



Jackson Rec
896 Rock Island Rd
Rock Island TN 38581
phone 931-738-2628
fax 931-738-2668

PROSPECTIVE DEALER QUESTIONNAIRE

(Please print, fill out, and fax back, you will hear from us very quickly...)

Shop name: _____

Shop Address: _____

Phone#: _____ Fax#: _____

Website: _____

E-mail: _____

Contact Name: _____

1. What recreational brands do you currently carry in your store (boats and accessories)?
2. Are we replacing a brand, or would we be an addition? If replacing, which one(s)?
3. Where do you see Jackson Rec fitting into the "pecking order" of your store? What can we expect as far as real estate in your store, coverage on your website, etc?

4. You know your territory, your clientele, and your current line-up better than we ever will. Please give us an idea of how many of each retail model you think you would purchase in the next year. Please keep in mind that we would like you to have a store demo for each retail model you purchase:

Mini Tripper _____ Day Tripper 10 _____ Day Tripper 12 _____

5. Who are your competitors, and what sets your store apart (location, instruction, events, marketing...)?
6. Why do you think that your store and Jackson Rec will be a "good fit"?
7. How many new, retail recreational boats does your shop tend to sell annually (all boats combined)?
8. Do you sell whitewater boats? If so, what brands do you carry?
9. How many new, retail whitewater boats does your shop tend to sell annually?

10. What types of recreational boats do your customers tend to have the most interest in (sit on tops, sportsman, touring, leisurely lake boats)?

11. Please give us any information about your shop that you think would be useful in making our decision.

Thanks for taking the time to let us know more about your shop!!