

# Merchant Questionnaire

Page 1 of 2



## Offer:

Describe the product/service being sold?

How is the product/service ordered? (i.e. website or phone sales.)

Is there a free trial attached to the product/service?

Yes

No

Is there recurring billing associated with the product/service?

Yes

No

How is the product/service marketed to support the projected volume (i.e. radio, print, affiliate networks)?

List all URLs for the websites that the product/services are being sold through for this merchant account.

If product sold through call center (key entered), please provide phone scripts.

If telephone order sales, please provide marketing materials (print ads, brochures, etc.)

## Fulfillment:

Is fulfillment handled in-house or outsourced?

in-house

outsourced

If outsourced, with whom?

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Page 2 of 2



Who manufactures/produces the product/service?

If selling nutraceuticals, etc, please answer the following:

Have your products been evaluated/regulated by the FDA?  Yes  No

Is the manufacturer of the product a GMP certified facility?  Yes  No

Has there been any clinical research done on the product to support any performance claims?  Yes  No

If yes please reference source.

## Customer Service:

Is Customer Service handled In House or outsourced?  in-house  outsourced

If outsourced, with whom?

If Customer Service is outsourced, has anyone from your company visited the customer service facility?  Yes  No

Will there be impromptu visits to the call center going forward?  Yes  No