

Merchant Questionnaire



Describe the product/service being sold?

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

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 is sold through a 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?

Who manufactures/produces the product/service?

Merchant Questionnaire



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 clinical research been 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 who?

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