

Are You Our Future Sales Partner?



Partner Questionnaire

Please complete the sections below and return to Roberto Pintus, International Sales Coordinator
E-Mail: roberto.pintus@afag.com

This is not a contract. Completing and returning this questionnaire allows us to understand your company offer and requirements more clearly.

Company	
Contact Person	
Mobile	
Direct Telephone	
E-Mail	

Short Company Description

Please make some notes about company structure, business field, special abilities, experience, ...:

	2018	2019	2020	2021
Company turnover (revenue)				
No. of employees				
Language skills of contact person				
Number of existing customers				
Sales development 10 top accounts				
Afag potential of 10 top accounts (estimated)				
Sales development with Afag up to now				
Existing customers with Afag reference in the last 24 months				
Stock keeping		If yes, to which extend:		

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What is your position in the market?									
Pure distributor	<input type="checkbox"/>	Distributor with added value (projecting...)	<input type="checkbox"/>	Distributor, providing local service	<input type="checkbox"/>	Machine builder	<input type="checkbox"/>	Machine builder with service	<input type="checkbox"/>
Notes:									

What is your establishment in the market?							
Company in development	<input type="checkbox"/>	Company established for at least 5 years in B2B	<input type="checkbox"/>	Company in automation for at least 5 years	<input type="checkbox"/>	Company in other market	<input type="checkbox"/>
Notes:							

Which are your distribution channels?							
Direct sales with travelling sellers	<input type="checkbox"/>	Inside sales office	<input type="checkbox"/>	Webshop	<input type="checkbox"/>	Other:	<input type="checkbox"/>
Notes:							

Current countries for business activities	
Interested in which area for Afag distribution?	
Number of available employees for Afag portfolio	
Background Knowledge of available employees for Afag portfolio	
Willingness to participate at yearly Afag trainings	
Days per month you plan to provide sales activities for Afag products	
What is your motivation to become an Afag partner?	

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Which marketing channels are you serving?							
Website with logo of suppliers	<input type="checkbox"/>	Website with detailed product information of suppliers	<input type="checkbox"/>	Print advertising	<input type="checkbox"/>	Newsletter	<input type="checkbox"/>
Online advertising (Google, other searching machines...)				Yearly amount:			
Participating Exhibitions in the past				If yes: which ones?			
Willingness to invest in local exhibitions with Afag portfolio				If yes: which ones?			
Further planned measures to achieve sales targets							

Which other companies are you representing	(Share of sales in %):	Competitor to Afag?

	2022	2023	2024	2025
Sales target with Afag (estimated)				

Excerpt from commercial register available?	Yes, attached. <input type="checkbox"/>	No <input type="checkbox"/>
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This information is confidential and is only be used internally by our research department and will not be forwarded to any third party