

# CONFIDENTIAL PROFILE SHEET FOR ULTRASALES, INC.

(Page One of Four)

**When this material was sent to you, your market area was open.**

The first step in bringing your company to a new level of success is to take 15-20 minutes to fill out this Profile Sheet. Either FAX (904.794.9213) or mail these four pages to us. We will provide a Proposal for you within five working days. ***This Profile Sheet does not commit you to buy anything.*** If you decide to pass after examining our Proposal there is no obligation whatever. (Please Print)

I contacted you because I would like to achieve the following goals: *(Please check one or more boxes).*

I am interested in your plan to achieve 2-3 months of profitable business in a three to four week selling period. This figure would be approximately:

\$ \_\_\_\_\_

I am interested in increasing my annual volume by 15% to 25% through your Powerhouse annual ad and direct mail program, and would like to know how this would work in my market area.

I am interested in your exit strategy (or store closing) that would provide me with the maximum amount of net cash profit.

I am interested in your advertising training program for my staff.

Call me.

NAME OF STORE: \_\_\_\_\_

SOUNDS LIKE: (For Radio) \_\_\_\_\_

ADDRESS: \_\_\_\_\_

LOCATOR PHRASE: *(Near landmark? Cross street?)* \_\_\_\_\_

CITY & STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_

Free Standing?  Mall?  Downtown?  Suburban?  Strip Center?

CONTACT PERSON: \_\_\_\_\_ PHONE: \_\_\_\_\_

FAX: \_\_\_\_\_ E MAIL: \_\_\_\_\_ HOME PHONE: \_\_\_\_\_

ALTERNATE CONTACT: \_\_\_\_\_ TITLE: \_\_\_\_\_

Do you have a website? \_\_\_\_\_ www. \_\_\_\_\_

**STORE MOTTO — AND/OR WHAT ARE YOU MOST PROUD OF?**

**MERCHANDISE PROFILE:**

- |   |                                      |
|---|--------------------------------------|
| <input type="checkbox"/> SOFAS—CHAIRS—LOVESEATS   | <input type="checkbox"/> BOOKCASES   |
| <input type="checkbox"/> SECTIONALS               | <input type="checkbox"/> CURIOS      |
| <input type="checkbox"/> RECLINERS                | <input type="checkbox"/> DAYBEDS     |
| <input type="checkbox"/> ACTION SOFAS, SECTIONALS | <input type="checkbox"/> AREA RUGS   |
| <input type="checkbox"/> OCCASIONAL TABLES        | <input type="checkbox"/> ELECTRONICS |
| <input type="checkbox"/> LAMPS & ACCESSORIES      | <input type="checkbox"/> APPLIANCES  |
| <input type="checkbox"/> ROCKERS                  | <input type="checkbox"/> CARPET      |
| <input type="checkbox"/> BEDROOM FURNITURE        | _____                                |
| <input type="checkbox"/> YOUTH FURNITURE          | _____                                |
| <input type="checkbox"/> DINING ROOMS             | _____                                |
| <input type="checkbox"/> DINETTES                 | _____                                |
| <input type="checkbox"/> MATTRESS SETS            | _____                                |
| <input type="checkbox"/> ADJUSTABLE BEDS          | _____                                |
| <input type="checkbox"/> DESKS                    | _____                                |

**KEY BRAND NAMES: (Very Important. List as many as you can).**

**OUR IMAGE IS: (Please enclose a few tearsheets)**

- HIGH END     MIDDLE to BETTER     MIDDLE
- MEDIUM PROMOTIONAL     VERY PROMOTIONAL

**YEAR STARTED IN BUSINESS:** \_\_\_\_ . On proposed sale date we will be \_\_\_\_ years old.

**SELLING AREA in SQ. FT.:** \_\_\_\_\_ **DO YOU HAVE A MAILING LIST?** \_\_\_\_\_

**IS MAILING LIST CURRENT?** \_\_\_\_\_ **ESTIMATED SIZE OF LIST:** \_\_\_\_\_

REGULAR HOURS: \_\_\_\_\_

IF NOT LISTED, CAN YOU OPEN SUNDAYS? \_\_\_\_\_

USUAL CREDIT TERMS:  MASTERCARD  VISA  AE  DISCOVER

90 DAYS SAME AS CASH? OTHER: \_\_\_\_\_

FREE DELIVERY & SET-UP  CHARGE FOR DELIVERY & SET-UP

CURRENT INVENTORY AT COST: \$ \_\_\_\_\_

CURRENT INVENTORY AT RETAIL: \$ \_\_\_\_\_

KEY NEWSPAPER: \_\_\_\_\_  MORNING OR  EVENING?

SUNDAY? \_\_\_\_\_  PUBLISHED EVERY DAY? IF NOT, LIST DAYS:

NEWSPAPER TELEPHONE #: \_\_\_\_\_ REP NAME: \_\_\_\_\_

APPROX. COST PER PAGE: \$ \_\_\_\_\_ 1 COLOR COST: \$ \_\_\_\_\_

2 COLOR: \$ \_\_\_\_\_ FULL COLOR: \$ \_\_\_\_\_

SALES GOAL: (HIGH) \$ \_\_\_\_\_ SALES GOAL (LOW) \$ \_\_\_\_\_

DO YOU HAVE A GOOD WEEKLY NEWSPAPER? IF SO, NAME: \_\_\_\_\_

DAY OF PUBLICATION: \_\_\_\_\_ COST PER PAGE W/ 1COLOR: \_\_\_\_\_

FULL COLOR: \_\_\_\_\_ TELEPHONE: \_\_\_\_\_ REP NAME: \_\_\_\_\_

**IS THERE ANYTHING ELSE YOU'D LIKE TO TELL US ABOUT YOUR GOALS?**

**PROVISIONAL TARGET DATE FOR SALE:** \_\_\_\_\_

(Once you have received our proposal and are in agreement with its terms, allow us at least 1 week to process the sale and allow yourself two weeks to comfortably prepare for the event.)

**It is understood that this form does not commit you to buy anything. We will use this information to prepare your proposal. It is understood you will have exclusive rights to our services in your market area *as long as you use at least one of our programs annually*. It is also understood that our advertising materials are supplied for one time usage only, and will not be reused by you or shared with other furniture retailers. Please remember to send us some tearsheets to help us know your store better. Give us any additional information to help us.**

**MAIL TO:**

**LARRY MULLINS  
UltraSales, INC.  
804 WELLINGTON COURT  
ST AUGUSTINE, FL  
32086**

**FAX TO: 904.794.9213  
DIRECT LINE: 904.794.9212**

***Larry@LarryMullins.com***

**FORM PREPARED BY:** \_\_\_\_\_

**PRINT NAME:** \_\_\_\_\_

**TITLE:** \_\_\_\_\_

**PHONE:** \_\_\_\_\_

**Email Proposal as .pdf (Fastest way)**

**Send me a hard copy of Proposal**