



Dealer Onboarding

COLLABORATION WITH GANZ

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.

Working as equals.

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.

They 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.

DEALER ONBOARDING PROCESS

The onboarding process is clearly structured and takes place in several steps:

1.

Initial contact & introduction

An initial, without-obligation discussion about the market, expectations and overall fit.

2.

Evaluation

A deeper 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

GANZ is an independent boutique manufacturer with a focus on premium motorboats.

Product development and quality

Production and factory acceptance

Technical documentation

Warranty processing in accordance with the agreement

DEALER - RESPONSIBILITIES

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

Sales within the defined territory

Local brand presence

Customer support and after-sales

Service in accordance with standards



HOW DO WE PROCEED?

If you are interested in collaborating with GANZ, we would welcome a more in-depth discussion

PROPOSED NEXT STEPS:

1. Personal meeting

2. Joint evaluation

3. Joint evaluation

Further information and contact details can be found on our dealer landing page.

