



Representative Application

Date: ____/____/____

Company Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: (____) _____

Contact Name: _____

Title: _____

Contact Phone: _____

Email: _____

Territory/Market:

Number of years in business: _____

Describe company history: _____

Describe historical sales volume: _____

Describe your primary and secondary markets/industries: _____

What are your sales territories? _____

How are they defined? (by state, county, zip?) _____

Representation:

Companies you currently represent: _____

Which pump companies have you represented?

Which controls and instrumentation companies have you represented?

Personnel:

Number of current employees: _____

Outside sales staff: _____

Inside sales staff: _____



Offices and Facilities:

How many offices do you have? _____

List locations: _____

Please attach a list of your primary products that you represent and distribute, together with your line card, brochure or catalog.

Sales and Marketing Promotion:

Which professional organizations, if any, are you affiliated with?

Which regional tradeshow and conferences do you participate in?

Do you have an exhibit booth? _____ Do you give presentations? _____

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

Literature _____ Equipment _____ Personnel _____

Do you have a direct mail or email program? _____

How many customers do you email? _____

Are customers categorized by market or product interest?

Do you conduct any promotions in your territories?

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

How do you compensate your sales staff?

Additional comments: _____