

AMG Marketing New Dealer Profile

Please fax to: 503.635.5498

General Information

Company _____

Company Address _____

City, State, Zip Code _____

Phone # _____

Fax # _____

Cellular # _____

Email _____

Web Site _____

Personnel

Manager _____

Buyers _____

Install Manager _____

Sales _____

Percentage of business:

Retail _____

Mail Order _____

Online _____

Custom* _____

Organizations

Please list your memberships in any business or professional organizations:

Products

Speakers _____

Amps & Preamps _____

Home Theater Processors _____

DVD & CD Players _____

Multi-room Systems _____

Satellite Systems _____

Speaker & Interconnect Wire _____

Bulk Audio & Video Cable _____

Bulk RG-6 / Cat 5 _____

Business/Sales Philosophy

How will our products be positioned in your store?

Please describe your location (storefront, showrooms, & warehouse), years at location, etc.

Do you solicit sales or installations outside of your area? If so, where and how?

What forms of advertising and promotion do you use? Please supply recent examples.

Describe how you handle product repair & service.

Do you participate in Home shows, Designer showcases, etc.? If so, which ones?

What geographic area do you consider your market?

Do you subcontract any portion of your installations? Yes No

*Describe the structure of your custom business. For example, project managers, install crew, salespeople, outside contractors, etc.

Dealer Signature: _____ Date: _____