

“Top 20 Customers” Business Category Survey

The purpose of this survey is to identify the best prospects for printing sales and marketing efforts. We're asking printing salespeople — and printing company owners — to evaluate their Top 20 customers (in terms of YTD sales volume) and to report back on what business category they represent. We don't need the company name, just the business type, and please don't list prospects, only actual customers. Please use the number codes you'll find on the listing to the right and on the next page. As you'll see, we're trying to create as specific an understanding as we can, so please give some thought to *exactly* which category best describes each of your Top 20. We'd also like to know the exact title of your key contact at each of these companies. If you don't have that information, please call and ask! If your key contact is the printing buyer as part of his/her role as Marketing Director or Purchasing Manager, it's the capital-letter title we're looking for.

Code	Title of Key Contact
1. _____	_____
2. _____	_____
3. _____	_____
4. _____	_____
5. _____	_____
6. _____	_____
7. _____	_____
8. _____	_____
9. _____	_____
10. _____	_____
11. _____	_____
12. _____	_____
13. _____	_____
14. _____	_____
15. _____	_____
16. _____	_____
17. _____	_____
18. _____	_____
19. _____	_____
20. _____	_____

If you identified any of your Top 20 Customers as “OTHER” (72) please describe them below:

No. _____

No. _____

No. _____

CODE

- 1 Advertising/Marketing/PR Agency**
agency purchasing for customers
- 2 Graphic Artist/Designer**
individual artist/designer purchasing for customers
- 3 Automobile/Truck/Specialty Dealer**
cars, trucks, motorcycles, boats, RV's, etc.
- 4 Banking—branch office**
purchases by branch office for use in that office
- 5 Banking—main office**
purchases by home office for use in branch offices
- 6 Church**
- 7 Religious Organization**
religious organization not affiliated with a specific church, various ministries, Interfaith Alliance, etc.
- 8 Construction—commercial**
- 9 Construction—residential**
- 10 Education—college or university**
- 11 Education—miscellaneous school**
ballet, karate, gymnastics, day care, etc.
- 12 Education—private school**
private elementary, middle or secondary school
- 13 Education—public school**
purchases by individual public elementary, middle or secondary schools
- 14 Education—public school system**
purchases by public school system for use at individual or multiple schools
- 15 Event**
purchases by individual event organizers
- 16 Event Management**
purchases for individual events by a company which specializes in event management
- 17 Government—local**
local government branch or agency (police or fire department, parks & recreation, etc.)
- 18 Government—state**
state government branch or agency (DMV, DPW, National Guard, etc.)
- 19 Government—national—direct**
direct purchases from Federal gov't branch or agency
- 20 Government—national—GPO**
Federal government branch or agency; purchases through the GPO bid process

Your Name _____

Company Name _____

Large Commercial Printer

Quick/Small Commercial Printer

e-mail _____

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- 21 Hospital**
- 22 Health Care—Clinic**
large practice, 10 or more physicians
- 23 Health Care—Office**
small practice, 3 or fewer physicians
- 24 Legal—Firm**
large practice, 10 or more attorneys
- 25 Legal—Office**
small practice, 3 or fewer attorneys
- 26 Consulting—Firm**
large practice, 10 or more consultants
- 27 Consulting—Office**
small practice, 3 or fewer consultants
- 28 Speaker/Trainer/Consultant**
individual/small firm specializing in seminars/training
- 29 Health/Fitness Club**
- 30 Hotel—local**
Hilton, Sheraton, etc. or locally-owned hotel, featuring rooms, restaurant, meeting facilities, etc.
- 31 Hotel—management company**
purchases by a local/regional hotel management company (possibly a franchisor) for use at one or more of its properties
- 32 Manufacturing—High Tech**
high technology products, including software
- 33 Manufacturing—Mid Tech**
products with powered/moving parts, primarily mechanical rather than electronic
- 34 Manufacturing—Low Tech**
products with no powered/moving parts
- 35 Non-Profit—Artistic**
museums, symphony, ballet
- 36 Non-Profit—Charity**
charitable/fundraising organizations; Red Cross, March of Dimes; Friends of the Library, etc.
- 37 Non-Profit—Membership**
clubs & associations; PIA, Society of Aerospace Engineers, Future Farmers of America, etc.
- 38 Radio/TV Station**
- 39 Real Estate Sales—Commercial**
real estate sales, commercial property
- 40 Real Estate Sales—Residential**
real estate sales, residential property
- 41 Real Estate Management—Commercial**
management/rental of office buildings, retail space
- 42 Real Estate Management—Residential**
management/rental of homes, apartments
- 43 Title/Mortgage Company—local**
local sales office of national company, or local independent business
- 44 Title/Mortgage Company—HQ**
purchases by the national or regional headquarters for HQ use or distribution to individual offices
- 45 Insurance—local**
local sales office of national company, or local independent business
- 46 Insurance—HQ**
purchases by national or regional headquarters for HQ use or distribution to individual units
- 47 Casino/Racetrack/Bingo**
- 48 Country Club**
- 49 Funeral Home**
- 50 Restaurant—full service, local**
local “sit-down” restaurant
- 51 Restaurant—fast food, local**
local fast food restaurant
- 52 Restaurant—national chain**
Olive Garden, Outback Steakhouse, Burger King, Starbucks, etc. Purchases by individual local unit
- 53 Restaurant—national chain—HQ**
Olive Garden, Outback Steakhouse, Burger King, Starbucks, etc. Purchases by national headquarters for HQ use or distribution to individual units
- 54 Restaurant—management company**
purchases by a local/regional restaurant management company (possibly a franchisor) for HQ use or distribution to individual units
- 55 Retail Business**
any non-restaurant, retail “store-type” business
- 56 Retail Company**
purchases by the “home office” of a retail company for use in individual company-owned locations
- 57 Service Business**
cleaning service, security service, exterminators, painters, electricians, plumbers, etc.
- 58 Service Company**
purchases by the “home office” of a service company for use in individual company-owned locations
- 59 Franchise HQ**
purchases by national or regional headquarters of any non-restaurant franchise for HQ use or distribution to individual units
- 60 Retirement Home/Assisted Living**
- 61 Shopping Mall**
printing purchased by a shopping mall for use in common areas, mall-wide promotions
- 62 Soft Drink Bottling**
Coca-Cola, Pepsi, etc.
- 63 Sports—team**
major/minor/club league sports team
- 64 Sports—venue**
stadium, arena
- 65 Transportation Venue**
airport, bus/train station
- 66 Performance Venue**
theatre, concert hall
- 67 Taxi/Limousine Service**
- 68 Wholesale Business**
wholesale distributor of multiple products who in turn sells to local stores or contractors
- 69 Beer/Liquor Wholesaler**
wholesale distributor of multiple beer/liquor product lines who in turn sells to local restaurants and stores
- 70 Printing Supplier—printshop**
another printing company, outsourcing for customers
- 71 Printing Supplier—broker**
no internal production, outsources everything
- 72 Other** (see note on opposite side)