



Linktivity Partner Program Application

PROGRAM INTEREST:	Certified Platinum Reseller	Technology Partner	OEM	End User Referral
PRODUCT INTEREST:	WebDemo	WebInteractive		

MAIN CONTACT INFORMATION

Company Name		dba (if applicable)		
Street Address				
City	State	Zip/Postal Code	Country	
Main Telephone Number		Main Fax Number		Main E-mail Address
KEY CONTACTS	NAME	DIRECT PHONE	(EXT)	E-MAIL
President:	_____	_____	_____	_____
Sales:	_____	_____	_____	_____
Marketing:	_____	_____	_____	_____
Technical:	_____	_____	_____	_____
Finance:	_____	_____	_____	_____

BUSINESS INFORMATION

BUSINESS TYPE	Corporation	Limited Partnership	Partnership	Sole Proprietorship	Subsidiary				
	Date Established _____		Parent Company _____						
BUSINESS SETTING	Store	Business Office	Other (explain) _____						
OFFICE LOCATIONS	US	Canada	Latin America	Europe	Africa	Asia	Pacific Rim		
TOTAL EMPLOYEES	1-5	6-10	11-24	25-49	50-99	100+	250+	500+	1000+
SALES FORCE (%)	Direct Sales _____%		Field Sales _____%		Sales Engineers _____%				
TECHNICAL STAFF (%)	Support Technicians _____%		Field Engineers _____%		Developers _____%				

SALES AND MARKETING INFORMATION

PRODUCT/SERVICE MIX	Hardware _____%	Software _____%	Services _____%					
TOP PRODUCTS SOLD	1. _____		2. _____		3. _____			
ANNUAL REVENUE	< \$100K	\$100K - \$500K	\$500K - \$1M	\$1M - \$5M	\$5M - \$10M	Over \$10M		
SERVICE OBJECTIVES	Customer Retention		New Customer Acquisition		Other _____			
SERVICE TERRITORY	Local	Statewide	Regional	National	International	Other _____		
CUSTOMER FOCUS:	SOHO (1-2)		Small Business (3-99)		Mid-Size (100-499)		Enterprise (500+)	
TOTAL CUSTOMERS	1-499		500-999		1,000-4,999		5,000-10,000	10,000+
VERTICAL MARKETS	Healthcare		Federal Government		Legal Services		IT Industry	Manufacturing
	Education (K-12)		State Government		Financial Services		Call Centers	Retail/POS
	Education (13-18)		Local Government		Hospitality Services		Other _____	

