



## Company Information Questionnaire

### Company Information

Company Name: \_\_\_\_\_

Main Contact: \_\_\_\_\_ E-mail Address: \_\_\_\_\_

Sales Managers: \_\_\_\_\_ E-mail Address: \_\_\_\_\_

\_\_\_\_\_ E-mail Address: \_\_\_\_\_

Accounting Contact: \_\_\_\_\_ E-mail Address: \_\_\_\_\_

Purchasing Contact: \_\_\_\_\_ E-mail Address: \_\_\_\_\_

Main/Billing Address: \_\_\_\_\_

\_\_\_\_\_

Phone Number: \_\_\_\_\_ Fax Number: \_\_\_\_\_

Website: www. \_\_\_\_\_

### Company Info

\*\*Please send company introduction if you have one prepared\*\*

Year Started: \_\_\_\_\_ Total Number of Employees: \_\_\_\_\_

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

How do you find new customers? \_\_\_\_\_

Market type focus (i.e. food, industrial, life science etc): \_\_\_\_\_

What regions/countries do you sell in: \_\_\_\_\_

What is your annual sales volume: Company overall: \_\_\_\_\_

Chart Recorders: \_\_\_\_\_

Data Loggers: \_\_\_\_\_

Who are your biggest competitors? \_\_\_\_\_

\_\_\_\_\_

Do they carry instrumentation? \_\_\_\_\_

## Sales Channels

\*\*Please send all catalogs and/or product brochures along with this questionnaire\*\*

Do you print your own catalog? \_\_\_\_\_ How many do you mail? \_\_\_\_\_

How often do you mail it? \_\_\_\_\_ What is the submission deadline date? \_\_\_\_\_

Do you accept online orders? \_\_\_\_\_

Who manages/maintains the website? \_\_\_\_\_

Do you attend trade shows? \_\_\_\_\_ Please list all that exist for your market within your country: \_\_\_\_\_

Do you advertise in magazines and trade journals? \_\_\_\_\_ If so, which exist for your market within your country? \_\_\_\_\_

Do you belong to any associations? \_\_\_\_\_ If so, which exist in your country for your industry? \_\_\_\_\_

## Locations

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

Where are those offices located? \_\_\_\_\_

Do you have additional warehouses? \_\_\_\_\_ If so, how big are the warehouses? \_\_\_\_\_

Do you carry stock? \_\_\_\_\_ How much Dickson stock will you carry? \_\_\_\_\_

Please list all addresses we will ship product to: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Do you have calibration and/or repair facilities? \_\_\_\_\_

## Importing

What is the import duty and/or tax in your country? \_\_\_\_\_

List any specific documents needed to import products to your country (i.e. NAFTA): \_\_\_\_\_  
\_\_\_\_\_

List any local laws and regulations that could affect importation of Dickson products: \_\_\_\_\_  
\_\_\_\_\_

## Instrumentation in your country

Have people heard of Dickson? \_\_\_\_\_

Who are the chart recorder companies in your country and who is the biggest? \_\_\_\_\_

\_\_\_\_\_

Who are the data logger companies in your country and who is the biggest? \_\_\_\_\_

\_\_\_\_\_

What is the potential for these products in your country? \_\_\_\_\_

\_\_\_\_\_

What types of instruments do you get requests for? \_\_\_\_\_

\_\_\_\_\_

Are there products that are not currently in the Dickson product line you would recommend? \_\_\_\_\_

\_\_\_\_\_

## Getting Started

Our standard method of shipping is UPS Next Day. If you prefer to use your own account, please list your carrier and your account number? \_\_\_\_\_

How will you begin promoting Dickson? \_\_\_\_\_

\_\_\_\_\_

How much do you expect to purchase from Dickson in next 3 years? \_\_\_\_\_

\_\_\_\_\_

What are some successful marketing activities/promotions you do with other suppliers? \_\_\_\_\_

\_\_\_\_\_

Is there anything else we should know about your company to be of better assistance to you? \_\_\_\_\_

\_\_\_\_\_

**Fax completed questionnaire to Kate Sonka at +1-630-543-0498**