



1 Please state why you/your company are/is interested in reselling Kaleidoscope and describe how you see the business opportunity working.

2 Provide current company information:
Best phone, email, address & website

3 Why choose an alliance with you/your company over other applicants?

4 What markets do you/your company currently sell in?

Market(s): _____

Months/years: _____

5 Have you/your company sold in any other markets previously?

Market(s): _____

Months/years: _____

6 What have been the results of selling in those markets?

7 How do you/your company categorize yourself in your current market? Explain.

Rising Star: _____

Industry Leader: _____



- 8** When selling other products what is your/your company's typical process and what sales approaches do you use?

- 9** What background, skills, competencies, structure and training gives you/your company a special edge in delivering sales for Kaleidoscope?

- 10** How long have you/your company been doing this type of sales? (Specifically the type of sales you would be doing for Kaleidoscope.)

- 11** From the time of our interview, how much time would you need to make a decision to work with Kaleidoscope? Who is the decision maker, and are there others we should be arranging discussions with?

- 12** May I have a minimum of 3 references from the current client base you are working with. (Provide: name, title, phone, and email of references)



13

How do you plan to sell Kaleidoscope? (ie. Face to Face, Telesales, Trade Shows or all of the above)

14

If you are interested in exhibiting at Trade Shows as a sales strategy, please list the names of potential show(s) and dates.

Please complete application and email to Debra Shine at dshine@theKaleidoscope.com.
If you have questions contact Debra at 415.766.2017 x720.