



DISTRIBUTOR INTERVIEW QUESTIONNAIRE

Complete the following:

- 1) All items must be complete.
- 2) Include employee contact list (name, title, telephone, and email).
- 3) Include company's recent financial statement.
- 4) Include company brochure and/or product line card.
- 5) Return form to HSA/USA via fax: 732-324-4488.

COMPANY INFORMATION

Legal Company Name: _____

Company Address: _____

State / Province: _____ Postal Zip: _____ Country: _____

Telephone #: _____ Facsimile #: _____ Email: _____

Company Organization: (✓ Type):

____ Proprietorship ____ Partnership ____ Corporation ____ Limited Liability Company

Date Organized: _____

Describe your company's primary business activity: _____

Number of Employees: _____ Number of Sales Professionals: _____ Number of Service Engineers: _____

**Attach contact list of sales professionals, and service engineers including name, title, telephone, facsimile, & email.*

Please identify the key individual(s) in company responsible for sales, marketing, service and administration:

Sales: Name: _____ Title: _____ Email: _____

Marketing: Name: _____ Title: _____ Email: _____

Service: Name: _____ Title: _____ Email: _____

Administration: Name: _____ Title: _____ Email: _____

FINANCIAL INFORMATION

Sales (U.S. \$) last year: _____ Sales (U.S. \$) current year: _____

Sales Forecast (U.S. \$) next year: _____ Company's paid-in capital (U.S. \$): _____

Please attach a current Financial Statement and/or Annual Report.



MARKETING INFORMATION

Is company currently a representative, distributor, or manufacturer of product identification equipment? Y___ N___

If "yes", briefly describe the types of product identification equipment sold including brand names: _____

What is company's geographic sales and service area? _____

Projected sales of product identification equipment for this year (in U.S. \$): _____ Next year \$ _____

Current year marketing budget (U.S. \$): _____

What trade magazines does your company advertise in: _____

What trade events or tradeshow does your company participate in: _____

What method does your company utilize to generate sales leads: _____

Briefly describe company's process for handling sales leads: _____

TECHNICAL INFORMATION

Do you have a service center to repair and service equipment? Y ___ N ___

If "yes", briefly describe the size, equipment, and capability of your service organization: _____

What qualifications and training do your company's service engineers have? _____

ADDITIONAL INFORMATION OR COMMENTS
