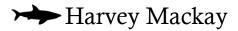
The Mackay 66 Customer Profile

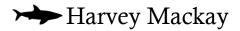
It's critical to have information about your customer. Armed with the right knowledge, you can outsell, outmanage, outmotivate and outnegotiate your competition. Knowing your customer means knowing what your customer really wants. Maybe it's your product, but maybe there is something else, too: recognition, respect, reliability, service, friendship, help - things all of us care more about as human beings than we care envelopes. Once you attach your personality to the proposition, people start reacting to the personality, and stop reacting to the proposition.

Use this questionnaire to develop a profile of each customer. Some of your resources for the information might include receptionists, suppliers, newspapers, assistants, trade publications, and the customers themselves. Look, listen, and learn all you can about the customer, both personally and professionally. You'll find topics for opening conversations, which can open doors for you and your company.

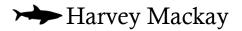
Date _	nte	
Custo	ustomer	
1.	1. Name	
	Nickname	
2.	2. Company name	
3.	3. Address	
	Home address	



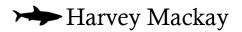
4.	Telephone:
	Business:
	Home:
5.	Birth date:
	Place
	Hometown
6.	Height (approx.)
	Weight (approx.)
Educ	ation
7.	High school
	Year graduated
	College
	Year graduated
8.	College honors
	Degrees



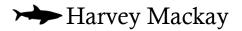
9.	College fraternity/sorority
	Sports
10.	College extracurricular activities
11.	If customer didn't attend college, is he/she sensitive about it?
12.	Military service
	Discharge rank
	Attitude toward being in the service
Famil	
13.	Spouse's name and occupation
14.	Spouse's education
15.	Spouse's interests
16.	Anniversary



17.	Children, if any, names/ages
18.	Children's education
19.	Children's interests (hobbies, problems, etc.)
Busin	ess Background
20.	Previous employment: (most recent first)
	Company
	Location
	Title
	Dates

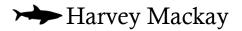


	Company
	Location
	Title
	Dates
21.	Previous positions at present company:
	Title
	Dates
22.	"Status" symbols in office
23.	Professional/trade
24.	Offices held or honors
25.	What business relationship does he/she have with others in our company?

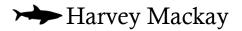


26.	Who are they?
27.	Is it a good relationship? Why?
28.	What other people in our company know the customer?
29.	Type of connection
	Nature of relationship
30.	What do you feel is his/her long-range business objective?
31.	What do you feel is his/her immediate business objective?
32.	What do you think is of greatest concern to the customer at this timethe welfare of the company or his/her own personal welfare?
33.	Does the customer think of the present or the future?

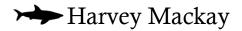
-	
Specia	l Interests
34. 0	Clubs, fraternal associations or service clubs (masons, kiwanis, etc.)
35. 1	Politically active?
]	Party:
]	Important to customer?
36. 4	Active in community? How?
-	
-	
37. 1	Religion
1	Active?
	Highly confidential/sensitive items <i>not</i> to be discussed with customer (i.e.: Divorce, AA member, etc.)
-	
39. 0	On what subjects (outside of business) does the customer have strong feelings?
-	
Lifesty	vle
40. I	Medical history (current condition of health)
_	



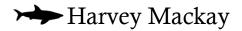
41.	Does customer drink? If yes, what and how much?
42.	If no, is customer offended by others drinking?
43.	Does customer smoke? If no, object to others?
44.	Favorite places for lunch:
	Dinner
45.	Favorite items on menu
46.	Does customer object to having anyone buy his/her meal?
47.	Hobbies and recreational interests



48.	Vacation habits
49.	Spectator sports interest: sports and teams
50.	What kind of car(s)
51.	Conversational interests
50	W/h = == 1 == 4 h = === 4 == == == == = = = = = =
52.	Whom does the customer seem anxious to impress?
53.	How does he/she want to be seen by those people?



54.	What adjectives would you use to describe the customer?
55.	What is he/she most proud of having achieved?
56.	What do you feel is the customer's long-range personal objective?
57.	What do you feel is the customer's immediate personal goal?
	Customer and You What moral or ethical considerations are involved when you work with this customer?
59.	Does the customer feel any obligation to you, your company or your competition? If so, what
60.	Does the proposal you plan to make to him/her require the customer to change a habit or take an action that is contrary to custom?



61.	Is he/she primarily concerned about the opinion of others?
62.	Is he/she very self-centered?
	Highly ethical?
63.	What are the key problems as the customer sees them?
64.	What are the priorities of the customer's management?
65.	Can you help with these problems?
66.	Does your competitor have better answers to the above questions than you have?
tach	pages for additional notes if necessary)