

# United Tire Dealers Association Membership Application

<b>BUSINESS INFORMATION:</b>					
Name of Ownership Entity (Legal Name):			Name of Business (Doing Business As / Same as Signage):		
Corporate / Billing Address:			Location Address (Attach Additional Locations - No P.O. Box#):		
City:	State:	Zip:	City:	State:	Zip:
Telephone #:			Telephone #:	Fax #:	

<b>OWNERS OR OFFICERS</b>					
Title:	Email address:		Percent Ownership: %		
First Name:	Last Name:	Middle Initial:			
Title:	Email address:		Percent Ownership: %		
First Name:	Last Name:	Middle Initial:			

<b>MARKETING PROFILE</b>					
Do you have a website? <input type="checkbox"/> Yes <input type="checkbox"/> No If "Yes," what is the website address? _____ If "Yes," is your website search engine optimized? <input type="checkbox"/> Yes <input type="checkbox"/> No If "Yes," how much is your monthly hosting? _____			Do you have a formal phone training process? <input type="checkbox"/> Yes <input type="checkbox"/> No If "Yes," how do you train? _____ If "Yes," how much do you spend on a monthly basis? _____		
Do you send your customers service reminders? By Mail <input type="checkbox"/> Yes <input type="checkbox"/> No Cost / Month _____ By Phone <input type="checkbox"/> Yes <input type="checkbox"/> No Cost / Month _____ By Text Message <input type="checkbox"/> Yes <input type="checkbox"/> No Cost / Month _____ By Email <input type="checkbox"/> Yes <input type="checkbox"/> No Cost / Month _____			Do you monitor your employees' professionalism on the phone? <input type="checkbox"/> Yes <input type="checkbox"/> No If "Yes," how? _____ If "Yes," how much do you spend on a monthly basis? _____		
Do you currently use a customer satisfaction survey program? <input type="checkbox"/> Yes <input type="checkbox"/> No If "Yes," how does it work? _____ If "Yes," how much do you spend on a monthly basis? _____			Do you have an internal marketing department? <input type="checkbox"/> Yes <input type="checkbox"/> No If "Yes," please provide more details? _____ If "Yes," how much do you spend on a monthly basis? _____		

<b>SALES PROFILE</b>			
Monthly Sales Volume: _____	Average Invoice: _____	% of total sales from tires _____	% of total sales from service _____
% of Credit Card Payments: _____	% of Cash Payments: _____	% of Wholesale Sales: _____	% of Other Sales: _____
Make and Model of your credit card terminal: _____ Do you accept fleet cards? <input type="checkbox"/> Yes <input type="checkbox"/> No		Do you process check electronically? <input type="checkbox"/> Yes <input type="checkbox"/> No If "Yes," do you use a check reader? <input type="checkbox"/> Yes <input type="checkbox"/> No If "Yes," do you use the internet? <input type="checkbox"/> Yes <input type="checkbox"/> No Do you have stop payment protection? <input type="checkbox"/> Yes <input type="checkbox"/> No Do you have financing available for your customers? <input type="checkbox"/> Yes <input type="checkbox"/> No Do you have gift/loyalty cards available for your customers? <input type="checkbox"/> Yes <input type="checkbox"/> No	

<b>Name</b>		
Name: _____	Title: _____	Date: _____

<b>Next Steps</b>
<p><b>NEXT STEPS</b></p> <p>1. Fax this page to 949-209-5255 with your most RECENT MERCHANT STATEMENT.</p> <p>2. UTDA rep will fax or email you a cost savings proposal.</p>