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# SALES AND MARKETING SOP

#### Sales and Marketing Standard Operating Procedure

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#### **BCI Inc.**

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Prepared By : Chice Peterson 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 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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