



Prospective Representative Survey

Date: \_\_\_\_ / \_\_\_\_ / \_\_\_\_

Company Name: \_\_\_\_\_ SIC Code: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: ( \_\_\_\_ ) \_\_\_\_\_ Fax: ( \_\_\_\_ ) \_\_\_\_\_

Contact Name: \_\_\_\_\_ Title: \_\_\_\_\_

Contact Phone: ( \_\_\_\_ ) \_\_\_\_\_ ext. \_\_\_\_\_ Email: \_\_\_\_\_

Please attach a brief company history, including historical sales volume, and complete the following questions:

Territory / Market:

Number of years in business: \_\_\_\_\_

How are your company territories and markets defined? [ ] Zip Codes [ ] Counties [ ] States

Please list: \_\_\_\_\_

Will you accept deviations from your designed territories? [ ] Yes [ ] No

Describe your primary and secondary markets/industries: \_\_\_\_\_

Offices & Facilities

How many offices do you have? \_\_\_\_\_

List locations (attach additional sheets if necessary): \_\_\_\_\_

Do you have a warehouse? [ ] Yes [ ] No Do you presently stock items for resale? [ ] Yes [ ] No

Personnel

Number of current employees? \_\_\_\_\_ Outside sales staff? \_\_\_\_\_ Inside sales staff? \_\_\_\_\_

Product Lines

How will the addition of the J.L. Wingert product line enhance your current product offering? \_\_\_\_\_

Please furnish a list of your principal products, indicating which ones you distribute and which ones you represent, along with any line cards, brochures or catalogs.



**Professional Organization Affiliations**

Please list any affiliations with professional organizations: \_\_\_\_\_

**Sales Promotion**

Do you have a direct mail program? \_\_\_\_\_ Do you produce your own company mailer? \_\_\_\_\_

How many people are on your mailing list? \_\_\_\_\_ Are they categorized by product interest? \_\_\_\_\_

Do you participate in local or regional trade shows? \_\_\_\_\_

What, if anything, do you rely on manufacturers supplying for trade shows?  Literature  Equipment  Personnel

Do you conduct any special promotions within your territories? \_\_\_\_\_

Do you have your own catalogs or literature? \_\_\_\_\_

Do you have a website?  Yes  No URL: \_\_\_\_\_

What, if anything, do you rely on manufacturers supplying for promotions?  Literature  Equipment  Personnel

**Miscellaneous**

What is your policy regarding site visits from manufacturer's personnel? \_\_\_\_\_  
\_\_\_\_\_

How do you compensate your sales staff?  Base + commission  Commission only  Bonus  Other

***We welcome any additional comments you may have:***

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