



Potential Distributor Questionnaire

At Keencut, we work closely with our distributor partners to grow new business opportunities. If you would like to be considered for a distributorship, please answer the following questions. Once we receive your completed questionnaire, our sales team will contact you.

Confidentiality:

All the information provided will be treated in the strictest confidence and only made available to the Directors and senior staff of Keencut, when necessary, for the purpose of reviewing your company as a potential distributor.

Please email the completed document to: sales@keencut.co.uk

Company Name	
Company Address	
Length of time in business	
Annual Turnover	
Your Name	
Your Position	
Phone Number	
E-mail Address	
Website address	

Which Keencut product/industry area do you wish to represent?

Printing Finishing	Picture Framing	Flexographic

1. How long has your company been trading, and what is your current turnover?
2. What type of products do you sell, and which brands does this include? (If you sell Flexo plate please include which brands you sell)
3. What type of customers do you currently sell to? (e.g., printers, signage makers, flexographic printers, picture framers, galleries, institutions, hobbyists etc.)

4. What proportion of your sales is to distributors, and what proportion is direct to end users?
5. Which geographic area do you cover?
6. Do you have any experience with Keencut products?
7. Are there particular Keencut products that you are interested in selling?
8. How many salespeople do you have and how many of these are field based?
9. Would all these people be involved in selling Keencut products?
10. What technical support do you offer to your customers?
11. How do you currently promote your products? (i.e., trade shows, advertising etc.)
12. How would you promote Keencut products?

13. What turnover would you anticipate having with Keencut product? In year 1: In year 3:
14. What would your customers say are your company's strengths?

Signed

Date

Thank you for taking the time to complete this questionnaire.

Please email the completed document to: sales@keencut.co.uk

We will contact you to confirm receipt.

CONFIDENTIAL