

## Digi Salesman Questionnaire

The purpose of this document is to provide **International Nomads** with a basic outline to determine your Digi Customer Relations marketing objectives. If certain items are not applicable, please leave them out; however, please try to be as thorough as possible. Our goal is to fully understand your project requirements so we can provide the optimum solution and make your project a success.

### We Recommend the Following:

1. Share this Questionnaire with your team members
2. Try and answer as many of the Questions as you can to help us understand your requirements
3. Don't hesitate to contact us for clarifications
4. Bring this form to the next meeting with **International Nomads**, or e-mail it to us at:  
[soh@in-multimedia.com](mailto:soh@in-multimedia.com) and/or [jm@in-multimedia.com](mailto:jm@in-multimedia.com)

### Contact Information:

Contact Name:  Phone:   
Title/Designation:  Office:   
Department:  Ext:   
E-mail:  Mobile:

### Project Type:

- New Digital Signage Solution  Upgrade/Enhancement of Existing Solution  
 Replacement  Content Management & Creation

### A Little Bit About You:

1. Name of Organization:

#### 2. Type of Business:

- Manufacturer  Hospitality  Corporate  
 Distributor  Travel & Tourism  Educational  
 Service  Banking  Government  
 Other: [Please specify]  Retail

#### 3. Do you have an existing marketing/communication objective for this year?

- Yes  
 No

## Understanding Your Goals & Objectives:

### Branches & Locations:

1. How many branches are you going to install the Digi Salesman Solution into?

- Only in one branch
- 2 – 4 branches
- 5 or more
- If more, please specify how many

2. How many Units do you need to install within each branch?

- 1 – 5 units
- 5 – 10 units
- 10 or more

### Screens and Installation

1. What screen size do you prefer?

- 17"
- 19"
- 20"
- Other: [Please specify]

2. Would you like us to create a special design for the Stand?

- Yes
- No

If yes please specific

## Content Creation:

### Content Objectives:

1. What are the Primary objectives of the Digi Salesman content?

- To promote your products and/or services
- To attract prospective clients
- To increase public awareness of your product's name, brand, identity
- To gain an increase in sales
- To answer any customer inquiries
- To alleviate the human barrier for comfortable browsing

2. How many brands would you promote every year?

- 1 Brand
- 2 Brands
- 3 Brands
- More

3. How many products from each brand would you promote each year?

- 1 – 3 Products
- 4 – 6 Products
- 7 – 9 Products
- 10 or more

**4. Will/can you provide the material needed to create content?**

- Yes
- Some
- No, we need your help to create new attractive and targeted content

**5. If yes/some material will be provided, what are they? [Select all that apply]**

- Brochure[s]
- Artwork
- Video
- Other: [Please specify]

**6. What language will the content be in?**

- English
- Arabic
- Both

**7. What features/functionality would you like your Digi Salesman Application to integrate?  
[Select all that apply]**

- List of Products/Services
- Product/Service User Guides
- Product/Service evolution/design notes
- Catalogue including details
- Search Facility [For special information about your product]
- Product Articles

**8. Additional Considerations: [Select all that apply]**

- |   |                                       |
|---|---------------------------------------|
| <input type="checkbox"/> Content Management         | <input type="checkbox"/> Video Player |
| <input type="checkbox"/> Database Design/Management | <input type="checkbox"/> Animation    |
| <input type="checkbox"/> Animated Graphics          | <input type="checkbox"/> Photography  |
| <input type="checkbox"/> Audio Player               | <input type="checkbox"/> Video Shoot  |

If there are issues we did not address that you would like us to take note of, please elaborate in the space below.

*Thank you for completing this questionnaire. Please print or save your answers, and send us a copy in order to contact you and set the next steps and meetings.*

*We appreciate your time and look forward to doing business with you!*