



434 Rubicon St., Hustisford, WI 53034  
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## DEALER APPLICATION and PROFILE

Page 1 of 2

Name \_\_\_\_\_ Email address \_\_\_\_\_ Website \_\_\_\_\_

Street Address \_\_\_\_\_ City \_\_\_\_\_ State / Province / Region \_\_\_\_\_

Zip / Postal Code \_\_\_\_\_ Country \_\_\_\_\_ Telephone \_\_\_\_\_ Fax \_\_\_\_\_ Federal ID# \_\_\_\_\_

Type of business (Corporation, Partnership, Proprietorship, other) \_\_\_\_\_ Year Established \_\_\_\_\_ Number of employees \_\_\_\_\_

### Primary Contact:

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Telephone: \_\_\_\_\_

Email: \_\_\_\_\_

### Sales Contact:

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Telephone: \_\_\_\_\_

Email: \_\_\_\_\_

### Secondary Contact:

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Telephone: \_\_\_\_\_

Email: \_\_\_\_\_

### IT Contact:

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Telephone: \_\_\_\_\_

Email: \_\_\_\_\_

### Accounts Payable Contact:

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Telephone: \_\_\_\_\_

Email: \_\_\_\_\_

### Other Contact:

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Telephone: \_\_\_\_\_

Email: \_\_\_\_\_

Product Line(s) currently represented: \_\_\_\_\_

### Certificate of Resale (where applicable)

Name of authorized person: \_\_\_\_\_

I hereby certify that I/we hold a \_\_\_\_\_ enter state(s)

Sales and Use Tax permit number(s) \_\_\_\_\_

### Marketing Strategy

Target Markets (define by customer discipline, the type(s) of end-users your company focuses on) \_\_\_\_\_

Which products are of greatest interest to you and your customers? \_\_\_\_\_



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Page 2 of 2

Do you advertise in any trade publications (e.g.; Fastline, Tractor House, Construction Equipment, etc.)? If so, which ones and how often? \_\_\_\_\_

How do you use your website and Social Media to promote or sell your products or communicate with the market?

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Do you mail or e-mail any other promotional materials to your customers? \_\_\_\_\_

(If yes, please describe nature and frequency and provide examples) \_\_\_\_\_

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What major new products have you added during the past 2 years? \_\_\_\_\_

Do you plan to stock Berlon products or only order to fulfill customer orders? \_\_\_\_\_

To who should Price Catalogs/Lists, New Product, and Promotional information be sent to?

Name: \_\_\_\_\_ Email: \_\_\_\_\_

Name: \_\_\_\_\_ Email: \_\_\_\_\_

Name: \_\_\_\_\_ Email: \_\_\_\_\_

Any additional information you would like to share or questions you might have.

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