

NAME _____ DATE _____
EMAIL _____ PHONE _____
COMPANY (if applicable) _____

GENERAL

1. Briefly tell us about your background/experience in Display Sales/Display Enhancements or technical experience within the electronics industry:

2. Does your customer base include any of the following:
 - a. Industrial Accounts
 - b. Medical Accounts
 - c. Military Accounts
 - d. Commercial/Consumer Accounts
3. How long have you worked within your existing territory and how have you covered this territory in the past? _____
4. What is your sales approach to best promote/sell/secure orders from existing and prospective customers? _____

5. How do you feel your existing line card is synergistic with the products and services General Digital provides? _____

6. In the past, have you represented a Principle with similar Products and/or Services to GDC?
 - a. Please provide a list.
 - b. What Territory did you represent for the principle?
 - c. How does your past relationship with the aforementioned Principle...
 - i. Potentially help you representing GDC products/services?
 - ii. Potentially restrict/challenge you representing GDC products/services?
7. What tools are most helpful to you to best demonstrate products and services to existing/potential customers and assist them in selecting those best suited to their needs?

8. Why should GDC hire your Rep firm to represent GDC? _____

TERRITORIES

1. General Digital Corporation has reservations over awarding exclusive territories to its Sales Representatives. Our primary concern is "lost opportunity". GDC's product base is very wide and deep. Our product differentiation is our ability to provide so many layers of custom engineering and value-add services. These abilities present a significant amount of technical information for a Rep to learn and digest. In the past, GDC has not found Reps who are either willing or able to invest the mindshare and time to learn all of this information. Secondly, GDC Administration is concerned that a territory could go underserved without proper levels of prospecting, account management and account reporting.

- a. How does your Rep Firm justify an Exclusive Territory?

- b. How would you respond to our Administration's concerns to alleviate their concern/anxiety?

2. Regarding your existing customer relationships in the requested territory:

- a. Who do you think has a need for GDC's products and services?

- i. Please provide a list.

- ii. How often do you visit these customers?

- iii. How often are you in contact with customer?

3. Within your requested territory, please identify some prospects that you would want to introduce to GDC's products and services? _____

4. What are your present sales in territory under discussion as it relates to similar products?

5. What were the last 5 years' sales and growth rates? _____

6. How has your rep firm dealt with house accounts / programs in the past with other principles?

7. How many sales team members do you employ in a given territory? How are they utilized?

PRINCIPAL/SALES REP EXPECTATIONS

1. What are your expectations of the Principal regarding the following:
 - a. Leads
 - b. Demos and Marketing Collateral
 - c. Training
 - d. Support (Sales and Technical)
 - e. Reporting
 - f. Other

2. What level of reporting (calls, visits, quotes, forecasts, account status) would suggest and agree to?

3. What software do you use today to manage your prospects/customers, generate trip and status reports, and forecasts?

4. What are your expectations of a new Principal for this territory for the next 6 months, 1 year, 3 years ___

5. What is your expected commission percentage? Was this a flat percentage rate or a sliding scale?

6. What is your marketing philosophy relative to selling through principals? _____

TRAINING & REPORTING

1. Are you willing / prepared to invest 12 – 18 months in some cases for design in cycle? _____

2. Are you willing to dedicate some amount of time monthly / quarterly to having their sales staff trained & educated about GDC's products and services? _____

3. What types of reports and tracking tools are you most familiar in working with?

4. What programs have you used in the past for training? What do you feel worked best?
