



## Partnership Qualifying Survey

Store Name: \_\_\_\_\_  
 Primary Business Type \_\_\_\_\_  
 Owner Name: \_\_\_\_\_  
 Street Address: \_\_\_\_\_  
 City: \_\_\_\_\_ ST \_\_\_\_\_ ZIP \_\_\_\_\_  
 Phone: \_\_\_\_\_  
 E-mail Address: \_\_\_\_\_  
 How did you hear about PEC? \_\_\_\_\_

Please rate your interest in this service on a scale of 1 to 10 with 10 being the highest interest and 1 being no interest.

### RATING

**In submitting this survey, I understand that this service is not meant to bring immediate profits to my business, but is a 2 year building block program that will increase traffic and profits over a period of time.**

### 1. Annual Sales Volume (Approx.)

- |   |  |
|---|--|
| <input type="checkbox"/> Under \$100,000        | <input type="checkbox"/> Up to \$1 Million |
| <input type="checkbox"/> \$100,000 to \$250,000 | <input type="checkbox"/> Over \$1 Million  |
| <input type="checkbox"/> Up to \$500,000        |  |

### 2. Square Footage (Approx.)

- |   |  |
|---|--|
| <input type="checkbox"/> 1,500 & Under  | <input type="checkbox"/> 5,000 to 10,000 |
| <input type="checkbox"/> 1,500 to 3,000 | <input type="checkbox"/> Over 10,000     |
| <input type="checkbox"/> 3,000 to 5,000 |  |

### 3. Store Hours (Days & hours)

### 4. Customers Per Day (Average)

- |                                    |                                     |
|------------------------------------|-------------------------------------|
| <input type="checkbox"/> 0 - 25    | <input type="checkbox"/> 101 to 200 |
| <input type="checkbox"/> 26 - 50   | <input type="checkbox"/> 200+       |
| <input type="checkbox"/> 51 to 100 |                                     |

### 5. Primary Clientele

- Primarily residential  
 50/50 residential & commercial  
 Primarily commercial

### 6. Amount that I plan to budget for this service this year in advertising, UPS fees, etc.

- \$1,000  
 \$1,500  
 \$2,000

### 7. Selling radius (in miles) of store's location

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### 8. Current Store Ownership

- Less than 1 year  
 2 to 5 years  
 5 to 10 years  
 Over 10 years

### 9. Promotions I agree to do for this service

*(Choose as many as apply)*

#### **In-Store Promotion**

- Place all Signs  
 Use Bag & Statement Stuffers

#### **Outside Advertising**

- Direct Mail Program  
 Tag Line Circulars  
 Include in Radio or Cable TV  
 Tag Line in Newspaper Ads  
 Dedicated Newspaper Ads  
 Promote through Chamber of Commerce

Local newspaper \_\_\_\_\_

### 10. Expectations *(Choose as many as apply)*

- Long Term **Traffic Builder**  
 Build Profit Center over time  
 Want immediate results  
 Understand 2-year Building Block Period  
 Pre-paid "Drop-Off" Packages increase store traffic.  
 I understand that accepting these packages free of charge is mandatory.