



# BUSINESS PROFILE

Company Name: \_\_\_\_\_

Mailing Address: \_\_\_\_\_  
Street City State Zip

Company Phone: ( ) \_\_\_\_\_ Contact Name: \_\_\_\_\_

Fax No: ( ) \_\_\_\_\_ Email Address: \_\_\_\_\_

## Tell us about your company:

### 1. Check ONE category below that best describes your company business.

Channel Service Partner - Companies that take title of select products from a vendor or distributor that add tangible value for members of trade organizations, professional affiliations, and other groups. Primarily sell to present organization members. Many seek custom solutions offering "Name Branded" products with the organizations name.

Superstore / Distributor- Retail operation. Sells a large variety of software and other products at **discount** prices. Offers some additional market value in the form of support, training, price and availability, but does not have an outbound sales force.

Chain or Independent Dealer - Retail store operation. Primarily sells a variety of software products at **retail** prices.

Corporate Sales - Dedicated sales force calling on corporate customers with major efforts directed at **multiple license** software solutions for large, medium, and small companies or corporations.

E-commerce Web-site - Internet merchant. Primarily integrate discounted products into their present consumer lines for resale at **retail**

### 2. What are the main vertical markets on which your company focuses? (Check all that apply)

Landlords Builders Education Financial Services Printing / Publishing  
Government Agency Title / Escrow Homeowners Legal Professional Commercial Real Estate  
Non-Profit Organization Real Estate Distribution Other \_\_\_\_\_

### 3. On average, what is your present total MONTHLY software sales total?

\$1,000 - 4,999 \$10,000 - 24,999 \$50,000 - 99,999 \$100,000 - 149,999  
\$150,000 - 249,999 \$250,000 - 499,999 \$500,000 - 749,999 \$1,000,000 or more

### 4. What percentage is purchased from these four channels. Your answers should total 100%.

Direct retail buyers \_\_\_\_\_% Distributors \_\_\_\_\_% Organization members \_\_\_\_\_%  
Corporate multi-license users \_\_\_\_\_% Other \_\_\_\_\_%

### 5. What were the gross sales for your company last year?

Less than \$500,000 \$500,000 - 999,999 \$1,000,000 - 4,999,999 \$5,000,000 - 9,999,999  
\$10,000,000 - 24,999,999 \$25,000,000 and over

### 6. Does your company receive revenue from service activities or member dues, and if Yes, what percent of revenue is from these activities?

\_\_\_\_\_ % (specify)

Signature \_\_\_\_\_ Date \_\_\_\_\_

This is an application for preliminary consideration for ProForce Software Reseller Service. If this application is accepted, ProForce may, subject to qualification, grant a limited license to sell our products. Upon acceptance, the terms and conditions of the Reseller Service agreement between you and ProForce will govern this alliance. Acceptance of this application by ProForce does not constitute transfer of Intellectual rights to our products. The terms of this program are confidential and you agree not to disclose them to anyone. You understand that you have no rights or license to the trademark or trade names owned or used by ProForce for reasons other than marketing within Reseller Service terms and policies.

Attach business profile to Reseller Service Agreement and for priority processing fax to: (952) 884-0646

OR

Mail to ProForce using the return address below





Mail to: 9912 Stevens Avenue South  
Minneapolis, MN USA 55420  
Attn: Reseller Services Department

## RESELLER BUSINESS PROFILE

Name \_\_\_\_\_

Address \_\_\_\_\_

Contact Name \_\_\_\_\_

Telephone # ( ) \_\_\_\_\_ Fax # ( ) \_\_\_\_\_

E-Mail \_\_\_\_\_ Web \_\_\_\_\_

Web Store Address \_\_\_\_\_

Webmaster Contact \_\_\_\_\_

Present Products \_\_\_\_\_

Similar Software? \_\_\_\_\_

Total Annual Sales \_\_\_\_\_ # of Employees \_\_\_\_\_

Product Sales Hardware % \_\_\_\_\_ Service % \_\_\_\_\_ Software % \_\_\_\_\_ = 100%

Type of Business \_\_\_\_\_

Services Offered \_\_\_\_\_

Publicly Held Yes  No  # of Strategic Partners \_\_\_\_\_

Please check the information that most closely explains your business.

Technology Training  
Business Consulting  
Member Association  
Internet Storefront  
Personal Web-site

Strategic Planning  
Educational Speaker  
Sole Entrepreneur  
Marketing Company  
Physical Storefront

(VAR) Channel Reseller  
Educational Speaker  
Software Manufacturer  
Product Distribution  
Catalog Product Sales

Please explain below what advantages you offer as a Software Reseller:

