



# PROFILE

Effective January 1, 2011





# Authorized Dealer Profile



Date:

Company:		DBA	
Mailing Address:	City	State	Zip
Phone	Fax	Web	
Shipping Address		City	State
Principal Contact	Phone	Email	
Sales Contact	Phone	Email	
Purchasing Contact	Phone	Email	
AP Contact	Phone	Email	

1. Which Industry do you consider yourself to belong to: (Check all that Apply)

- Electrical
- Home Automation
- A/V Custom Installation
- Security
- Computer
- Catalog
- CE Retailer
- Satellite
- Internet Sales
- Builder
- Pool & Spa
- Other

2. How did you find out about PCS and PulseWorx?

- Advertisement
- Direct Mail / PCS
- Distributor
- Referral
- Show \_\_\_\_\_
- Web
- Sales Rep
- Other \_\_\_\_\_

3. What Association or Buying Groups do you belong to?

- BISCO
- CEDIA
- MARTA
- SEN
- BIA
- CIA
- NATM
- SIA
- CABA
- HES
- NBF AA
- 
- CEA
- HTSA
- NAHB
- Other \_\_\_\_\_

4. What Distributors do you primarily purchase from?

- 1.
- 2.
- 3.

5. What has been your business growth history?

Past Year \$ \_\_\_\_\_  Current year to date \$ \_\_\_\_\_  Projected next 2 years % \_\_\_\_\_

6. What percentage of your business is related to:

Residential _____	Apartments/Condos _____	Commercial _____
New _____	New _____	New _____
Retrofit _____	Retrofit _____	Retrofit _____

7. What percentage of your systems contain the following:

Lighting Controls _____	Automation _____	Security _____	Structured Wiring _____
Multi-Room Audio _____	Speakers _____	Volume Controls _____	Remote Controls _____
Cameras _____	Central Vacs _____	Video Distribution _____	Drapery Controls _____
Phone Systems _____	Networking _____	HVAC _____	Pool Controls _____

8. Do you have a showroom? \_\_\_\_\_

9. How many sales personnel do you have on staff? Inside \_\_\_\_\_ Outside \_\_\_\_\_

Would you be interested in Sales/Demo Cases? \_\_\_\_\_

10. Do you work with Builders? \_\_\_\_\_ How many? \_\_\_\_\_

11. How many installers do you have on staff? \_\_\_\_\_

12. Are you interested in becoming a Certified Integrator? \_\_\_\_\_

13. How many UPB systems have you installed? Total \_\_\_\_\_ In the last 6 months \_\_\_\_\_

PulseWorx \_\_\_\_\_

HAI \_\_\_\_\_

Simply Automated \_\_\_\_\_

14. How many UPB devices were on your largest job? \_\_\_\_\_

15. How long have you been installing UPB/PCS/PulseWorx products? \_\_\_\_\_

16. What type of UPB Devices would you like to see added to the product line?

17. What would help you be more profitable promoting PulseWorx Products?

18. Why do you purchase PCS PulseWorx Products?

**PCS USE ONLY:**

Updated ACT: \_\_\_\_\_ Certified Integrator: \_\_\_\_\_

Sent Auth Dir Pkg: \_\_\_\_\_ Username: \_\_\_\_\_

Rep Notified: \_\_\_\_\_ Password: \_\_\_\_\_

Added to Website: \_\_\_\_\_ Approved by : \_\_\_\_\_



19201 Parthenia Street, Suite J  
Northridge, CA 91234

P: 818.701.9831  
F: 818.701.1506

[pwxsales@pcslighting.com](mailto:pwxsales@pcslighting.com)  
[www.pcslighting.com](http://www.pcslighting.com)