



New Customer Form

ADDRESSES:

- Mailing

Name _____

Address _____

City _____

State, Zip _____

Country _____

Phone _____

Fax _____

Toll Free _____

E-mail _____

- Shipping

Name _____

Address _____

City _____

State, Zip _____

Country _____

Phone _____

Fax _____

Toll Free _____

E-mail _____

- Physical

Name _____

Address _____

City _____

State, Zip _____

Country _____

Phone _____

Fax _____

Toll Free _____

E-mail _____

CONTACTS:

- Sales

Name _____

Dept/Title _____

Address _____

City _____

State, Zip _____

Country _____

E-mail _____

Phone _____

Fax _____

Cell/Beeper _____

Birthday _____

Anniversary _____

- Accounts Payable

Name _____

Dept/Title _____

Address _____

City _____

State, Zip _____

Country _____

E-mail _____

Phone _____

Fax _____

Cell/Beeper _____

Birthday _____

Anniversary _____

- (Other)

Name _____

Dept/Title _____

Address _____

City _____

State, Zip _____

Country _____

E-mail _____

Phone _____

Fax _____

Cell/Beeper _____

Birthday _____

Anniversary _____

"Tools That Mean Business"



New Customer Form

REFERENCES: (3 Businesses, 1 Bank)

	- Name	- Complete Address (City, State, Zip)	- Phone/Fax	
1.	_____	_____	_____	-FAX -PHONE
2.	_____	_____	_____	-FAX -PHONE
3.	_____	_____	_____	-FAX -PHONE
4.	_____	_____	_____	-FAX -PHONE

I have the authority, and do hereby give my authorization for GRIP On Tools to obtain a credit reference for the above listed business.

*Signature Required: _____ Date: _____

BUSINESS & FINANCIAL INFORMATION: (The following information must be provided. It will be held in the strictest confidence.)

Credit Card Type _____ Exp. Date _____ Credit Card # _____

Business/Tax ID# _____

*Please fax copy of business license

Individual _____ Partnership _____ Corporation _____

Check here if Incorporated within last 12 months _____

DO NOT WRITE IN SPACE BELOW

References Checked By _____	Credit Approved By _____	Date _____
Reference Results _____	Credit Refused By _____	Date _____

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TERMS & PREFERENCES:

What days/times do you accept shipments? _____

Credit Limit _____ Payment Terms _____ Order Minimum _____

Shipping Terms _____ Order Acknowledgement Required (Y/N) _____ PO #'s Required (Y/N) _____

Not In Stock On Back Order? _____ Not In Stock Cancelled? _____ Max Shipments/Order _____

Invoice Options:

Fax Only _____

Mail Only _____

E-mail _____

Fax/Mail _____

Statement Options:

Fax Only _____

Mail Only _____

E-mail _____

Fax/Mail _____

Mailing List Options:

(Provide dates)

Monthly Specials _____

Birthday _____

Christmas _____

Anniversary _____

NOTES: _____



New Customer Form

Dear Potential Customer,

We're excited to hear you wish to conduct business with us. We look forward to a long lasting and mutually beneficial business relationship.

To get things started...

- All orders must be a minimum of \$5000 (Negotiable with your salesman)
- Items must be ordered by the case qty.
- Our terms are Net 30, 2% Net 10
- FOB: Wayland
- We require the first order to be pre-paid or paid with a credit card.
- We'd be more than happy to send you a catalog along with your first order, or you may purchase one in advance for \$50. Please note that you will then receive a \$50 credit on your first purchase from GRIP.

Please return the customer information form so we may begin setting up your account. In regards to the credit references, please be sure to include contact names, addresses, phone #'s, fax #'s, contact information, and an account number if applicable.

Thank you once more the affording us the opportunity to fill your quality tool needs!

Respectfully,

Sara Holcomb
Sales Executive

"Tools That Mean Business"



New Customer Form

Dear Potential Customer,

Good afternoon! We, at GRIP On Tools, thank you for your interest. We'd be happy to provide samples and a quote of our newest items that we feel would be valuable additions to your tool line. These quality products are in demand, so please take a moment to consider our offer carefully.

While contemplating which samples you'd like to see, you may weigh the following reasons why anyone should consider GRIP as a vendor:

- **Differentiation**

GRIP is a different importing company than most others. The name, for instance, sounds like a tool name. We are an innovative company that offers the latest and greatest tool inventions to our clients. Our remarkable connections enable us exclusivity on many items, which in turn provides our clients with first mover advantages. These advantages will then be passed on to your customers.

- **Packaging and Quality**

We know how important presentation is when it comes to sales. Therefore, we've acquired an excellent advertising team to assist our graphics art department in designing attractive packaging that will catch the customer's eye. We insist on the best possible packaging, and we're constantly seeking ways to improve upon it.

We also realize that quality is very important when purchasing tools. Our #1 priority is to provide you GRIP quality products. The race for quality has NO finish line.

- **GRIP Excellence and Client Service**

There is more to the GRIP line than tough, durable, quality tools. In addition to price, packaging, and quality, you deserve the best service. We value the partner relationships we've developed with our clients and are extremely committed to keeping them. This is why it's not an option for us to provide comprehensive customer service and support. Complete customer satisfaction is our goal.

One way to keep our clients satisfied is to maintain a constant inventory. Therefore, we make it a point to have a large safety stock of the items you are buying. Having a large safety stock ensures that you will have the needed merchandise available at all times. This will keep you prepared for unexpected changes in market demand and will also reduce your risk of running out of inventory. We have a stock ratio of approximately 90% so it will be rare for us to run out of an item. Remember, complete customer satisfaction is one of our major goals. Therefore, we will do whatever it takes to ensure that you are totally satisfied.

"Tools That Mean Business"

- **Innovation and Exclusivity**

At GRIP, we aim to keep abreast of the competition and to do this by developing new items. We are constantly working on getting new ideas and new products out into the market place. One thing that helps us do this is the tremendous relationship we've developed with our overseas agents. So, if your company wants/needs any specialty tool items made available or wishes to implement a whole new line, GRIP will be of great service in helping you achieve your goals. GRIP is a growing and innovative company who's quickly becoming a household name. Let us use our strengths to help you achieve your marketing goals.

These are just a few of the reasons such successful companies as Cabelas, Bass Pro, Northern Tool & Equipment, Macs Hardware, and many others have established and maintained excellent business relationships with GRIP. In seeking to not only meet your expectations, but far exceed them, I sincerely hope you add you to their ranks of GRIP satisfied customers!

Please feel free to call me with any questions. I know I can be of service to you.

Respectfully Yours,

**Sara Holcomb
Sales Executive
Phone: (616) 877-0000
Fax: (616) 877-4346
Email: sara@gripontools.net**

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