The Right Dealer Fit

	Fit ✅	Warning ⚠️
Technology	Has some tech in the field. Uses e-commerce.	Prefers to print proposals. Does not have a company website.
Onboarding	Committed to the Onboarding Process and Data Collection	Doesn't have time for onboarding calls
Process	Sales Team or Sales Person is motivated by new tech	Sales Team reluctant to try something new
Pricing	Pricing approach based on Gross Margin, and open to adapt to OnCall Air's pricing model	Pricing approach is markup only, and requires a true pricing engine for the entire job
Product	Sells primarily CE Products, and is a user of E-Commerce	Sells many distinct brands