SAMPLE ACI CALL REPORT FOR PRINCIPALS

APPLIED COMPONENTS, INC.

11343 Lagrange Road, Elyria, OH 44035 ˜ (440) 355-4720 ˜ Fax (440) 458-8497

MARKETING CALL REPORT

Date:	10/01/12	Principal:	All Switches
Account:	ABC Company	Engineering Contact:	
	1444 Manufacturing Way	Jim Smith	
	Strongsville, OH 44136	Purchasing Contact:	
		Bob Jones	
Phone:	(440)355-4720		
Product:	Pressure switches		
Application:	Car Wash Equipment		

Interest Level: High: **X** Slight: _____ No interest at this time: _____

Section A - Pricing

What are you currently paying? $30

What is your target price to motivate you to change suppliers? $25

What is your key motivating factor to change suppliers? Lower price and better service

Section B – Quantities

What are your annual volumes? 22,800

What are your release quantities? 1,900 per month

Will you offer a blanket order? Yes

Are you in the midst of a long-term contract or blanket order? Yes

If so, when does it expire? December 31, 2012

Section C -- Competition

Who are you currently purchasing from? A One Components

Are you buying direct or through a distributor? Distributor

How long have you been buying from them? Five years

What is that company's biggest strength?

What is their biggest weakness? Late deliveries

Section D – Misc.

Who will be the decision maker on this? Jim Smith

Do you have a drawing or a sample you can send us so we can get you a quote? Yes, will supply

Would you like one of our account reps to call you to make an appointment to stop in? Yes

This account was turned over to: Tim Young   Date turned over: 10/01/12

Notes: This company manufactures car wash equipment and is currently using 22,800 pressure switches a year. They are not happy with the current supplier because they feel they are paying too much and deliveries are often late.
Bob Jones is sending over drawings of the pressure switch they are currently buying. He would like us to quote our equivalent. He would also like for a rep to stop in. I advised Tim Young to give him a call to make an appointment to stop in.