

Partner Evaluation Questionnaire

For Evaluating Wholesalers, Distributors, Brokers, and Sales Agents

1. Financial Stability

- Does the partner have sufficient financial resources to support large orders or long-term investments?
- Does the partner have a good reputation for making timely payments?
- What is their average annual revenue and profit?
- Are their finances stable over the past 3-5 years?
- Is their debt-to-equity ratio manageable?

2. Market Reach and Expertise

- What regions or countries does the partner serve?
- Do they have established distribution channels in key target markets?
- Who are their primary customers, and do they align with your target market?
- Are they connected to retail chains, specialty stores, or large buyers?
- How well does the partner understand local regulations, consumer behavior, and competition?
- Do they have a track record of working with companies in your sector?
- Can they provide references from past or current clients?

3. Cultural Fit and Alignment

- Are the partner's business practices ethical and aligned with your company's values?
- Is the partner's communication style professional and efficient?
- Are there language barriers or time zone challenges that could affect collaboration?
- Do they prioritize long-term partnerships or short-term gains?
- Does the partner demonstrate a strong understanding of cultural nuances in the markets they serve?



Partner Evaluation Questionnaire (continued)

4. Operational Capabilities

- Does the partner have sufficient warehousing facilities, transport networks, or logistics support?
- Can they manage large volumes of inventory or products?
- Are their sales, inventory, and distribution systems up to date?
- Do they use technology for real-time tracking and data management?
- Is their infrastructure capable of scaling to meet your business growth needs?
- Can they handle supply chain complexities, including customs and regulatory compliance?

5. Sales and Marketing Capabilities

- How large and experienced is their sales team?
- Do they have experience in marketing and sales campaigns within your target market?
- Are they willing to collaborate on joint marketing initiatives?
- Can they effectively communicate your product's value proposition?
- Have they demonstrated success in selling similar products?
- Can they provide case studies or performance metrics showing sales growth?

6. Legal and Compliance

- Does the partner possess necessary licenses, certifications, or permits for operating in your target market?
- Are they compliant with local laws regarding import/export, tax, and labor regulations?
- Are they knowledgeable about intellectual property rights and committed to protecting your IP?
- Are they familiar with contract terms, performance metrics, and legal obligations in your industry?



Partner Evaluation Questionnaire (continued)

7. Reputation and References

- Are they respected in their industry for professionalism and reliability?
- Have they received any industry awards or recognitions?
- Can they provide references from previous partners or clients?
- Have you contacted these references for honest feedback?
- Do they have a good track record of delivering high customer satisfaction?
- How do they handle customer complaints or disputes?

8. Risk and Contingency Planning

- Does the partner have a risk management plan for handling market volatility, political instability, or economic downturns?
- Do they have contingency plans for logistical delays, product recalls, or supply chain issues?
- How have they handled crisis situations in the past?

9 Flexibility and Scalability

- Can the partner scale operations quickly if demand increases?
- Are they willing to invest in scaling alongside your business growth?
- Are they open to flexible contract terms, order volumes, or delivery schedules?
- Can they adjust strategies based on changing market conditions?
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10. Long-Term Partnership Potential

- Is the partner committed to building a long-term, mutually beneficial partnership?
- How do they approach conflict resolution and performance improvement?
- Are their strategic objectives aligned with your long-term growth goals?
- Are they open to periodic reviews and adjustments to the partnership?

