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## New Dealer Questionnaire – INTERNAL USE ONLY!

**Dealer Onboarding Process** 

The Maxon Sales Representative needs to complete this questionnaire and submit the form to MaxonSalesOps for review. Once approved, information from this form will be used to create the onboarding information packet, which contains information to enable Maxon to open an account. This packet will be sent to the Dealer Principal (listed below).

- Dealership name and physical address:
- Dealer Principal name/email/phone:
- Volume Commitment Net \$: CY: CY+1: CY+2:
- Current annual sales volume, from all lines:
- Major manufacturers they currently represent:
  - What is this dealerships lead line?
  - $\circ$  Will Maxon be replacing another manufacturer for the dealership?  $\Box$  Yes  $\Box$  No
  - If yes, who?
- Are they a member of the Workplace Furnishings buying group? 
  —Yes 
  —No
- Type of dealer: 
  Independent 
  National Dealer
- Type of Independent dealer: Contract Aligned Midmarket Boutique Office Products
- Dealer Focus: Education GSA Commercial Design HealthCare
- If Contract Aligned, with whom? Allsteel Haworth Herman Miller Knoll Steelcase Teknion

Does it display well?  $\Box$  Yes  $\Box$  No

- Dealership geographic coverage area:
- End Users (customers) that dealership expects to target:
- Web Presence -
  - Dealer website URL:
  - Customer reviews:
- How many DSRs in dealership:
- How many designers in the dealership:
- Other notes?