



# DISTRIBUTOR APPLICATION

Company  Date

Address  Phone

Website  Fax

Division of: \_\_\_\_\_

President or CEO: \_\_\_\_\_

Sales Manager: \_\_\_\_\_

Marketing Manager: \_\_\_\_\_

Person completing this Application: \_\_\_\_\_

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

How did you hear about START International? \_\_\_\_\_

What makes you interested in selling START products? \_\_\_\_\_

Years in Business: \_\_\_\_\_

Annual Sales: \_\_\_\_\_

Number of Outside Salespeople: \_\_\_\_\_

Number of Inside Salespeople: \_\_\_\_\_

Main Industries Served: \_\_\_\_\_

Do Manufacture any products of your own?  Machinery  Materials  Other

Do you have the capability of servicing machinery?  Yes  No

Would you be willing to service START's machinery?  Yes  No

Do you inventory products?  Yes  No

Do you plan to inventory our products?  Yes  No

Major Product Lines Carried: (Brand names)

Consumables:

Equipment:

# DISTRIBUTOR APPLICATION

(continued)

Do you currently sell the following: (please list brands)

- Tape Dispensers \_\_\_\_\_
- Label Dispensers / Label Applicators \_\_\_\_\_
- Loupes, Magnifiers or Microscopes \_\_\_\_\_

Do you have a print Catalog?

- Printed & Bound
- Loose Leaf Binder
- Other \_\_\_\_\_

Do you have an online catalog?  Yes  No      Do you sell online?  Yes  No

What Trade Shows do you attend? \_\_\_\_\_

What Trade Shows do you exhibit? \_\_\_\_\_

- Do you have Sales Meetings to discuss new products?  Yes  No
- Would you let us come and present our product line and train your people?  Yes  No
- Would you send someone to our headquarters for training on our product line?  Yes  No

How do you plan on promoting our product line? \_\_\_\_\_

What is the main thing you expect from us as a supplier? \_\_\_\_\_

What is the major problem you have with existing suppliers? \_\_\_\_\_

Would you be willing to purchase demonstration equipment to actively promote START products?  Yes  No

New distributors are required to promote the product line through normal means of media (catalog, web site, brochure, etc.). All photo images can be provided by START free of charge.

## FAX 972.248.1991

This Questionnaire must be completed in full.

Completion of this form does not guaranty distributor approval.  
Information submitted to START International is for internal use only and will not be shared.