




CONVENTION & EXHIBITION (PUTRAJAYA) SDN. BHD.

## SALES CALL APPOINTMENT


Co-X/SMD/SOP06

Revision No.: 00

Effective Date: 1<sup>st</sup> November 2022

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	<b>TITLE</b>	SALES CALL APPOINTMENT		
	<b>DEPARTMENT</b>	SALES MANAGEMENT	<b>DATE</b>	1 <sup>ST</sup> NOVEMBER 2022
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## 1.0 OBJECTIVE

The objective of this procedure to monitor and service an existing and new client.

## 2.0 SCOPE

This procedure applies to the process of sales call appointments for each of sales personnel.

## 3.0 DEFINITION


- 3.1 Co-X : Convention & Exhibition (Putrajaya) Sdn. Bhd.
- 3.2 SMD : Sales Management Department
- 3.3 HOD : Head of Department
- 3.4 SP : Sales Personnel
- 3.5 N/A : Not Applicable

## 4.0 RESPONSIBILITY

All SP of SMD.

## 5.0 REFERENCE

N/A

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## 6.0 PROCEDURE

### 6.1 SALES CALL APPOINTMENT


- 6.1.1 SP is responsible in arranging sales call appointment based on new or existing client.
- 6.1.2 SP to set an appointment based on assigned sales segments and industries.
- 6.1.3 Appointment made via telephone call or email to client in order to confirm the date of appointment, time and place to meet up.
- 6.1.4 Upon appointment, SP to present Sales Kit to new client for their reference.
- 6.1.5 SP to present quotation or update information based on client requirements during the discussion.
- 6.1.6 After each new client visit, SP to update client information and details into Sales Shared Folder according to the respective segments (Association / Government / Corporate / Show Event Organizer).
- 6.1.7 SP to record all appointments and visits in Sales Activity Report and submit weekly for SMD HOD review.
- 6.1.8 SP to record future appointment list in Weekly Sales Appointment List Report and submit to SMD HOD for reference.
- 6.1.9 Filing of weekly activities report.

## 7.0 RECORDS

- 7.1 Sales Activity Report
- 7.2 Weekly Sales Appointment List

## 8.0 APPENDIX / ATTACHMENT

- 8.1 Process flow

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## **PROCESS FLOW**

<b><u>RESPONSIBILITY</u></b>	<b><u>OUTLINE</u></b>	<b><u>ACTION</u></b>
- SP	<div>1</div> <div>Arrange Sales Call Appointment</div>	- SP is responsible in arranging sales call appointment based on new or existing client according to sales segments and industries.
- SP	<div>2</div> <div>Sales kit for reference</div>	- SP need to present the sales kit for client reference
- SP	<div>3</div> <div>Present quotation or update latest information</div>	- SP to present quotation or update information based on client requirements during the discussion.
- SP	<div>4</div> <div>Update client information</div>	- SP to update client information and details into Sales Shared Folder.
- SP	<div>5</div> <div>Update sales activity report</div>	- SP to update in sales activities report for SMD HOD review
- SP	<div>6</div> <div>Prepare future weekly sales appointment list</div>	- SP to record and submit future weekly appointment sales list for SMD HOD review
	<div>7</div> <div>Filing</div>	