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- present and projected sales;
 - type of facilities (warehouse space, outlets, method of inventory control, office equipment, communication facilities, etc.);
 - promotional material (corporate brochure, etc.);
 - financial position;
 - size of current inventory, stocking policies;
 - self-assessment of corporate strengths and weaknesses; and
 - capacity to service new accounts or lines.

Questions concerning customers, products and market

- geographic area and market sectors covered;
- names and lines of current customers;
- names and lines of other companies represented;
- promotional and marketing programs (trade shows, etc.);
- after-sales service capabilities;
- minimum sales levels;
- sales and payment terms;
- protection against local patent infringements; and
- customer education programs.

Follow-up

In contrast to this objective comparison of each distributor/agent, the next step is based on a much more subjective evaluation. How did the agent/distributor act during the interview? Was he/she enthusiastic, realistic, credible? What was the nature of the personal chemistry between you and the interviewee? This last question will, perhaps more than any other, be indicative of your ability to work together successfully.