## MACKAY'S CUSTOMER PROFILE FORM - THE MACKAY 66

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

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

FAMILY		
Marital Status: Spouse's Name:		
Spouse's Education:		
Spouse's Interests:		
Wedding Anniversary:		
Children: Names, Ages		
Children's Education:		
Children's Interests:		

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

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