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SALES AND MARKETING SOP

Sales and Marketing Standard Operating Procedure

[company logo]

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Department : Sales and Marketing
Effective Date : September 01, 2050
Approved By : Dave Wilson

Purpose

To ensure that all inquiries from clients or potential customers will be answered by the sales and marketing teams within the same day of receipt. If such information is not yet available, they shall provide a tentative date on which the information will be available.

Scope

This standard operating procedure will be applicable to sales and marketing teams which enables them to provide a timely response to a customer's inquiry or request.

Definition

Inquiry : is the act of asking about something or any kind of information.

Quotation : is a document that contains all information about the products and/or services and certain price being offered to a client with specified conditions.

Responsibility

Sales Manager & Marketing Manager

Responsible for ensuring that the sales and marketing teams are providing a timely response to the clients and adhering to all the policies under this document.

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Katrin Zwirgmaier



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business of ecommerce the layered approach reflects on traditional business models used to measure successes such as profit and return on investment Layered Approach Takes a layered approach that stresses the technology infrastructure and the business issues surrounding the integration of business and technology The National Union Catalogs, 1963- ,1964

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