

# Distribution information

In becoming an appointed Distributor for Com-Ten Industries, there are a number of steps to be completed.

## 1. Distributor Evaluation

The initial steps involve completing the Distributor Evaluation Form, so that we can objectively evaluate your application. This is an important step to complete, since it will form the basis of further discussions. Once this evaluation is complete, you will be contacted by our General Manager to discuss your application further.

## 2. Distribution Arrangement

Once an application to become a Com-Ten Industries Distributor has been received and conditionally accepted, an appointment will be arranged to further discuss the details of the arrangement. This is likely to involve a visit to your premises (or the Com-Ten Industries head offices)

## 3. Demonstration Equipment

The Com-Ten Industries product range lends itself strongly towards an interactive sales approach. Hence, we require all of our Distributors to stock a carefully selected range of products for customer demonstration. Details of products to be stocked will be discussed during the formation of the distribution arrangement. Special additional discount is provided for the Demo Package.

## 4. On-site Training

On-site training typically lasts two days and is carefully tailored to provide distributors with the information required to effectively sell and support the Com-Ten Industries product range. Typically, training will include general principles of force and torque measurement, product training (technical details, markets, applications and support) and several prospective customer visits.

## 5. On-going Support

Every Distributor of Com-Ten Industries is directly in contact with the Export Manager to assist and support Distributor activities. Further training, technical and sales support requirements will be organised, as required, by Export Manager.

Com-Ten Industries takes great pride in its long-standing Distributor relationships and strives to assist our dealers in maximising the market potential.

With an outstanding team of technicians, Com-Ten Industries is able to bring years of experience to assist our Distributors in all aspects of sales, technical and marketing support.

## Application Development

Additionally, Com-Ten Industries also provides application development for more complex or critical applications.

## Marketing Support

All new Distributors receive a Distributor Support File, which contains an extensive range of product support material plus a Distributor Support CD. The CD contains Com-Ten Industries complete catalog of electronic marketing materials including brochures, user guides, corporate presentations, hi-resolution logos and images as well as advert artwork.

Also available to Distributors is a secure website allowing 24-hour access to Com-Ten Industries complete catalogue of marketing resources. Here, Distributors can download the latest marketing materials, view end-user applications and add their upcoming tradeshow details to the International Tradeshow Database. Tradeshow details will then be displayed on Com-Ten Industries International website.

# Distribution Evaluation Form

You are required to complete the form below. If you have any questions relating to the form, please do not hesitate to contact us.

**Note:** All information submitted will be treated as confidential and is for internal use only.

**Name:** .....  
**Company:** .....  
**Country:** .....  
**Website:** .....

**1. Please attach a diagram of your company's structure (family tree)?**

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**2. How many employees do you have?**

Total: ..... Admin: .....  
Sales: ..... Technical: .....

**3. What is your annual turnover?** Please indicate your local currency and \$US

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**4. Where are your offices located?**

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**5. What geographical territories do you cover?**

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**6. What markets do you sell in to?** (e.g. electronics, plastics, automotive, medical etc.)

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**7. Who would be our primary contact? Please supply contact information**

Name: ..... Company: .....  
Job Title: ..... Address: .....  
Tel: .....  
Fax: .....  
Email: ..... City / State: .....  
Other: ..... Postcode: .....

**8. Who are the other key people that we might deal with regularly?**

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**Please supply contact information.**

i. Name: .....	ii. Name: .....
Job Title: .....	Job Title: .....
Tel: .....	Tel: .....
Fax: .....	Fax: .....
Email:.....	Email:.....

**9. Who would be selling Com-Ten Industriesproducts?**

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**10. What other products do you sell?**

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**11. What other companies do you represent? Please indicate if you are sole or sub-distributors.**

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**12. What promotional plans do you have in place? (e.g. exhibitions, advertising, public relations, mailshots, internet, offers etc)**

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**If you would like to add any additional information, please do so here.**

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Many thanks for taking the time to complete this form.