

MACKAY'S CUSTOMER PROFILE FORM - THE MACKAY 66

CUSTOMER	
<i>Name:</i>	
<i>Nickname:</i>	
<i>Business Title:</i>	
<i>Company:</i>	
<i>Company Address:</i>	
<i>Home Address:</i>	
<i>Date Of Birth:</i> <i>Place Of Birth:</i>	
<i>Physical Characteristics:</i>	<i>Height:</i> <i>Other:</i> <i>Weight:</i>

EDUCATION	
<i>High School:</i>	
<i>University:</i>	
<i>University Fraternity or Sorority:</i>	
<i>Extracurricular University Activities:</i>	
<i>If no University, Is he/she sensitive?</i>	
<i>Military Service:</i>	

FAMILY

<i>Marital Status: Spouse's Name:</i>	
<i>Spouse's Education:</i>	
<i>Spouse's Interests:</i>	
<i>Wedding Anniversary:</i>	
<i>Children: Names, Ages</i>	
<i>Children's Education:</i>	
<i>Children's Interests:</i>	

BUSINESS BACKGROUND

<i>Previous Employment:</i>	
<i>Previous Positions At Present Company:</i>	
<i>Status Symbols In Office:</i>	
<i>Professional or Trade Associations:</i>	
<i>Any Mentors:</i>	
<i>Business Links To Our Company:</i>	
<i>Is This A Good Relationship?</i>	
<i>Other People In Company Who Know This Customer?</i>	
<i>Type Of Connection:</i>	
<i>Client's Attitude To Own Company:</i>	
<i>His/ Her Long-Range Business Objectives:</i>	
<i>His/Her Immediate Business Objectives:</i>	
<i>Greatest Concern - Own or the Company:</i>	
<i>Does Customer Think Of Present or Future?</i>	

