



Company Email Address
Company Website
Company Number
Company Social Media

Sales Policy

1. OVERVIEW

The purpose of this Sales Policy is to provide a consistent approach to our sales procedures. It sets out our expectations for our employees' conduct and outlines the best practices that should guide our sales transactions. This policy applies to all sales personnel, managers, and other employees involved in the selling of the company's products or services.

2. SALESETHICS

All employees are expected to adhere to the highest standards of integrity and professionalism in their dealings with customers. We expect our employees to act ethically, honestly, and with respect towards all stakeholders. Any form of manipulation, deceit, or misrepresentation is strictly prohibited and may lead to disciplinary action, including termination.

3. SALES PROCEDURES

All sales transactions should follow the approved sales procedure. This includes the identification of potential customers, presentation of products and services, negotiation of terms, finalization of contract, and post-sale follow-up. We encourage a consultative selling approach, understanding the customer's needs, and offering solutions that meet those needs.

4. SALES TARGETS

Sales targets are set at the beginning of each fiscal year. It is the responsibility of each sales employee to strive to meet or exceed these targets. Regular progress reviews will be conducted and feedback provided to improve performance.

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