Pursuit awards Walstrom Marine Flagship Dealer designation

Pursuit Boats congratulates Walstrom Marine for achieving the highest accommodations in its dealer network, Flagship Dealer.

Pursuit’s Flagship Dealer Program builds on the Marine Industry Dealer Certification program instituted by the NMMA (National Marine Manufacturer’s Association) to challenge marine dealers to achieve and maintain certain standards and practices for their dealerships in several different areas. Pursuit’s program adds operational enhancements that help the Pursuit dealers excel in overall customer satisfaction and profitability. The program recognizes and rewards exceptional performance in the areas of dealership sales, marketing and service. Pursuit Flagship Dealers are graded in key areas including CSI, continuing education, market share and business systems and processes within their assigned territories.

“Our goal is to drive our business to consistently higher levels and our Pursuit Flagship Dealer Program demonstrates our commitment to strengthening the partnership that we want to build with our dealers,” says George Hetzel, Vice President of Sales.

Pursuit recognizes building the best product is not enough. Customer expectations have never been higher, and in order to further strengthen the Pursuit brand leadership position, Pursuit Factory Authorized Dealers must maintain and aspire to deliver customers an incomparable, and intensely satisfying purchase and ownership experience. Approximately 25% of Pursuit’s dealer network operate under the Flagship program with a goal of over 50% for the upcoming 2013 model year.

Pursuit Boats is a division of Holland, Michigan-based S2 Yachts, Inc. For more than half a century, three-generations of this family-owned business has set an unsurpassed standard of quality in marine design and manufacturing. From their modern, recently expanded production facility in Ft. Pierce, Florida, the Slikkers family continues to build distinctive award winning outboard powered fishing boats in Offshore, Center Console, Sport and Dual Console configurations, in models from eighteen to thirty-eight feet. S2 Yachts also produces Tiara Yachts, whose inboard power models include Open, Sovran, and Convertible models ranging in size from thirty to fifty-eight feet built in Holland, MI.