



**BECAUSE NO TWO CUSTOMERS ARE THE SAME...**

WE WOULD LIKE TO THANK YOU FOR THE OPPORTUNITY TO COMPETE FOR AND EARN YOUR BUSINESS. IT IS NOT SOMETHING THAT WE TAKE LIGHTLY.

SOME SUPPLIERS STRIVE TO BE EVERYTHING TO EVERYBODY. CHICAGO BRASS DOES NOT. OUR GOAL IS TO GAIN COMPLETE CONFIDENCE AND TRUST WITH THE RIGHT CUSTOMERS FOR THE CATEGORIES WE ARE BEST EQUIPPED, AND INVITED, TO PROVIDE. THIS IS NOT OUT OF ARROGANCE BUT STEMS FROM A RESPECT FOR WHAT YOU DO, WHY YOU DO IT, AND WHY THINGS MUST CONSISTENTLY BE HANDLED WITH PERFECTION AS THE GOAL.

IN ORDER TO HELP US BETTER UNDERSTAND YOUR NEEDS, EXPECTATIONS AND HABITS WE HAVE PUT TOGETHER A VERY BRIEF DISCOVERY QUESTIONNAIRE. THE GOAL IS TO BETTER GAUGE THE VALUE AND OPPORTUNITY FOR BOTH OF US. IT HAS BEEN OUR EXPERIENCE THAT GREAT CLIENT – SUPPLIER PARTNERSHIPS STEM FROM OPEN AND HONEST COMMUNICATION.

IF YOU ARE SO INCLINED AND OPEN TO BEING PRESENTED WITH A CATERED RELATIONSHIP WRAPPED AROUND YOUR GOALS, PLEASE TAKE A BRIEF MOMENT TO FILL OUT THE ENCLOSED QUESTIONNAIRE AND RETURN IN THE PREADRESSED ENVELOPE. PLEASE FEEL FREE TO CONTACT EITHER OF US IF YOU HAVE ANY QUESTIONS OR WANT FURTHER CLARIFICATION.

WE PROMISE, IT IS PAINLESS AND WILL LEAD TO A SUPPLIER RELATIONSHIP BEYOND WHAT YOU ARE USED TO EXPERIENCING.

ONCE AGAIN ANY OPPORTUNITY TO EARN YOUR BUSINESS IN WHAT WE KNOW IS AN EXTREMELY COMPETITIVE MARKET IS GREATLY APPRECIATED.

CHICAGO BRASS, INC.  
*PLUMBING & HARDWARE*

KURT SCHNAKENBERG  
VP, SALES & MARKETING

DONALD KLINOCK  
BUSINESS DEVELOPMENT MANAGER

CHICAGO BRASS, INC. • 220 W KINZIE • CHICAGO, IL 60654  
(312) 245-0200 • (312) 245-0205 (FAX) • [www.CHICAGOBASS.COM](http://www.CHICAGOBASS.COM)



**DISCOVER QUESTIONNAIRE.**

CONFIRMING NEEDS & DESIRES – CORNERSTONE TO THE FUTURE

WHAT IS YOUR COMPANY’S STRATEGY REGARDING THE OPTIMUM PRODUCT SUPPLIER WITHIN YOUR ORGANIZATION (PRODUCT SUPPLIER ONLY, TECHNICAL AND / OR SPECIFICATION SUPORT, TROUBLESHOOTING, ETC.)

WHAT CATEGORY DESCRIBES YOUR IDEAL SUPPLIER (CHECK ALL THAT APPLY?)

- LARGE SUPPLY HOUSE WHERE YOU CAN PURCHASE AS MANY PRODUCT CATEGORIES FROM ONE SOURCE AS POSSIBLE.
- SMALL SPECIALIZED NICHE OPERATION THAT FOCUSES ON A SPECIFIC PRODUCT CATEGORY
- OLD-TIME SHOP WHERE IT MAY NOT BE PRETTY AND THERE ISN’T A COMPUTER IN SITE BUT THEY REALLY GET IT AND HAVE THE TRACK RECORD TO PROVE IT
- PROGRESSIVE PROCEDURE FOCUSED OPERATION WITH AN AGGRESSIVE COMMITMENT TOWARDS FLUID OPERATIONS
- YOU COULDN’T CARE LESS – IF YOU ARE COMFORTABLE WITH SOMEONE THERE AND THEY GET THE JOB DONE YOU ARE FINE WITH IT

WHAT CATEGORY DOES **NOT** DESCRIBE YOUR IDEAL SUPPLIER (CHECK ALL THAT APPLY?)

- LARGE SUPPLY HOUSE WHERE YOU CAN PURCHASE AS MANY PRODUCT CATEGORIES FROM ONE SOURCE AS POSSIBLE.
- SMALL SPECIALIZED NICHE OPERATION THAT FOCUSES ON A SPECIFIC PRODUCT CATEGORY
- OLD-TIME SHOP WHERE IT MAY NOT BE PRETTY AND THERE ISN’T A COMPUTER IN SITE BUT THEY REALLY GET IT AND HAVE THE TRACK RECORD TO PROVE IT
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WE BELIEVE IN A FREE AND FAIR MARKET WHERE BUSINESS IS EARNED BASED UPON MERIT, PROFESSIONAL SALESMANSHIP, COMPETITIVENESS, AND A FOCUS ON PROVIDING VALUE. WITH ALL DUE RESPECT, DOES A SITUATION EXIST THAT WOULD PREVENT US FROM COMPETING FOR YOUR BUSINESS BASED UPON THIS CRITERIA (I.E. PERSONAL RELATIONSHIPS)?

- YES
- NO

IF YES, THAT'S OK. WE DON'T GIVE UP THAT EASILY. IF YOU WOULDN'T MIND, PLEASE DESCRIBE THE OBSTACLE BELOW. ..

PLEASE DESCRIBE YOUR TYPICAL INTERACTION WITH SUPPLIERS (I.E. I TALK TO THE OWNER ONLY; I DEAL WITH A SALESPERSON AND A TECH GETS BACK TO ME; I TALK TO DIFFERENT PEOPLE BASED UPON THE NEED THAT I HAVE; I HAVE ON POINT OF CONTACT AND HAVE NO IDEA WHAT HAPPENS BEHIND THE SCENES; I KNOW EVERYONE THERE AND TALK TO WHOMEVER ANSWERS THE PHONE, ETC.)

IS THIS TYPE AND SORT OF INTERACTION:

- INSUFFICIENT
- ADEQUATE
- IDEAL
- OVERKILL



WHEN DETERMINING WHO TO WORK WITH, YOU ARE LOOKING FOR:

- SOMEONE TO SUPPLY PRODUCT ON A PROJECT, AND WILL BEGIN AGAIN ON THE NEXT ONE
- A LONG TERM SUPPLIER, IF THEY ARE THE RIGHT ONE
- ASK ME AGAIN IN 6 MONTHS. I DON'T REALLY THINK PAST THE TASK AT HAND.
- OTHER: \_\_\_\_\_

WHAT IS YOUR APPROACH TO PRICING PRESENTED BY A SUPPLIER WHEN DETERMINING A SOURCE?

- PRICE, PRICE, PRICE (THAT'S WHAT MY CUSTOMER WANTS)
- PRICE, PRICE, A LITTLE SERVICE
- MUST BE COMPETITIVE BUT SERVICE IS KEY, WITH STRONG SERVICE AND KNOWLEDGE IT ENDS UP COSTING ME LESS IN THE LONG RUN
- PRICE ISN'T MY CONCERN, I JUST WANT IT TO WORK AND SUPPORT THE DREAM IMAGE MY CLIENT IS LOOKING FOR

HOW OFFENSIVE DID YOU FIND US ASKING FOR YOU TO FILL OUT THIS QUESTIONNAIRE?

- HIGHLY, BAD MOVE (IN WHICH CASE YOU HAVE PROBABLY NOT GOTTEN THIS FAR)
- SLIGHTLY BUT WE PUT UP WITH IT
- NOT AT ALL – COMPLETELY AGREE WITH AND UNDERSTAND THE VALUE

ONCE AGAIN, THANK YOU. YOUR WILLINGNESS TO SHOW US WHO YOU ARE AND WHAT YOU ARE LOOKING FOR IS GREATLY APPRECIATED AS IS YOUR TIME IN COMPLETING THIS QUESTIONNAIRE. WE ARE CONFIDENT THAT IN THE LONG RUN A STRONG FIT WILL PROVE THE VALUE OF THIS EXERCISE. WE LOOK FORWARD TO BEING ABLE TO SUPPORT YOUR ORGANIZATION'S GOALS.

SINCERELY

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