

Brand / Manufacturer Self Assessment Tool	Self Assessment Score				
	1 - Rarely	2 - Occasionally	3 - In Progress	4 - Regularly	5 - Always
	We rarely do this, or not at all.	We do this sometimes, but inconsistently.	We do this with some regularity, but not reliably.	We do this consistently and with intention.	This is standard practice and part of how we operate.
Gold Standard Number 1: Lead with Transparency					
We communicate wholesale structures clearly and consistently to all retailers and reps.					
We enforce MAP pricing consistently across all channels, including DTC.					
Retailers and reps receive advance notice of pricing changes, increases, or seasonal adjustments.					
When delays, disruptions or warranty-related issues occur, we communicate proactively and transparently with partners and consumers					
Our retailers and reps feel they can rely on the consistency and fairness of our policies.					
Gold Standard Number 2: Empower Retailers & Reps					
We provide up to date, accessible product training resources.					
Reps receive deep technical education to support advanced customer inquiries.					
Retailers receive complete and accurate product descriptions, images, SEO-ready copy, and data.					
We provide effective fit guides, size charts or other digital selling tools where relevant.					
We actively support retailers and reps with clinics, demos, festivals and grassroot events.					
Gold Standard Number 3: Support Collaboration					
We collaborate with retailers and industry partners on launch plans, marketing, and promotions.					
We equip reps with the tools needed to support event activation and sell-through.					
We actively support and advocate for paddlesports through community organizations and initiatives that promote access, safety, inclusion, and stewardship of waterways.					
We actively request and use retailer and rep feedback in product development.					
We communicate with partners in a timely, responsive and constructive manner.					
Gold Standard Number 4: Act Fairly Across Channels					
Our DTC pricing aligns with retail pricing during regular season.					
Our DTC strategies are designed to complement, not compete with, retail partners.					
When inventory is constrained, we allocate product fairly and transparently across DTC and wholesale channels.					
We avoid last-minute or unexpected DTC discounting that impacts retailers.					
Our policies and programs support sustainable retailer profitability.					
Gold Standard Number 5: Be Flexible & Supportive					
Our team members are trained and empowered to respond professionally and consistently to partners and consumers.					
Our team understands the PTC Gold Standards and how they apply to our role.					
Our internal processes support reps in effectively serving retailers and outfitters at resolving issues.					
Our actions demonstrate that retailers are valued long-term partners.					
We offer flexibility or additional support to retailers when circumstances warrant it (i.e., warranty, service, or unique situations).					
TOTAL SCORE	0				