

# MANUFACTURERS REPRESENTATIVE PROFILE (MRP)

## Confidential Data Sheet

Please fill out a separate data sheet for EACH showroom and EACH division within your showroom(s). Information supplied will be entered into our database and will be used for matching your company's compatibility with lines seeking representation in your directory.

Note: ALL INFORMATION WILL BE KEPT STRICTLY CONFIDENTIAL AND SHARED ONLY WITH COMPANIES SEEKING LINE REPRESENTATION

Company: [ \_\_\_\_\_ ] Div: [ \_\_\_\_\_ ]  
Principal: [ \_\_\_\_\_ ] Tel: [ \_\_\_\_\_ ]  
Address: [ \_\_\_\_\_ ] FAX: [ \_\_\_\_\_ ]  
City/State: [ \_\_\_\_\_ ] ZIP: [ \_\_\_\_\_ ]  
Email: [ \_\_\_\_\_ ] Website: [ \_\_\_\_\_ ]  
 Corporation     Partnership     Proprietor    Years in Bus. [ \_\_\_\_\_ ]

No. of showrooms / office personnel [ \_\_\_\_\_ ] Temporary space sq. ft. [ \_\_\_\_\_ ]

Showroom sq. ft. [ \_\_\_\_\_ ] No. days open [ \_\_\_\_\_ ]

Is your sales tracking computerized?  Yes  No    Are your commission reports computerized?  Yes  No

### TERRITORY:

Please list your territory of STATES covered and number of road sales people (RSP) by state. (example: Illinois [Ill.] [4])

STATES	RSP	STATES	RSP	STATES	RSP	Please Indicate Total Number Of Reps _____	
[ _____ ]	[ _____ ]	[ _____ ]	[ _____ ]	[ _____ ]	[ _____ ]		
[ _____ ]	[ _____ ]	[ _____ ]	[ _____ ]	[ _____ ]	[ _____ ]		
[ _____ ]	[ _____ ]	[ _____ ]	[ _____ ]	[ _____ ]	[ _____ ]		
[ _____ ]	[ _____ ]	[ _____ ]	[ _____ ]	[ _____ ]	[ _____ ]		
[ _____ ]	[ _____ ]	[ _____ ]	[ _____ ]	[ _____ ]	[ _____ ]		
[ _____ ]	[ _____ ]	[ _____ ]	[ _____ ]	[ _____ ]	[ _____ ]		

### SHOWS:

Please list trade shows your company attends, displays and sells your lines, month of show and if the show is in you permanent showroom (P) or temporary space (T) as follows: (example: LA Gift Jan/P or SF Gift Feb/T)

1. Trade Show: [ \_\_\_\_\_ ] Mo. [ \_\_\_\_\_ ] P/T [ \_\_\_\_\_ ]  
2. Trade Show: [ \_\_\_\_\_ ] Mo. [ \_\_\_\_\_ ] P/T [ \_\_\_\_\_ ]  
3. Trade Show: [ \_\_\_\_\_ ] Mo. [ \_\_\_\_\_ ] P/T [ \_\_\_\_\_ ]  
4. Trade Show: [ \_\_\_\_\_ ] Mo. [ \_\_\_\_\_ ] P/T [ \_\_\_\_\_ ]  
5. Trade Show: [ \_\_\_\_\_ ] Mo. [ \_\_\_\_\_ ] P/T [ \_\_\_\_\_ ]  
6. Trade Show: [ \_\_\_\_\_ ] Mo. [ \_\_\_\_\_ ] P/T [ \_\_\_\_\_ ]  
7. Trade Show: [ \_\_\_\_\_ ] Mo. [ \_\_\_\_\_ ] P/T [ \_\_\_\_\_ ]

### SALESFORCE:

How are KEY ACCOUNTS (Department Stores, Chains Mass. etc.) covered?

Principal?  Yes  No  
Sales Manager?  Yes  No  
Regular Road Sales People?  Yes  No  
Special full time Key Account people?  Yes  No    If Yes, how many? [ \_\_\_\_\_ ]  
How are salespeople paid?  Straight Commission (Indep. Contr.)  Salary Employee

### SALES MANAGER PROFILE:

Do you have a Sales Manger?  Yes  No  
Sales Manager's Name: (Optional)[ \_\_\_\_\_ ]  
Years in Industry [ \_\_\_\_\_ ]    Years as Sales Manager [ \_\_\_\_\_ ]

Sales Manager's Responsibilities:

Sales Management ONLY     Sales Management & Key Accounts  
 Sales Management / Admin     Sales Management Territory

Do you have sales meetings?  Yes  No

If Yes, frequency  Weekly  Monthly  Qtrly  Other \_\_\_\_\_

### \*CHAIN STORE ACCOUNT SOLD AND SERVICE: (List the Name of specific chain covered)

\_\_\_\_\_  \_\_\_\_\_  \_\_\_\_\_  
 \_\_\_\_\_  \_\_\_\_\_  \_\_\_\_\_  
 \_\_\_\_\_  \_\_\_\_\_  \_\_\_\_\_

Do you service/count stock in chain accounts?  Yes  No

If Yes,  Salespeople count?  Special service personnel?

### \*\*DISTRIBUTOR SALES:

Do you sell and service wholesale distributors?  Yes  No

Do you sell and service rack jobbers?  Yes  No

If Yes, please list the type you sell and service

1. \_\_\_\_\_ 2. \_\_\_\_\_ 3. \_\_\_\_\_  
4. \_\_\_\_\_ 5. \_\_\_\_\_ 6. \_\_\_\_\_

**CLASS OF TRADE:**

Please check below all class of trade your organization sells or services on a regular basis:

NO	CLASS	NO	CLASS	NO	CLASS	NO	CLASS
H4	<input type="checkbox"/> 99 C-Dollar Stores	B5	<input type="checkbox"/> Contemporary Décor	28	<input type="checkbox"/> Hardware	88	<input type="checkbox"/> Poster/Prints
L1	<input type="checkbox"/> Adult book Store	98	<input type="checkbox"/> Contact Ofc. Furn.	70	<input type="checkbox"/> Health Beauty (HBA)	M5	<input type="checkbox"/> Pottery / Ceramics
F4	<input type="checkbox"/> Advertising Spec.	77	<input type="checkbox"/> Convenience 7/11	47	<input type="checkbox"/> Health Food	35	<input type="checkbox"/> Premium
L2	<input type="checkbox"/> African American	15	<input type="checkbox"/> Cosmetic	G4	<input type="checkbox"/> High Pt. Furn. Acc.	E1	<input type="checkbox"/> Rack Jobbers
1	<input type="checkbox"/> Airport Gift	F9	<input type="checkbox"/> Costume Shop	83	<input type="checkbox"/> Home Building Center	58	<input type="checkbox"/> Record/Tapes
71	<input type="checkbox"/> Alternative Card	16	<input type="checkbox"/> Country/Victorian	48	<input type="checkbox"/> Hospital Gift	36	<input type="checkbox"/> Recreational Parks
H5	<input type="checkbox"/> American Indian	H9	<input type="checkbox"/> Craft/Gallery	C8	<input type="checkbox"/> Hotel Amenities	H0	<input type="checkbox"/> Rec. Vehicles/RV
F6	<input type="checkbox"/> Anniversary Msde.	17	<input type="checkbox"/> Craft/Hobby	49	<input type="checkbox"/> Hotel Gift	59	<input type="checkbox"/> Religious Gifts
72	<input type="checkbox"/> Antique	B6	<input type="checkbox"/> Cruise Lines	50	<input type="checkbox"/> Housewares	L9	<input type="checkbox"/> Rental
A6	<input type="checkbox"/> Appliance/Major	78	<input type="checkbox"/> Cutlery	M4	<input type="checkbox"/> Import / Pier One	E2	<input type="checkbox"/> Resorts/Tourist
94	<input type="checkbox"/> Appliance/Small	18	<input type="checkbox"/> Decorative Accessories	C9	<input type="checkbox"/> Infant/Baby Clothing	89	<input type="checkbox"/> Restaurant Supply
F5	<input type="checkbox"/> Architect. & Des.	J1	<input type="checkbox"/> Decorator/Showroom	J0	<input type="checkbox"/> Interior Decorator's	E3	<input type="checkbox"/> Sears Roebuck
A7	<input type="checkbox"/> Army Navy Surplus	B7	<input type="checkbox"/> Department Stores	D0	<input type="checkbox"/> J.C. Penney	M0	<input type="checkbox"/> Senior Citizen
81	<input type="checkbox"/> Art Galleries	B8	<input type="checkbox"/> Dinnerware	29	<input type="checkbox"/> Jewelry	H1	<input type="checkbox"/> Service Gas Stns.
2	<input type="checkbox"/> Art Needle/Notions	B9	<input type="checkbox"/> Discount Chains	93	<input type="checkbox"/> Kitchen Domestic	H2	<input type="checkbox"/> Shoe Repair
40	<input type="checkbox"/> Art Supplies	C0	<input type="checkbox"/> Display Fixt/Access.	99	<input type="checkbox"/> Licensed Sports	E4	<input type="checkbox"/> Shoe Stores
73	<input type="checkbox"/> Auto After Market	79	<input type="checkbox"/> Dolls/Plush Toys	51	<input type="checkbox"/> Lifestyle	E5	<input type="checkbox"/> Silverplate-Sterling
F7	<input type="checkbox"/> Auto/Hi-Fi Elec.	C1	<input type="checkbox"/> Drapery Curtain	52	<input type="checkbox"/> Lighting/Lamps	K2	<input type="checkbox"/> Ski Shops
95	<input type="checkbox"/> Back To School	69	<input type="checkbox"/> Drug Chains	G5	<input type="checkbox"/> Lingerie	37	<input type="checkbox"/> Social Stationary
A8	<input type="checkbox"/> Balloon	J2	<input type="checkbox"/> Easter/Valentine	84	<input type="checkbox"/> Liquor Store	F3	<input type="checkbox"/> Southwest Décor
L3	<input type="checkbox"/> Barber Supply	80	<input type="checkbox"/> Educational/School	A0	<input type="checkbox"/> Locksmith	60	<input type="checkbox"/> Souvenir/Tourist
96	<input type="checkbox"/> Barware Accessories	19	<input type="checkbox"/> Electronic General	53	<input type="checkbox"/> Luggage	K3	<input type="checkbox"/> Spa/Patio
97	<input type="checkbox"/> Basket/Wicker	A5	<input type="checkbox"/> Electronic TV/Ent.	D1	<input type="checkbox"/> Lumber yard	M1	<input type="checkbox"/> Spanish American
3	<input type="checkbox"/> Bath/Soap/Accessories	J3	<input type="checkbox"/> Environmental	85	<input type="checkbox"/> Magic Shop	61	<input type="checkbox"/> Sporting Goods
A9	<input type="checkbox"/> Beauty Salon/Supply	G0	<input type="checkbox"/> Ethnic Mdse.	30	<input type="checkbox"/> Mail Order/Catalog	A3	<input type="checkbox"/> Sunglasses
92	<input type="checkbox"/> Bed/Bath/ Linen	L4	<input type="checkbox"/> Export Europe	A1	<input type="checkbox"/> Mailbox Shops	62	<input type="checkbox"/> Supermkt/Grocery
4	<input type="checkbox"/> Better Gift	L5	<input type="checkbox"/> Export Far East	G6	<input type="checkbox"/> Map Dealers	K4	<input type="checkbox"/> Swimming Pool
5	<input type="checkbox"/> Book Store	L6	<input type="checkbox"/> Executive Gift	G7	<input type="checkbox"/> Marine Boating	38	<input type="checkbox"/> Tabletop
41	<input type="checkbox"/> Boutique	C2	<input type="checkbox"/> Fabric Stores	L0	<input type="checkbox"/> Men's Accessories	K5	<input type="checkbox"/> Team Sports
6	<input type="checkbox"/> Bridal/Wedding	45	<input type="checkbox"/> Fireplace	31	<input type="checkbox"/> Men's Gifts	E6	<input type="checkbox"/> Telephone Sales
B0	<input type="checkbox"/> Business Incentive	J4	<input type="checkbox"/> Flatware	D2	<input type="checkbox"/> Metaphysical Gifts	63	<input type="checkbox"/> Theme Park
B1	<input type="checkbox"/> Cable Home Shopping	20	<input type="checkbox"/> Florist/Flower	32	<input type="checkbox"/> Military PX	K6	<input type="checkbox"/> Tile/Marble/Granite
9	<input type="checkbox"/> Camera Shop	J5	<input type="checkbox"/> Folk Art	G8	<input type="checkbox"/> Miniature Doll/House	64	<input type="checkbox"/> Tobacco Shops
H6	<input type="checkbox"/> Camping/Hiking	G1	<input type="checkbox"/> Framers	54	<input type="checkbox"/> Museum Gifts	65	<input type="checkbox"/> Toy
8	<input type="checkbox"/> Candle Shop	G2	<input type="checkbox"/> Fund Raising	L7	<input type="checkbox"/> Music Store	A4	<input type="checkbox"/> Travel Accessories
7	<input type="checkbox"/> Candy/Confection	C3	<input type="checkbox"/> Furniture Baby/Juv.	K0	<input type="checkbox"/> Nature Store	E7	<input type="checkbox"/> Trendy Giftware
74	<input type="checkbox"/> Car Wash	C4	<input type="checkbox"/> Furniture Computer	55	<input type="checkbox"/> Nautical Décor	M2	<input type="checkbox"/> Trophy Awards
75	<input type="checkbox"/> Carpet/Floor Cover	21	<input type="checkbox"/> Furniture General	D4	<input type="checkbox"/> Novelties	K7	<input type="checkbox"/> Truck After Market
H7	<input type="checkbox"/> Casino's	C5	<input type="checkbox"/> Furniture Office	56	<input type="checkbox"/> Nurseries	E8	<input type="checkbox"/> Truck Stops
10	<input type="checkbox"/> Catalog Showroom	H3	<input type="checkbox"/> Furn. Unfinished	33	<input type="checkbox"/> Office Supply	K8	<input type="checkbox"/> Tuxedo Shops
M6	<input type="checkbox"/> CD / DVD	C6	<input type="checkbox"/> Furniture Wicker	D5	<input type="checkbox"/> Office Whse Clubs	66	<input type="checkbox"/> T-Shirts
11	<input type="checkbox"/> Children	23	<input type="checkbox"/> Games/Puzzles	A2	<input type="checkbox"/> Optical	M3	<input type="checkbox"/> Variety
B2	<input type="checkbox"/> Children Lic. Prod.	46	<input type="checkbox"/> Garden/Lawn Center	K1	<input type="checkbox"/> Oriental Décor	90	<input type="checkbox"/> Video/Audio Tapes
76	<input type="checkbox"/> China/Crystal	24	<input type="checkbox"/> General Gift	D6	<input type="checkbox"/> Packers/Gift Packs	E9	<input type="checkbox"/> Wall Cover'g/Paper
H8	<input type="checkbox"/> Christian Book Store	C7	<input type="checkbox"/> Gift Wrap/Ribbon	D7	<input type="checkbox"/> Paint Stores	91	<input type="checkbox"/> Wall Paper
42	<input type="checkbox"/> Clock	J6	<input type="checkbox"/> Golf Pro Shop	L8	<input type="checkbox"/> Party Rental	K9	<input type="checkbox"/> Western
43	<input type="checkbox"/> Close Outs/Liquidation	25	<input type="checkbox"/> Gourmet	34	<input type="checkbox"/> Party Shops	F0	<input type="checkbox"/> Wholesale Clubs
B3	<input type="checkbox"/> Closet/Storage	26	<input type="checkbox"/> Gourmet Food	86	<input type="checkbox"/> Personalization	F1	<input type="checkbox"/> Whse Distributors
F8	<input type="checkbox"/> Coffee Specialty	G3	<input type="checkbox"/> Gourmet Grocery	87	<input type="checkbox"/> Pet	F2	<input type="checkbox"/> Whse Home Centers
13	<input type="checkbox"/> Collectibles	J7	<input type="checkbox"/> Graduation	22	<input type="checkbox"/> Photo Album/Frames	39	<input type="checkbox"/> Women's Accessories
12	<input type="checkbox"/> College	J8	<input type="checkbox"/> GSA/Government	G9	<input type="checkbox"/> Photo Finishing	67	<input type="checkbox"/> Christmas
14	<input type="checkbox"/> Commercial Office	J9	<input type="checkbox"/> Gun Shops/Fishing	D8	<input type="checkbox"/> Pillow Domestic	68	<input type="checkbox"/> Zoo/Botanical Garden
44	<input type="checkbox"/> Computer Hardware	27	<input type="checkbox"/> Hallmark Card	D9	<input type="checkbox"/> Plumbing Supply	A	<input type="checkbox"/>
B4	<input type="checkbox"/> Computer Software	82	<input type="checkbox"/> Halloween	57	<input type="checkbox"/> Pool/Patio	B	<input type="checkbox"/>

**LIST THE NUMBERS, IN ORDER, OF THE 8 CLASSES OF ACCOUNTS YOU COVER BEST:**

1. [ ] | 2. [ ] | 3. [ ] | 4. [ ] | 5. [ ] | 6. [ ] | 7. [ ] | 8. [ ]

**LINES YOU CURRENTLY SELL:**

Please list your TOP-10 lines, class number (see above), and number of years you have represented the line.

Example: Line = Comoyo's of London, Classes = (31) Men's Gifts, (64) Tobacco Shops and (53) Luggage, Years = 25

**THIS INFORMATION IS CONFIDENTIAL AND SHARED ONLY WITH COMPATIBLE MANUFACTURERS**

Line	Class of Line	YRS	Line	Class of Line	YRS
1. [ ]	[ ]	[ ]	6. [ ]	[ ]	[ ]
2. [ ]	[ ]	[ ]	7. [ ]	[ ]	[ ]
3. [ ]	[ ]	[ ]	8. [ ]	[ ]	[ ]
4. [ ]	[ ]	[ ]	9. [ ]	[ ]	[ ]
5. [ ]	[ ]	[ ]	10. [ ]	[ ]	[ ]

Please mail or FAX to our office at:



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