



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:

