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CUSTOMER VISIT CHECKLIST-

FILE=H:CVISIT

Following is the kind of information you should be trying to gather on a customer visit:

Who is our competitor?

Look for paperwork, cased goods, competitors trucks, ask.

How are our goods being used?

Ask to see the manufacturing facility. Not all customer will allow it.

Ask questions about how equipment works.
Show interest without seeming to pry.

What goods does he use?

Does he use other tricot goods?

Get samples - Get samples - Get samples
Try to get prices.

Get names.

Underlings, principles, cutter, designer, assistant, receptionist.

Make notes as soon as you leave so you don't forget.

What kinds of garments does he manufacture?

Try to get feeling of size, volume and markets.

What kinds of garments does he manufacture? (i.e. slips, panties, blouses, sleepwear, etc.).

Does he manufacture in the USA?

Does he buy finished garments - mfr via 807?

Is he a volume manufacturer and user?

Expensive, moderate, cheap?

Does he use closeouts?

All of the above make as unobtrusive as possible.

Do not attempt to get all this information on one visit.