

IX. Marketing and Sales Promotion

- A. Would you be willing to assist us in compiling market research information for use in making forecasts?
- B. Are you presently doing this with your other principals?
- C. What media do you use to promote your principals' products?
- D. If you use direct mail, how many customers are on your mailing list?
- E. What type of brochure do you use to describe your agency?

X. Special Services

- A. Can your agency offer services such as writing quotes, making proposals and helping with customer education?
- B. Do you have a sales reporting system?
- C. If so, are present records available?
- D. Do you consider your agency a sales and service organization?
- E. What do you consider your agency's major strengths?

XI. Have You Made Contingency Plans for the Continuation of the Agency?

XII. References

- A. Banks
- B. Principals
- C. Customers