



1. How many years has the rep been in business?

1. What type of promotional support is offered?

1. How willing is the rep to submit sales-call reports?

1. How frequent are the rep's trade-show appearances?

1. What is the rep's specialty?

1. Has the rep listed all markets covered?

1. Can the rep personally interview field sales reps?



1. Can you appear at sales meetings, to see how things go?

1. Will reps buy samples at deep discounts?

1. Does the rep warehouse any inventory?

1. Can the rep supply a current list of references?