



<http://www.einstruction.com>

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Columbia, MD 21046

T: 1-866-496-4949 ~ F: 410-910-0051

Prospective Reseller Questionnaire

Please complete and return via fax to 410-910-0051

Contact Information

1. Company Name: _____
Address: _____
City: _____ State: _____ Zip Code _____
Telephone: _____ Fax: _____
Company Web URL: _____

2. Company Contact _____
Position/Title _____
Email Address: _____

3. Other Locations (City/State/Country): _____

Business Information

4. Last Year's Total Revenue \$ _____ Year Company Established: _____

5. Number of Employees:
Inside Sales _____
Outside Sales _____
Tech Support _____
Installation/Service _____
Management _____
Total: _____

6. Briefly describe your company's primary business focus:

7. What markets segments does your company service/support?

Education: K-12 Higher Education/Universities/Colleges

Government: Federal State Municipal/Local

Corporate: Small/Midsize Business Fortune 500/1000

Vertical Market Expertise (if any) _____ (Manufacturing, Education, CAD, GIS, Textile, Construction, i.e.)

8. Does your company sell Hardware? _____ Software? _____

Please list your top 5 manufacturing partners for resale:

(1) _____ (2) _____ (3) _____ (4) _____ (5) _____

9. Please describe the value-added services your company provides

10. What percentage of business is sold via:

Telemarketing _____% Outside Sales _____% Walk in _____% Web _____%
Print Advertising _____% Other (Please identify) _____%

11. Does your company offer training on its products? _____

Does your company deliver/install its products at the customer location? _____

Does your company offer customer site demonstrations on its products? _____

12. 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?):

13. What a supplier(s) does your company carry that may compete with eInstruction products?

14. Why should your company be considered for authorization to resell eInstruction 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).

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