



Reseller Questionnaire



Contact Information

Company Name: _____
Address: _____
City: _____
State: _____
Zip Code: _____
Telephone: _____
Fax: _____
Company Web URL: _____
Company Contact: _____
Position/Title _____
E-mail Address: _____
Other Locations (City/State/Country): _____

Business Information

Last Year's Total Revenue \$ _____
Year Company Established: _____
Number of Employees:
Inside Sales _____ Outside Sales _____
Tech Support _____ Installation/Service _____
Management _____
Total: _____

Briefly describe your company's primary business focus:

What markets segments does your company service?

Education: K-12 / Universities / Colleges

Government: Federal State Municipal / Local

Commercial / Industrial: Small/Midsize Business Fortune 500/1000

Vertical Market Expertise (if any) _____ (Manufacturing, Education, Retail, etc.)

Please list your top 5 potential customers for Erich Industries Products:

(1) _____

(2) _____

(3) _____

(4) _____

(5) _____

Please describe the value-added services your company provides:

What percentage of business is sold via:

Telemarketing / Cold calls _____%

Existing Contacts _____%

Web _____%

Print Advertising _____%

Other (Please identify) _____%

Does your company install products at the customer location? _____

OR does your company have existing relationship(s) with general contractors capable of installing our products? _____

Identify your company's geographic business coverage area (i.e. Where do you have offices or resources to provide local support in sales and service?):

List products that your company carries that may compete with the Erich Industries?

Why should your company be considered for authorization to resell Erich Industries products? List the value provided and the resources that would be committed to ensure a successful relationship. Please provide a summary of your target market strategy, product focus and resource deployment. (Attach a separate sheet if necessary to provide a complete business plan).

List any other information that may be pertinent to helping us consider your application?

Please email to customerservice@erichindustries.com or fax a copy to 800-558-7068.