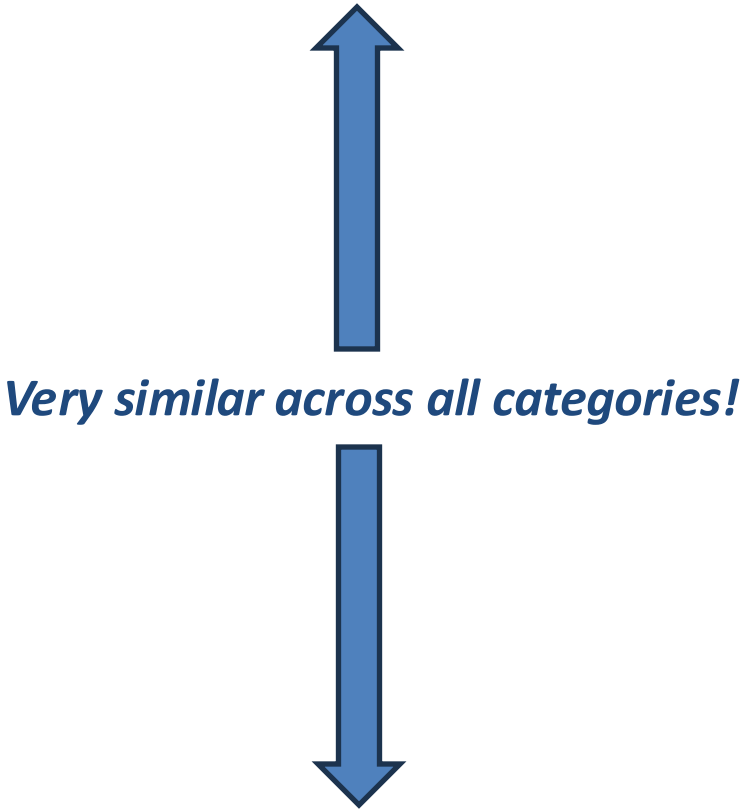
2025 vs. 2017



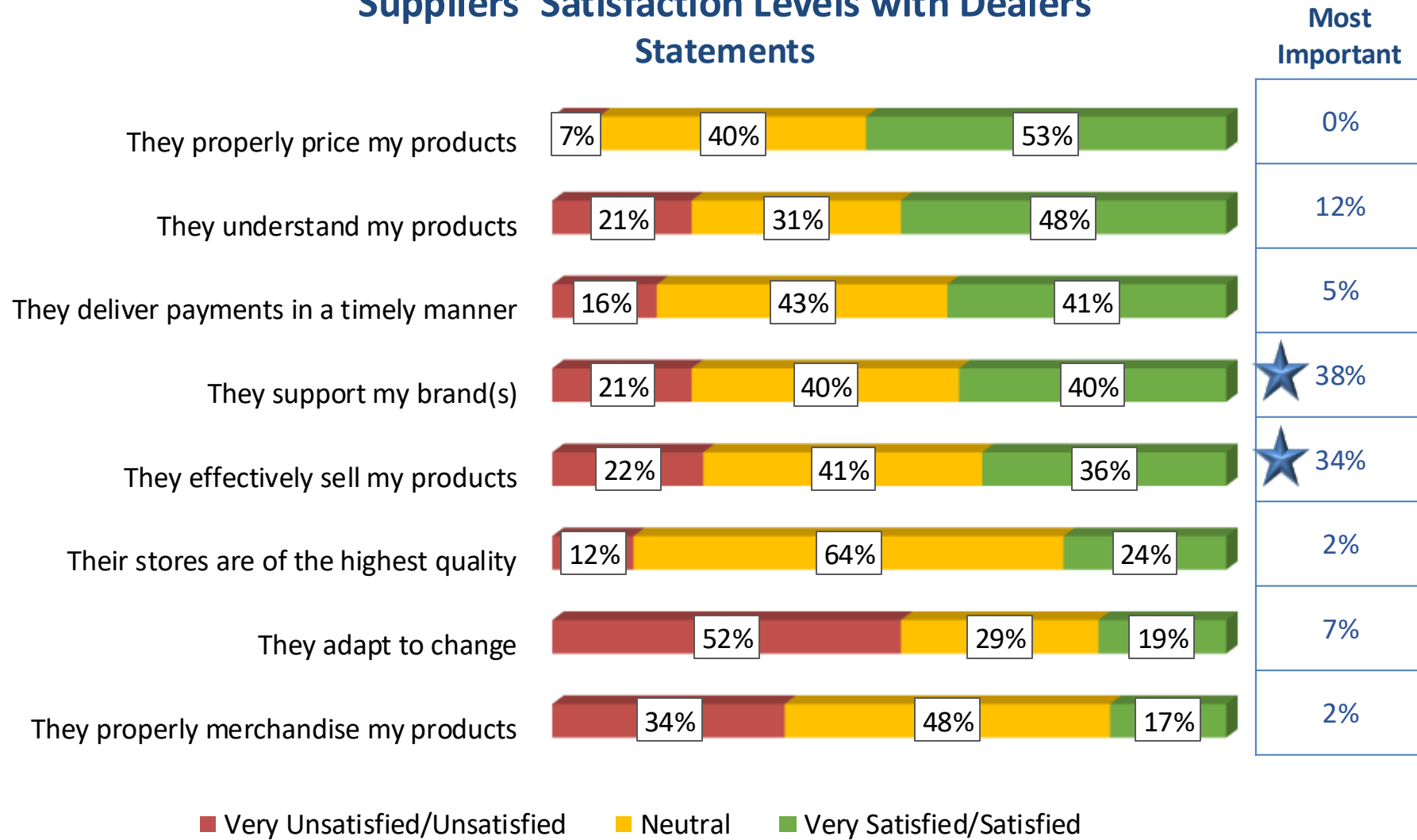
Dealers' Satisfaction Levels with Suppliers

2025 vs. 2017

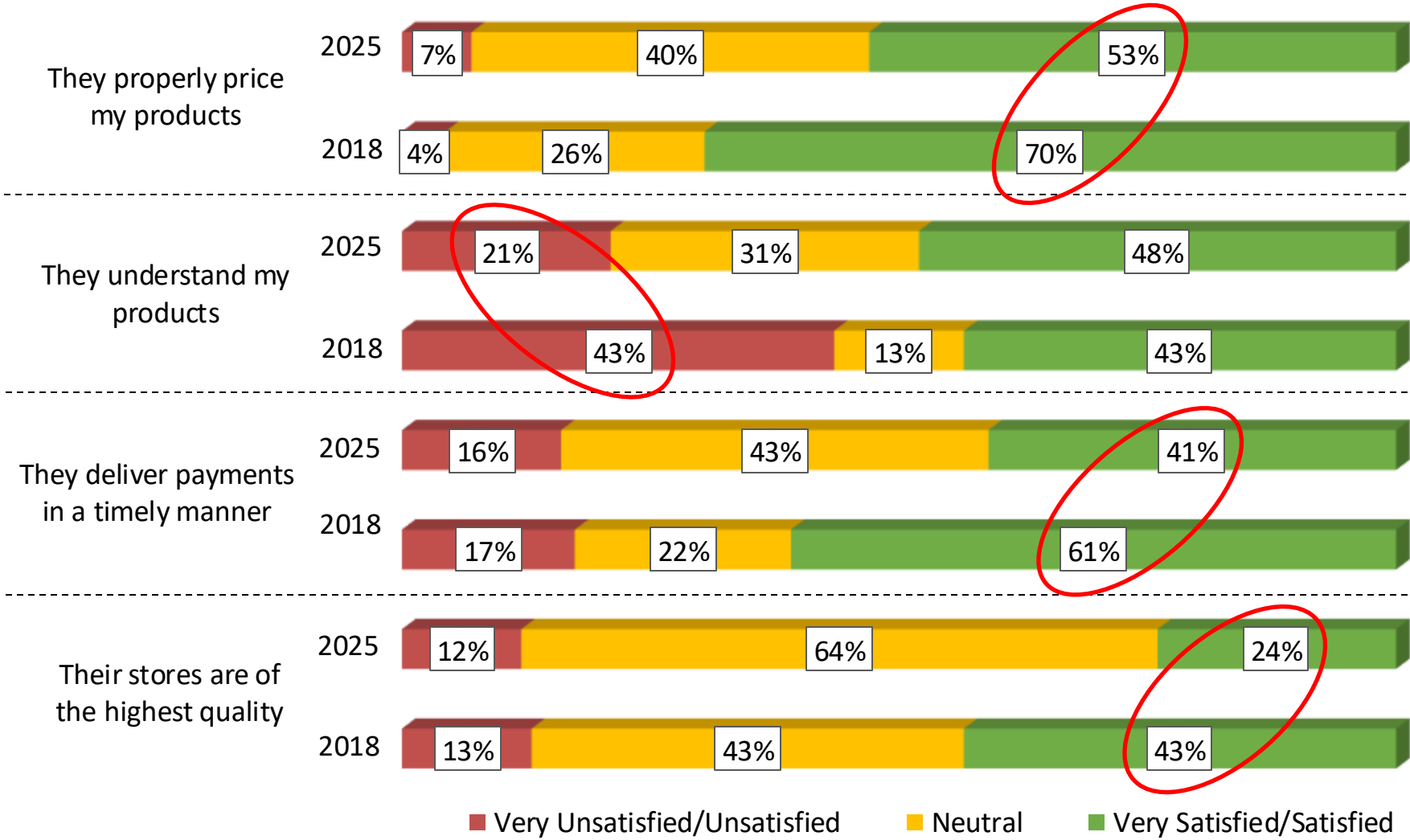
- Their products are of the highest quality
- They have innovative products
- They have reasonable order minimums
- They deliver product in a timely manner
- They offer fair pricing
- Great marketing / merchandising materials



Suppliers' Satisfaction Levels with Dealers Statements



Suppliers' Satisfaction Levels with Dealers
2025 vs. 2018



Suppliers' Satisfaction Levels with Dealers 2025 vs. 2018

Minimal change in satisfaction levels across these categories.



They support
my brand(s)

They properly merchandise
my products

They effectively
sell my products

Dealers' Top Frustrations



Suppliers' Top Frustrations



Dealers' Top Frustrations

- 2017 ➤ **Selling Direct**
- 2017 ➤ **Inventory/
On-Time Delivery**
- **Order Due Dates**
- 2017 ➤ **Order Minimums/
Program
Requirements**

Suppliers' Top Frustrations

- **Not Adapting
to Change** 2018
- **Not Supporting
Our Brand** 2018
- **Not
Understanding
Products** 2018

2025 Industry Relationship Workshop

Instructions:

1. Scan the QR code at your table or type in numeric code at menti.com.
2. I'll introduce a topic/question.
3. Engage in productive, respectful discussions at your table for each topic introduced.
4. Each person submits their answer(s) into Mentimeter. The more responses we have, the better the experience! (All answers are anonymous).

Rules:

1. Be respectful
2. Everyone participates



2025 Industry Relationship Workshop – Discussion Questions

- What qualities does your best dealer/supplier partner have? (3) What qualities make for a poor dealer/supplier partner? (3)
- What are some ways to improve communication between suppliers and dealers?
- What are some ways to promote better merchandising of products? (From a supplier perspective as well as from a dealer's perspective)
- How can we make navigating change easier on everyone? (program changes)
 - What are hurdles to making changes? *vote*
- What can suppliers/dealers do to better manage increasingly demanding order due dates?
 - Dealer perspective: orders being entered earlier in year
 - Supplier perspective: why ordering earlier in year is necessary
- With regards to selling direct, how can dealers and suppliers work together to ensure everyone remains relevant and competitive? (might not apply to everyone, but can still engage in conversation at tables)
- Impact of tariffs being passed from manufacturers/brands to small business retailers/dealers.
 - What are concerns and expectations from both sides?
 - Best practices for fair and transparent implementation? (how can suppliers help small retailers/dealers through the process?) *vote*
 - Best practices for communicating tariff-related changes? *vote*

*Also can use
voting as
potential
tiebreakers for AI
grouped answers

2025 Industry Relationship Survey - Key Takeaways



- Majority of dealer and supplier respondents were satisfied/very satisfied with their industry counterparts.
 - Since 2018, supplier satisfaction with industry retailers has shown moderate growth.
- Top 2 ingredients for successful business relationships:
 - Dealers:
 - 1.) Trustworthiness/Stick to Your Word
 - 2.) Responsiveness to Issues
 - Suppliers:
 - 1.) Trustworthiness/Stick to Your Word
 - 2.) Mutual Respect
- Top Frustrations with industry counterparts:
 - Dealers:
 - 1.) Selling Direct*
 - 2.) Inventory/On-Time Delivery*
 - 3.) Order Due Dates
 - 4.) Order Minimums/Program Requirements*
 - Suppliers:
 - 1.) Not Adapting to Change*
 - 2.) Not Supporting Our Brand*
 - 3.) Not Understanding Products*

*Consistent with survey results from 2017/2018

2025 Industry Relationship Survey - Key Takeaways



➤ Dealers most satisfied with suppliers':

- 1.) Product Quality
- 2.) Innovation
- 3.) Reasonable Order Minimums

➤ Suppliers most satisfied with dealers':

- 1.) Pricing of Products
- 2.) Understanding of Products
- 3.) On-Time Payment Deliveries

➤ Dealers least satisfied with suppliers':

- 1.) Order Due Dates
- 2.) Marketing/Merchandising Materials
- 3.) Program Changes Benefit Both Sides

➤ Suppliers least satisfied with dealers':

- 1.) Store Quality
- 2.) Ability to Adapt to Change
- 3.) Merchandising of Products

➤ What dealers find most important:

- 1.) Deliver Product in a Timely Manner
- 2.) Program Changes Benefit Both Sides

➤ What suppliers find most important:

- 1.) Dealers Support My Brands
- 2.) Dealers can Effectively Sell My Products