



DISTRIBUTOR EVALUATION FORM

About this document

This document gives you basic information about becoming a distributor for 20|20 Business Insight and lists a number of questions that we would like to know about you.

The purpose of this is so that our discussions can have a focused starting point should we both wish to continue looking at a potential partnership.

DISTRIBUTION DETAILS

In becoming an appointed Distributor for 20|20, there are a number of steps to be completed.

1. Distributor Evaluation

The initial steps involve completing the Distributor Evaluation Form, so that we can objectively evaluate your application. This is an important step to complete, since it will form the basis of further discussions. Once this evaluation is complete, you will be contacted by a 20|20 representative to discuss your application further.

2. Distribution Arrangement

Once an application to become a 20|20 Distributor has been received and conditionally accepted, an appointment will be arranged to further discuss the details of the arrangement. This is likely to involve a visit to your premises or the 20|20 head offices. Distributor status will follow for successful applicants.

3. Demonstration Equipment

The 20|20 product lends itself strongly towards an interactive sales approach. Hence, we require all of our Distributors to ensure capability for customer demonstration.

4. First-Phase Training

20|20 provides a one-month intensive training and up-skilling programme at our UK offices which is carefully tailored to provide distributors with the information required to effectively sell and support the 20|20 product. Typically, training will include product training (technical details, markets, applications and support).

5. On-going Support

Every Distributor of 20|20 is assigned a dedicated Manager to assist and support Distributor activities. Further training, technical and sales support requirements will be organized, as required, by the respective 20|20 Export Manager. 20|20 takes great pride in its long-standing Distributor relationships and strives to assist our dealers in maximizing the market potential.



20|20TM business insight

6. Export Sales Support

With an outstanding team of dedicated Managers, 20|20 is able to bring years of experience to assist our Distributors in all aspects of sales, technical and marketing support.

7. On-site Continuation Training

With the appointment of a new distributor comes a refined process of training at your location, which includes essential aspects of product training and sales techniques.

8. Application Development

Additionally, 20|20 also provides application development for more complex or critical applications.

9. Marketing Support

All new Distributors receive a Distributor Support File, which contains an extensive range of product support material plus a Distributor Support CD. The CD contains 20|20's complete catalogue of electronic marketing materials including brochures, user guides, corporate presentations, hi-resolution logos and images as well as advert artwork.

Also available to Distributors is a secure website allowing 24-hour access to 20|20's complete catalogue of marketing resources: www.2020projectmanagement.com. Here, Distributors can download the latest marketing materials, view end-user applications and add their upcoming trade show details to the International Trade Show Database. Trade Show details will then be displayed on 20|20's International website.



DISTRIBUTOR EVALUATION FORM

In order to objectively evaluate your company's application to become an appointed distributor for 20|20 in your region, you are required to complete the form below. If you have any questions relating to the form, please do not hesitate to contact us. **Note:** All information submitted will be treated as confidential and is for internal use only.

NAME:

COMPANY:

COUNTRY:

WEBSITE:

1. HOW MANY EMPLOYEES DO YOU HAVE IN THE FOLLOWING AREAS:

Total:

Sales:

Admin:

Technical:

2. WHAT IS YOUR ANNUAL TURNOVER? (Please include your local currency and US\$):

3. WHERE ARE YOUR OFFICES LOCATED?

4. WHICH GEOGRAPHICAL TERRITORIES DO YOU COVER?

5. WHICH MARKETS DO YOU SELL INTO? (e.g. training; consultancy; e-commerce; engineering)

6. WHO WOULD BE OUR PRIMARY CONTACT?

7. CONTACT DETAILS OF PRIMARY CONTACT:

Company:

Job Title:

Tel:

Email:

Fax:

Address:

8. WHO ARE THE OTHER PEOPLE THAT 20|20 MIGHT DEAL WITH REGULARLY?

9. CONTACT DETAILS OF REGULAR CONTACTS:

Company:

Job Title:

Tel:

Email:

Fax:

Address:

10. WHO WILL BE SELLING 20|20 PRODUCTS AND SERVICES?

11. WHAT OTHER PRODUCTS DO YOU SELL?

12. WHICH OTHER COMPANIES DO YOU REPRESENT? (Please indicate whether you are a sole- or a sub-distributor)

13. WHAT PROMOTIONAL PLANS DO YOU HAVE IN PLACE? (e.g. exhibitions; advertising; public relations)

14. PLEASE ADD ANY FURTHER INFORMATION YOU WOULD LIKE US TO CONSIDER HERE:

Thank you for completing this form. Please return it to:

Tony Marks,
20|20 Business Insight
(e-mail): tony.marks@2020businessgroup.com

(post): Ingleside, 310 Broughty Ferry Road, Dundee DD4 7NJ, United Kingdom