

Location Promotional Orientation Profile

Location Name _____	Owner Name _____
Street Address _____	Manager _____
City _____ State _____ Zip _____	Dart Cord. _____
Location Phone # _____	Pool Cord. _____
Owner Phone # _____	Best time to contact _____
Manager Phone # _____	Number of employees _____
E-mail Address _____	Web page _____
Establishment Type _____	% of Male Customers _____ (Out of 100%)
Age Demographics <input type="checkbox"/> 21-29 <input type="checkbox"/> 21-34 <input type="checkbox"/> 21-49 <input type="checkbox"/> 35-49 <input type="checkbox"/> 50+	% of Female Customers _____ (Out of 100%)

Weekly Promotion Information

Day	Hours	Promo description (cost/avg. number of customers/result)
Sunday	_____	_____
Monday	_____	_____
Tuesday	_____	_____
Wednesday	_____	_____
Thursday	_____	_____
Friday	_____	_____
Saturday	_____	_____

Previous dart and/or pool leagues? ____ Yes ____ No Teams last season? ____ Darts ____ Pool
 Interested in promoting other pieces of equipment? ____ Yes ____ No

Promotional Overview

Attribute	Rating 1-10 (10 being the highest)	Notes
Willingness	_____	_____
Experience	_____	_____
Staff Support	_____	_____
Commitment	_____	_____

Agreed Location Promo Contact _____

Location Representative _____ Date _____

Company Representative _____ Date _____

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Customer Discovery

Customer Expectations of Relationship (3 expectations)

Customer/Establishment Goals (please list 3)

Customer/Establishment Concerns or Weaknesses (please list 3)

Customer/Establishment Strengths (please list 3)

Customer's Ranking of Operator's Game/Vending Attributes

Please rank the following attributes in your perceived order of importance (1-7, 1 being the most important, 7 being the least important).

Ranking	Attribute
_____	Service/Repair
_____	Promotions
_____	Leagues
_____	Increased visitors
_____	Increased duration of time/visitor
_____	Game selection
_____	Personal relationship with the operator