



ISPC
DAMMAM &
MAKKAH
KSA

PROCEDURAL MANUAL

Doc. NO. :SP.01

SUBJECT: Sales and Marketing Procedure

ISO REF.:
ISO 9001 : 2015
(5.1.2+8.2.1+8.2.2+8.2.3+8.2.4+9.1.2)
ISO 14001: 2015 (NA)
ISO 45001: 2018 (NA)

ISSUE NO. : 7

DATE : 14 / 07 / 2019

PAGE : 1 OF 3

UNCONTROLLED
DOCUMENT

APPROVAL AREA: CONTROLLED COPY

Sales and Marketing Procedure

1. Purpose:

To introduce and sale/ supply the products of Al Ittefaq Steel Products Company (ISPC) in different market segments and to ensure that proper quotations are prepared, submitted on time and followed-up regularly.

2. Scope:

Introduce our products to the concerned Market Segment and Customers, Generate Inquiries, Prepare proper quotations from ISPC standard Product List, Submit in Time, follow-up, conclude orders. Review and acknowledge all customer orders. Process customer orders promptly, follow up with production and logistics for in time delivery to the customer as committed.

3. Responsibility:

- 3.1 **Sr.Sales Coordinator:** To log each inquiry, assist for preparation of quotation, sending/ submitting, maintain record, prepare Customer Order Confirmation (COC), invoice, keep sales record, update inquiry log sheet, and coordinate with production, logistics, purchase and accounts for all sales related matters as per instructions of Supervisor Sales Operation.
- 3.2 **Managers (Local & Export) / AM Sales Operation.** To cover concerned market segment of areas assigned, process inquiry, prepare and submit quotations as per Authority Matrix, acknowledge Purchase Orders and process for production and/ or delivery, issue invoices and get customer verification for receipt of invoice. Collect payment as per agreed terms condition.
- 3.3 **Sales Manager:** Submit different market reports to the management on monthly basis. Building a strong relation with the customers.
- 3.4 **Sales Coordinator:** to assist in preparation of quotation i.e. computer data entry, printing, faxing and keeping records etc.

4. Procedure:

4.1. Marketing and Sales Activity Procedure:

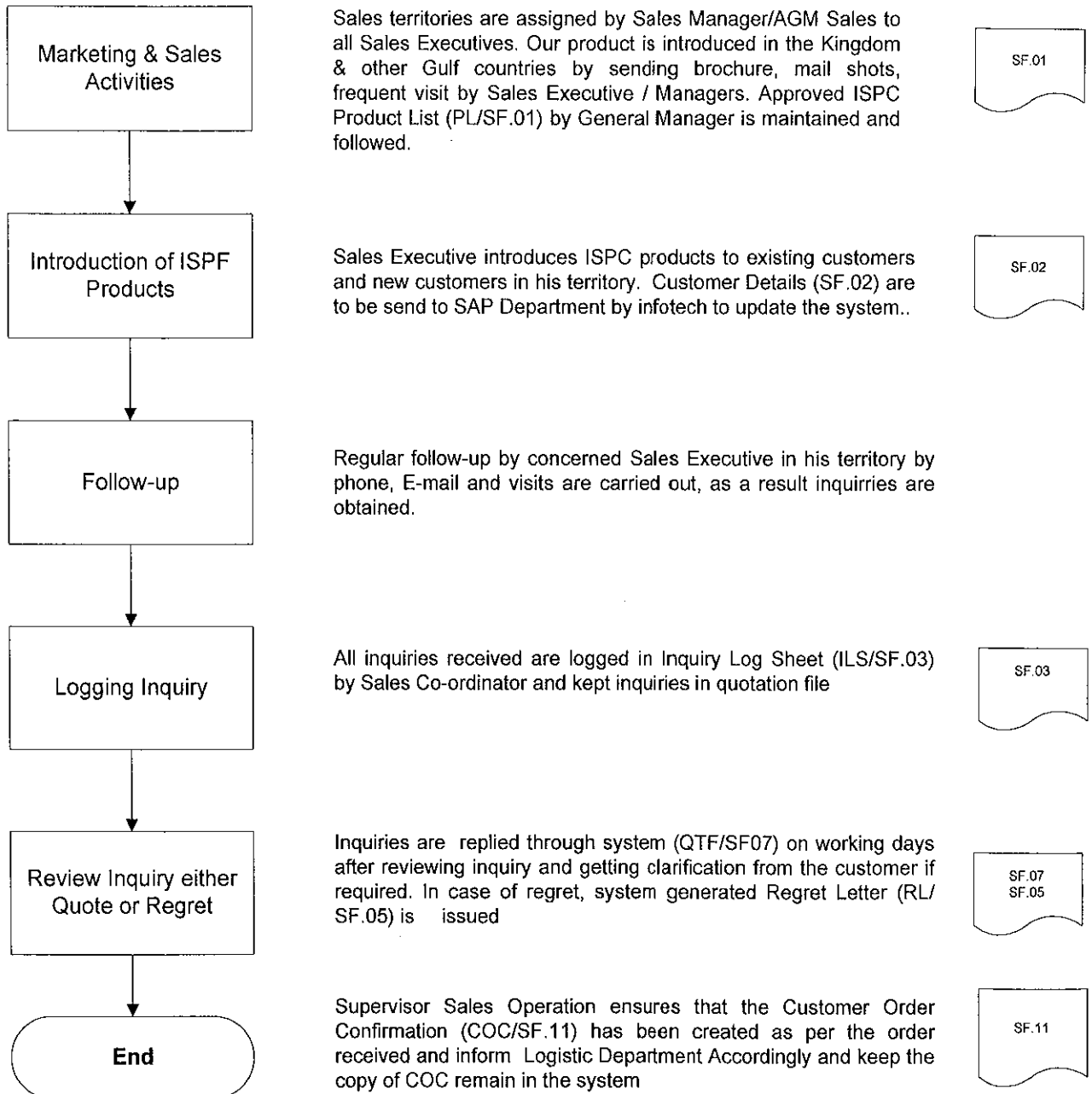
PREPARED BY : DEPT HEAD	REVIEWED BY : MR	APPROVAD BY: PLANT HEAD / GM
SIGNATURE :	SIGNATURE	SIGNATURE :
DATE : 14.07.2019	DATE : 14.07.2019	DATE : 14.07.2019

Sales & Marketing Procedure

Process Flow

Doc/ Records

Action



5. Record:

Customer details (SF.02) are entered by Sales Executive. Inquiry Log Sheet (ILS/SF.03) is prepared and maintained by Sales Coordinator, reviewed monthly by Sales Manager and quarterly by Asst.General Manager. Regret Letter (RL/SF.05) is prepared by Sales Executive Quotation file is maintained by each Sale Executive and all related correspondence is filed in the Quotation File. Files are maintained till final delivery is made and payment is received and the reserved for one year.

6.Cross Reference:

Approved ISPC Product List (PL)	Doc. No. SF.01	Issue No. 5	Standard List
Customer Details	Doc. No. SF.02	Issue No. 2	Form
Inquiry Log Sheet (ILS)	Doc. No. SF.03	Issue No. 2	Sheet
Regret Letter (RL)	Doc. No. SF.05	Issue No. 2	Standard Letter
Quotation Format (QTF)	Doc. No. SF.07	Issue No. 1	Quotation Format
Customer Order Confirmation (COC)	Doc. No. SF.11	Issue No. 4	File