

DEALER ONBOARDING

COLLABORATION WITH GANZ

Guide for prospective sales partners · www.ganzboutique.com



This guide is intended for potential sales partners who are interested in collaborating with GANZ. It provides an overview of our brand understanding, the structure of the collaboration and the dealer onboarding process.

GANZ stands for a partnership-based, long-term collaboration on equal terms. Quality, clarity and reliability take priority over short-term growth.

OUR PRINCIPLES

Quality over quantity

Clearly defined roles

Transparent processes

Long-term perspective

BRAND UNDERSTANDING

THE GANZ BRAND

GANZ is an independent boutique manufacturer with a focus on premium motorboats. Our products are aimed at customers who value design, functionality and sustainable quality.

The brand deliberately positions itself between industrial mass production and traditional boatyard heritage. This attitude shapes both our products and the way we work with our partners.

THE ROLE OF THE DEALER

For GANZ, the dealer is not merely a sales partner, but a brand representative.

Dealers carry the brand into their market and play a central role in brand perception, customer relationships and service quality.

WE ARE LOOKING FOR PARTNERS WHO:

understand our brand mindset

think long-term

place value on quality and service

ONBOARDING PROCESS

This process ensures that both parties can make an informed and sustainable decision. The onboarding process is clearly structured and takes place in several steps:

Step	Content
1 – Initial contact & introduction	non-binding discussion about the market, expectations and overall fit
2 – Evaluation	in-depth review of the collaboration, market potential and portfolio alignment
3 – Clarifying the framework	territory definition, roles and initial commercial parameters
4 – Deepening & decision	joint assessment and decision on a partnership

COLLABORATION & RESPONSIBILITIES

A clear division of roles reduces interface issues and creates reliability for end customers.

GANZ responsibilities	Dealer responsibilities
product development and quality	sales within the defined territory
production and factory acceptance	local brand presence
technical documentation	customer support and after-sales
warranty processing in accordance with the agreement	service in accordance with standards

NEXT STEPS

How do we proceed? If you are interested in collaborating with GANZ, we would welcome a more in-depth discussion.

1. Personal meeting
2. Joint evaluation
3. Clarification of details

Further information and contact details can be found on our dealer website www.ganzboutique.com.