

XLAB DEALER QUESTIONNAIRE
Getting Started

Name of your Business: _____

Number of Years You Have Been In Business: _____

Number of Locations: _____ Approx. Square Feet of Each: _____

Number of Locations That Will Carry XLAB: ____ Business Residential

Approx. Bikes Sold/Yr: _____ Number of Sales Staff: _____

Percentage of Sales Online: _____%

What Percent of Your Business is:

Triathlon/TT _____% Mountain _____% Road _____%

Which Brands Do You Carry?

3T	Cervelo	ISM	Scott
Argon 18	Enve	Jamis	Specialized
BH	Felt	Kestrel	Trek
Blue	Fizik	Kuota	Wilier
BMC	Focus	Look	Zipp
Boardman	Fuji	Orbea	
Cannondale	Giant	Pinarello	
Ceepo	HED	Quintana Roo	

List Others: _____

Other Hydration and Storage Carrier Products You Carry:

Profile Design Torhans Speedfil Nathan

Other: _____

List Any Pros That May Come Into Your Store & Who (if any) You Sponsor:

XLAB DEALER QUESTIONNAIRE
Dealer Support

Which Teams Do You Sponsor? _____

List Races You Sell at Each Year and Approx. Number of Participants for Each Race:

The Following is a Future List of XLAB Educational Materials for Dealer Sales Staff.

1. Training Aids:

- Race Selection Guide
- Consumer Brochure
- Compatibility Sheet
- What A Drag! (Illustrates aerodynamic drag per system)
- XLAB XTRA – Newsletter Introducing New Products

2. Store Support:

- XLAB Section Sign (24" Long)
- 'XLAB Dealer' Decal (For door or window)
- Latest and Greatest Catalog + Order Form
- System Slat/Grid Wall Brackets (To display systems on wall)
- System Wall Signs (To place above displayed systems)
- XLAB Decals For Bikes and Helmets (3" x 1")

Circle the Most Effective Way You'd Like to Receive These Materials:
Electronically Hard Copies Both

List Email Addresses: _____

Do You Have Grid or Slat Wall? _____

Referral Info: What made you want to become an XLAB dealer?

How Else Can We Better Support You and Your Sales Staff?

Quick Product Review: (please list reviews of any XLAB product)

Positive:

Negative:

Product Suggestions:

Thank you for your feedback!

Please email these documents to sales@airobike.com