

## Getting to know you... Getting to know all about you

NAME OF THE STORE

YEARS IN BUSINESS

NAME OF THE OWNER/BUYER

OWNER  BUYER

### We want your digits!

PRIMARY ADDRESS

CITY

STATE

ZIP

PHONE NUMBER

EMAIL

FAX

CUSTOMER SERVICE NUMBER

ADDITIONAL LOCATION ADDRESS

CITY

STATE

ZIP

ADDITIONAL LOCATION ADDRESS

CITY

STATE

ZIP

### Nice, now how would you describe yourself.

BUYING GROUP AFFILIATION (IF ANY)

HOW WERE YOU REFERRED TO US?

WHO ARE YOUR PRIMARY CRIB SUPPLIERS?

WHO IS YOUR PRIMARY COMPETITOR

# OF EMPLOYEES /  
# OF EMPLOYEES PER SHIFT

ANNUAL RETAIL REVENUE

HOW MANY BRANDS DO YOU SELL?

### We're really looking for a healthy relationship.

DESCRIBE YOUR LARGEST DISSATISFACTION WITH CURRENT FURNITURE SUPPLIERS

WHICH BRAND(S)  
ARE YOU INTERESTED IN:













WHY ARE YOU MOST EXCITED TO DO BUSINESS WITH US?

## So what's your store like? And who comes to visit?

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AVG. SIZE OF YOUR SHOWROOM  
(IN SQUARE FEET)

AVG. SIZE OF INVENTORY SPACE  
(IN SQUARE FEET)

PERCENTAGE OF IN STOCK VS.  
OUT OF STOCK ITEMS

AVG. MONTHLY CUSTOMER  
TRAFFIC

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AVG. ECONOMIC PROFILE OF  
YOUR CUSTOMER BASE:

AFFLUENT

MODERATE

LOW INCOME

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HOW MUCH DOES YOUR AVERAGE  
CUSTOMER SPEND

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WHAT ARE YOUR TOP SELLING CRIBS

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IF YOU CURRENTLY SPEND ON ADVERTISEMENTS,  
WHICH ONES DO YOU SPEND ON:

NEWSPAPERS

BILLBOARDS

ONLINE

MAILERS

OTHER

## And what about a little e-connection?

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WHAT IS THE NAME AND URL OF YOUR WEBSITE

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AVG. MONTHLY TRAFFIC TO YOUR WEBSITE

ANNUAL RETAIL REVENUE FROM WEBSITE

CONVERSION RATE

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TOOL / SERVICES USED TO DRIVE TRAFFIC TO YOUR SITE

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DO YOU:

SELL THE SAME PRODUCTS  
ONLINE AND IN STORE

OFFER WEB EXCLUSIVE ITEMS

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WHAT ARE YOUR TOP SELLING CRIBS ONLINE

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IS YOUR BUSINESS ON ANY SOCIAL MEDIA SITES (INSTAGRAM, FACEBOOK, TWITTER, ETC.)