

Sales Associate Application Form

In order to process your application, please take a moment to complete the following form. Fields with an asterisk (*) are required. The more information you can provide, the better we can assess your and our mutual chance of success. Thank you.

Company*:
Address*:
City*:
State*:
Country*:
Zip / Postal Code:
Main Officer and Title:
Sales Manager:
Date:
Telephone*:
Fax*:
Email*:
Web address:
Year Established:
Approximate Yearly Gross Sales:

Company Profile

What is your main line of business?

- Magnetic Particle Test equipment
- X-ray Equipment
- Eddy Current Equipment
- Digital Radiology Equipment
- Ultrasonic Equipment
- General NDT supplies and perishables
- Other (Please Describe)

Is your organization structured for?

- Sales
- Service/Calibration
- Both

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Company Profile Continued

Which are the main companies that you represent? *(list the 6 biggest in order of importance and indicate their percentage of your business).

Company Name	Percentage

Does your company have departments?

Yes No

If structured for service, what instruments are your service people currently capable of handling?

If not, how would you provide service to your customers?

Is your organization certified by an outside agency or local authority?

Yes No

If yes, which authority?

How many employees are currently in your sales department?

How many employees are currently in your service department?

Does your company have the infrastructure to sell and import products into your country?

Yes No

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Product Information Continued

In your local MPI market, indicate your estimated percentage of locally manufactured product against the imported similar. (if outside of the U.S)

	Percentage
Local MPI products	
Imported MPI products	

How do you rate the quality of the local products versus the imported equivalents??

Worse Equal Better

Marketing Information

Please list the promotional activities in which you currently participates in, or plans to participate in.

Activity	Name

Do you feel that demonstration equipment is necessary in your area or country?

Yes No

Please explain your answer

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Company Profile Continued

Do you sell to both the private or public sector? What percentage to each?

	Yes	Percentage
Public (Government)		
Private		

Which territories do you currently cover?

Do you have any sales and service branch offices? If so, how many and where?

Please indicate any prior experiences you have had in working with Magnetic Particle Testing Machines.

Product Information

List the active companies in your local market for MPI (magnetic particle testing) and your assessment of their market shares?

Company Name	Percentage

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Marketing Information Continued

Is your company willing to invest in demonstration equipment?

Yes No

Is your company willing to send someone to Magwerks for MPI training?

Yes No

Do you feel that a non-exclusive relationship would be an appropriate way to provide wider market and territorial coverage?

Yes No

Please explain your answer

What would be your strategy to succeed with Magwerks products in your country or area?

What do you expect from Magwerks in order to achieve success in your MPI market?

Please provide a past estimated sales history for the last two years of MPI activities

Current year US\$

Previous year US\$

Please provide an estimated sales forecast for the next two years of Magwerks products

First year US\$

Second year US\$

Additional Comments