



**Dealer Application**



**2. EMPLOYEES**

Number of employees: Full-time: \_\_\_\_\_ Part-time: \_\_\_\_\_

**Breakdown (please indicate number of employees in each sub-category):**

Management: \_\_\_\_\_

Sales Reps: \_\_\_\_\_

Installers: \_\_\_\_\_

Administrative Support: \_\_\_\_\_

Licensed Electricians: \_\_\_\_\_

Sub-contractors: \_\_\_\_\_

**3. EXPERIENCE**

***Please discuss your company's experience in the following areas:***

1. Power Generation (please include understanding of marketplace):

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2. Renewable Energy (please include understanding of marketplace):

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3. Business Development (building a business):

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4. Sales/Marketing:

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5. Technical Experience (Engineering and Electrical, including understanding of wind energy HAWT/VAWT):

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6. Knowledge of local regulations and electrical code:

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**4. CURRENT BUSINESS FOCUS**

1. Please discuss your company's primary business focus and if your company is a renewable energy dealer/distributor, please list current product(s) your company is selling along with potential future product(s), (include: brand names, power rating, types of energy products and how long your company has been selling each product).

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2. Does your company currently have any formal agreements with other renewable energy manufacturers/suppliers?" If so, please specify the type of product, company and the length of term remaining.

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3. Please check off one revenue range for each of the following years:

	2008	2009	2010	2011 (Projected)
\$0 – \$99,000	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
\$100,000 – \$250,000	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
\$251,000 – \$500,000	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
\$501,000 – \$1,000,000	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
\$1,001,000 – \$3,000,000	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Over \$3,000,000	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**5. DEALER POTENTIAL**

*Please identify below (with as much detail as possible) how your company has the potential to interact and sell to prospective customers:*

1. **Access To Customers** - How will your company provide direct access to your target audience(s)? Please list opportunities/actions:

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2. **Immediate Initiatives** - What sales opportunities do you foresee immediately with your target audience(s)?

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3. **Future Initiatives** - What sales opportunities do you foresee in the future with your target audience(s)?

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4. **Dealership/Distributor Alignment** - Please identify below (with as much detail as possible) your proposed geographic scope of your involvement with Cleanfield:

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Furthermore, (if applicable) Provincial/State Coverage (how, when and where)

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Furthermore, (if applicable) Regional Coverage (how, when and where)

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7. **Marketing Cleanfield's Products** – What marketing strategies would you use to market Cleanfield's products (e.g. promotions, advertising, sponsorship, public relations actions)? Please be specific. Include or attach examples of marketing activities your company has done in the past or is currently planning/executing.

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8. **Interest in Cleanfield** - Please explain why your company is interested in a relationship with Cleanfield and our products?

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**Other**

***Please identify (Yes/No) below your willingness to:***

- 1. Sign an NDA: \_\_\_\_\_
- 2. Provide information for a Credit Check: \_\_\_\_\_
- 3. Purchase a Wind Turbine Unit: \_\_\_\_\_
- 4. Become a Cleanfield Dealer: \_\_\_\_\_
- 5. Attend a dealer sales and installation training: \_\_\_\_\_

**Thank you for your time. If you have questions or comments, please contact us at the number listed below.**

**Please complete and return this form via email or fax to:**

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