

Vendor Evaluation Checklist

Training			
Do they offer training?	<input type="checkbox"/> Yes	<input type="checkbox"/> No	
Is it via webinar or in a classroom?	<input type="checkbox"/> Yes	<input type="checkbox"/> No	
What is the cost?			
Will they come to my office or do I need to travel to them for training?			
Upfront Investment			
Will they provide demo units? At what cost?	<input type="checkbox"/> Yes	<input type="checkbox"/> No	
Is there a dealer fee?	<input type="checkbox"/> Yes	<input type="checkbox"/> No	
Sales & Marketing Support			
What marketing services does the vendor offer?			
Can leads be expected?	<input type="checkbox"/> Yes	<input type="checkbox"/> No	
Is the vendor able to assist on sales appointments?	<input type="checkbox"/> Yes	<input type="checkbox"/> No	
Technical Support			
How much does support cost?			
Is support for dealers, the end users, or both?			
Is support 24/7?	<input type="checkbox"/> Yes	<input type="checkbox"/> No	
What are turnaround times for repairs?			
Are repairs stateside?	<input type="checkbox"/> Yes	<input type="checkbox"/> No	
Margins			
How much money can I realistically make?			
What do the partner program tiers look like?			
Channel Program			
What channel conflict can be expected?			
Does the vendor also sell direct?	<input type="checkbox"/> Yes	<input type="checkbox"/> No	
How many dealers are already in your region for this vendor?			
Do my current distributor partners carry the vendor?	<input type="checkbox"/> Yes	<input type="checkbox"/> No	
Awards & Accolades			
Has the vendor received any relevant awards?	<input type="checkbox"/> Yes	<input type="checkbox"/> No	
Can I speak with an existing reseller to get their opinions of working with you?	<input type="checkbox"/> Yes	<input type="checkbox"/> No	