



Application

Lexmark Connect Partner

In distribution partnership with Alloys

Contact Name:	Job Title:
<input type="text"/>	<input type="text"/>
Company Name:	Company Website:
<input type="text"/>	<input type="text"/>
Street address, Suburb, postcode, state:	
<input type="text"/>	

To assist with your Partnership application we have just a few background questions if you can please answer to the best of your knowledge:

1. What is the approximate annual revenue of your business?	Less than \$ 100,000
	\$ 100,000 - 300,000
	\$ 300,000 - 500,000
	\$ 500,000 - 800,000
	\$ 800,000 - 1,000,000
	More than \$ 1,000,000
2. What is the percentage of your business that is in Hardware?	Less than 10%
	10% - 30%
	30% - 50%
	50% - 80%
	80% - 100%

3. Of your Printer/MFP's business how much by percentage is in:

- ▶ Hardware %
 - Less than 10%
 - 10% - 30%
 - 30% - 50%
 - 50% - 80%
 - 80% - 100%
- ▶ Supplies %
 - Less than 10%
 - 10% - 30%
 - 30% - 50%
 - 50% - 80%
 - 80% - 100%
- ▶ MPS/Print Management Services %
 - Less than 10%
 - 10% - 30%
 - 30% - 50%
 - 50% - 80%
 - 80% - 100%

4. How much of your current printer business is with Lexmark?

- Less than 10%
- 10% - 30%
- 30% - 50%
- 50% - 80%
- 80% - 100%

5. How many sales reps in your company?

- ▶ Sales Admin / Sales Support / Inside Reps
 - Less than 2
 - 2 - 4 reps
 - 5 - 8 reps
 - 8 - 10 reps
 - More than 10 reps
- ▶ Outside Sales Representatives / Sales force
 - Less than 2
 - 2 - 4 reps
 - 5 - 8 reps
 - 8 - 10 reps
 - More than 10 reps

6. What marketing activities do you use to drive sales?

Advertising
Email Blasts
Online Marketing
Other:

7. What would be your preferred method of training your sales force?

Web/Online
Printed Collateral
In-Person
Other:

8. Does your business focus on a specific vertical?

No specific vertical
Healthcare
Retail
Manufacturing
Financial Services
Education
Government
Other:

9. Please explain your go-to-market. What is your main method to acquire new business?

Existing customers
Local marketing in my area
Recommendation
Telemarketing
Vertical marketing
Web site / online marketing
Other:

10. If you can please answer questions on your service capability (Yes or No)

Do you have on-site hardware technicians?

Yes

No

If YES how many technicians do you have?

1

2

3 - 4

More than 5

Do you have service administrator who manages daily customer jobs/calls?

Yes

No

Please submit this form to Alloys at hello@alloys.com.au

Thank you for your time, your application will take no more than 10 working days to process.

For Lexmark Internal use only

Form completed by:

Name: _____ Company: _____ Date submitted: _____

Please send completed form to:

Email: anzsalesupport@lexmark.com

Tel: 1 300 295 598

Lexmark ANZ Channel Inside Sales (IS) Team contacts:

Karen Kaye Ong

Coco Cabrera

Program name: Australia Connect Gold

Partner expertise: BSD Gold