

## MAKING EASIER PURCHASE DECISIONS

- Ask to see a demonstration; ask to operate it yourself.
- Ask about quantity discounts and special terms.
- Ask about corporate, government, and association discounts.
- Are there weekly, monthly, quarterly seasonal discounts?
- Are there off-peak discounts, odd lot discounts?
  
- Do they offer a guaranteed lowest price?
- Accept major credit cards?
- Accept orders by fax? email?
- Offer money-back guarantee, or other guarantee?
- Provide an 800 ordering FAX line?
  
- How do they ship? Is there a guaranteed shipping date?
- Toll-free customer service line?
- Free delivery? Free installation?
- Will they keep your name off of their mailing list?
- Will they sell, rent, or transfer your name and information to others?
  
- Are their shipments insured?
- Are there shipping and handling charges?
- Are their prices guaranteed?
- Is there tax? Are there any other charges?
- Can you order online?
  
- Do they have free samples?
- Are there authorized dealer/repair services in your area?
- References or referral letters available?
- Are there satisfied customers in your area?
- How long have they been in business?
  
- Who owns the company?
- How long will delivery take?
- Is gift-wrapping available?
- What other services are offered?
- Does the product come with a warranty?