

## Dealer Application

Company \_\_\_\_\_  
 Contact \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_ State / Zip \_\_\_\_\_  
 Phone 1 \_\_\_\_\_ Toll Free Phone \_\_\_\_\_  
 Phone 2 \_\_\_\_\_ E-Mail \_\_\_\_\_  
 Fax \_\_\_\_\_ Website \_\_\_\_\_

**Business Classification**

Consumer A/V Retailer	<input type="checkbox"/>	Commercial A/V Dealer	<input type="checkbox"/>	Custom Elec. Installer	<input type="checkbox"/>	Consultant / Designer	<input type="checkbox"/>
Systems Integrator	<input type="checkbox"/>	International Distributor	<input type="checkbox"/>	Pro Music Equip. Dealer	<input type="checkbox"/>	Consumer Music Retailer	<input type="checkbox"/>

**Description of Business**

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

# Years in Business	<input type="text"/>	# of Years at Current Location	<input type="text"/>	Listing in Yellow Pages?	<input type="text"/>
Office or Storefront	<input type="text"/>	Do you have a showroom?	<input type="text"/>	if so, approx. # of sq./ft.	<input type="text"/>
# of Locations	<input type="text"/>	# of Employees	<input type="text"/>	Average # clients served monthly	<input type="text"/>

How do you market your business?

\_\_\_\_\_

\_\_\_\_\_

(advertising, internet, partnerships, direct calls, etc., please attach samples of Ads & Literature)

Primary location served?

\_\_\_\_\_

(City, Metro Area, Region, State, Country, etc...)

**Which ASC products are you MOST interested in?**

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

(Please do not list ALL, list only the top choices, 5 items max)



## Dealer Application - Page 2

**Desired relationship with ASC**

Refer clients direct to ASC <input type="checkbox"/>	Specialize in ASC products <input type="checkbox"/>	Carry inventory of ASC products <input type="checkbox"/>
Only design / Consulting service <input type="checkbox"/>	Recommend ASC products <input type="checkbox"/>	Stock ASC demo products <input type="checkbox"/>
Use ASC products in an In-Store Demo Room <input type="checkbox"/>	International Distribution <input type="checkbox"/>	

**Anticipated yearly sales / orders placed**

3-4 per year <input type="checkbox"/>	10-25 per year <input type="checkbox"/>
5-10 per year <input type="checkbox"/>	25+ per year <input type="checkbox"/>

**Other manufacturers brands you carry**

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**Contact Printed Name** \_\_\_\_\_ **Title** \_\_\_\_\_

**Contact Signature** \_\_\_\_\_ **Date** \_\_\_\_\_

For ASC office use only

<b>Requested by:</b> _____	<b>Date:</b> _____
<b>Approved by:</b> _____	<b>Date:</b> _____

<p><b>Dealer Status:</b></p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 30%;"></th> <th style="width: 20%;">Status</th> <th style="width: 20%;">% or range</th> <th style="width: 30%;">Terms</th> </tr> </thead> <tbody> <tr> <td>WallDamp</td> <td></td> <td></td> <td></td> </tr> <tr> <td>Home Theater</td> <td></td> <td></td> <td></td> </tr> <tr> <td>Hi-Fi</td> <td></td> <td></td> <td></td> </tr> </tbody> </table>		Status	% or range	Terms	WallDamp				Home Theater				Hi-Fi				<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 30%;"></th> <th style="width: 20%;">Status</th> <th style="width: 20%;">% or range</th> <th style="width: 30%;">Terms</th> </tr> </thead> <tbody> <tr> <td>Other</td> <td></td> <td></td> <td></td> </tr> <tr> <td>Studio</td> <td></td> <td></td> <td></td> </tr> <tr> <td>International</td> <td></td> <td></td> <td></td> </tr> </tbody> </table>		Status	% or range	Terms	Other				Studio				International			
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**To Do:**

Goldmine <input type="checkbox"/>	P.O.P.'s <input type="checkbox"/>	<b>Other/Details of Status:</b> _____
Approval letter <input type="checkbox"/>	WD Display <input type="checkbox"/>	_____
Literature <input type="checkbox"/>	Follow up <input type="checkbox"/>	_____
		_____

