



general information

**name of
company:**

address:

country:

**year of
foundation:**

**main field
of business:**

**contact
name(s):**

position:

**contact
details:**

Which other products and brands do you represent?



Do you have any exclusive or limitation agreements we should know about which might limit your ability to represent us effectively?

general
information
(continued)

number of employees:	<input type="text"/>
internal employees:	<input type="text"/>
internal agents:	<input type="text"/>
external employees:	<input type="text"/>
external agents:	<input type="text"/>

How is your company structured around which markets / sectors?



Who are your main customers, and what proportion of your business comes from the top 3?

general
information
(continued)

What capacity do you have to take our brand, how will you resource selling it on top of existing commitments?

What are your expectations of sales with Impero within year 1 and 2?



your
marketing

What direct marketing activity do you undertake within your market?

Which Trade shows do you exhibit at and attend?

What Events do you undertake?



your
marketing
(continued)

How many customer visits does your company undertake per month:

What other marketing activity do you undertake?

Which sectors do you target in particular and what percentage of your business comes from each?

target
audience



target audience (continued)

Geographical sectors:

[Empty text box for geographical sectors]

Specific Educational sectors (or equivalent):

educational institutions	<input type="checkbox"/>	secondary schools	<input type="checkbox"/>
primary schools	<input type="checkbox"/>	universities and colleges	<input type="checkbox"/>
other:	<input type="text"/>		

What type of businesses have you worked with and delivered software solutions to?

your workplaces

[Empty text box for business types]

Which type of customer do you focus on? Give a details of size, characteristics of your customers?

[Empty text box for customer details]



the
market

How is your market structured, who are the main players within your market and what percentage do they make up of the market?

Who are your main competitors and what do they sell compared to yourself, what do they focus on and with which type of customer?

Do you have any experience with similar products and what software have you / do you sell into that market?



Do you provide any technical service for products you are selling? (Installation, Training, Maintenance etc.)

the
market
(continued)

Do you work with own catalogues or brochures? If yes, kindly send us a copy.

sales &
marketing

yes no

Are you part of any trade bodies or network organisations, if so please list:

yes no

list:

What are your preferred sales methods?

telesales personal visits internet

other:



legal
situation

Are you familiar with the respective laws and regulations that apply to our products in your country?

yes

no

Which standards are generally used in your country?

european

american

british

other:

What impacts does that have with network managed software?



business
outlook

How do you estimate the potential of our products in your key markets?

number of installations:

type of customer:

What is the basis of the assumptions you have made?



additional
comments



additional
comments
(continued)