

# BUSINESS INTRODUCTION FORM

(please complete as much as possible)

Firm name \_\_\_\_\_ Date \_\_\_\_\_  
Owner and/or partner's name \_\_\_\_\_  
Office phone \_\_\_\_\_ Cell phone \_\_\_\_\_ Fax \_\_\_\_\_  
Email \_\_\_\_\_ Website \_\_\_\_\_  
Mailing address \_\_\_\_\_  
Shipping address \_\_\_\_\_

At present location since \_\_\_\_\_ Year established \_\_\_\_\_  
Is business incorporated? \_\_\_\_\_ If so, under laws of what state? \_\_\_\_\_  
Type of Business \_\_\_\_\_  
Contractor's license type and number \_\_\_\_\_  
Geographical area served \_\_\_\_\_  
Number of employees \_\_\_\_\_ Any outside sales persons? \_\_\_\_\_ How many? \_\_\_\_\_  
Business volume \_\_\_\_\_  
What percentage of your work is: Residential \_\_\_\_\_ %, Commercial \_\_\_\_\_ %  
What percentage of your work is: New construction \_\_\_\_\_ %, Repair \_\_\_\_\_ %  
Authorized dealer of \_\_\_\_\_  
Other equipment carried \_\_\_\_\_  
Do you stock equipment or parts? \_\_\_\_\_  
Facilities: Office \_\_\_\_\_ ft<sup>2</sup> Warehouse \_\_\_\_\_ ft<sup>2</sup> Store \_\_\_\_\_ ft<sup>2</sup> Other \_\_\_\_\_ ft<sup>2</sup>  
Source of business [ ] Advertising [ ] Sales Force [ ] Mailing  
(please check all that apply) [ ] Word of mouth [ ] Other: \_\_\_\_\_  
Where do you advertise? \_\_\_\_\_

## Sales Experience In Solar

Do you have past experience in solar thermal systems sales? \_\_\_\_\_ If yes, how many years? \_\_\_\_\_  
Type of solar systems sold: [ ] Pool How many? \_\_\_\_\_ [ ] Hot water How many? \_\_\_\_\_  
[ ] Space heat How many? \_\_\_\_\_ Commercial \_\_\_\_\_ Residential \_\_\_\_\_  
At present, are you a dealer for a solar manufacturer? (if so, whom) \_\_\_\_\_  
If yes, which products do you represent? \_\_\_\_\_

Please help us get acquainted with your company. Heliodyne tailors its sales training, advertising and marketing support to the specific needs and resources of its dealers. Please fill out this introduction as completely as possible and send to Heliodyne. We look forward to working with you!

**FAX OR EMAIL TO: 510.237.7018 sales@heliodyne.com**