

**NMMA**

# Global Star 2019

Exemplifying Export Success in Recreational Boating

**In the business of today, it's imperative to think globally!**



[NauticStar Boats, LLC](#), based in Amory, MS, is a new-to-export company. Right after the company's acquisition in late 2018, NauticStar recognized that to experience sustained and healthy growth, the company needed to proactively expand its global footprint.

Hiring a new International Sales Director to lead the effort, NauticStar set in course a goal to grow its international dealer network. In just under a year, NauticStar has sold boats to multiple new countries, including Australia and Mexico, two of our industry's top export markets.

NauticStar attributes its early international sales success to its focus on building sustainable business relationships, thereby engaging the most viable dealer partners. The company operates with an open-armed approach and a focus on integrity, long-term engagement based on ethical behavior, and a strong emphasis on customer service. While it takes time to nurture and develop high-value relationships and establish trust, NauticStar is confident that its approach will yield positive results for years to come. Ironically in today's ultra-tech era, going back to the basics—developing personalized one-one-one relationships—is seen by many as a fresh approach.

Exporting does come with its challenges. A recent shipment to Canada was diverted to a border crossing hundreds of miles away from its original point of entry, because unbeknownst to NauticStar, delivery by truck required very specific custom paperwork. Thanks to a quick response to the requirement and dedication on the part of the NauticStar international team, the delivery was finally completed—and the company learned an important lesson.

Exporting is a tremendous learning experience for those who are open to its lessons. By leveraging the resources available at the state, federal and association levels, exporting doesn't have to be any riskier than selling in the United States.

**NMMA's Export Development program is here to assist any NMMA member 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](http://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 [jbazono@nmma.org](mailto:jbazono@nmma.org)