



## Qualifying a customer

These are questions that every sales person should answer and report on to the rest of the team about any perspective company that he or she is targeting. If they cannot answer yes to all of the questions listed here, it will probably make more sense not to do business with them.

- 1 Do we have a technology match with the customer?
- 2 Do they have a need for what we build?
- 3 Do they have enough business to support us?
- 4 What is the total amount of boards they buy in a year? What is their TAM? (Total Available Market).
- 5 What is the total amount of our technology boards they buy in a year?
- 6 What is their product?
- 7 Are they in a growing market?
- 8 Are they a market leader?
- 9 Are they financially sound? Do they pay on time?
- 10 Can we learn from them? Can we sell what we learn from them?
- 11 Can we be of value to them?
- 12 Are they easy to work with? Are they good people?
- 13 Do they honestly care about their suppliers?
- 14 Do they understand our technology?
- 15 Do they have a respect for our technology?
- 16 Are they honest?
- 17 Are they reasonable? Is what it takes to be a good supplier logical?
- 18 Do they fit into our niche? If they don't, is their product a logical extension of our niche?
- 19 Will we have a good future with them? What is their lifetime TAM?
- 20 Do they appreciate a good PCB supplier?

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