

FIRST APPOINTMENT PROSPECT INTERVIEW FORM

name	company	date
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Additional Questions/Comments/Strategy Notes

16. _____

17. _____

18. _____

1. Is this a company that's especially dependent on printing—or printing companies—to do it's own business?

2. Is your part of the business more concerned with promotional printing or operational printing?

3. What kind of products/services does (this company) sell/make/provide?

4. Who are your typical customers?

5. How many employees in total do you have? In how many locations? How many of them are sales or marketing people?

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6. Is (this company) a market or industry leader? Where would you place yourself in terms of the other players in the markets you serve?

7. What are your own responsibilities...to the business as a whole? As far as the printing decision-making process goes?

8. Are there other people in the organization that I should get to know, either now or somewhere along the way?

9. How many different kinds of printing companies are you dealing with now?

10. Do you use more than one printer for any category of work?

11. Are you willing to tell me the names of the printers you're buying from now?

12. What do these printers do well? What are the things that you especially value in your relationship with them?

13. Is there anything—no matter how small—about your relationship with any of these printers that you'd change if you could?

14. Is there any one thing—or more than one thing—that I'd have to show you to get serious consideration for some of your business?

15. What's the best way for me to keep what we've started today moving forward?
