MEMBER OVERVIEW

WHO DO THEY DO BUSINESS WITH?
- 61% Transportation Firms
- 45% Logistics/Operations Firms
- 25% Software/Technology
- 23% Insurance Companies

WHERE DO THEY GET THEIR INFO?
- 66% review NAWLA’s monthly Bulletin e-newsletter
- 64% use LinkedIn for professional networking
- 57% use blogs most often for education
- 45% check Facebook daily

WHOLESALEERS
- 67% with $50M/year+ sales volume
- 57% set aside $25,000+/year for new products, services or infrastructure investments

MANUFACTURERS
- 55% with $50M/year+ sales volume
- 75% have a role in purchase decisions
- 60% have 15+ years industry experience

With $50M/year+ sales volume
- 43% have a role in purchase decisions
- 60% have 15+ years industry experience