

Sales, Marketing, and Business Development Department

Policies

Reporting

1. The Sales Supervisor determines the reporting schedule of the Account Executives and Front Desk Officers on a rotating basis to be changed every two (2) weeks. For emergencies and change or swapping of schedules, Salespersons must write a request to the Sales Supervisor at least three (3) days prior to the day in question with the confirmation/conformance of the party willing to swap the same.
2. Salespersons are required to report to work ten (10) minutes prior to their Bigfoot/IAFT Official Reporting Time as determined by the Sales Supervisor based on their rotating schedules.
3. AE's must encode any and all information of the relationships assigned to them by the Sales Supervisor into the Salesforce CRM. They will submit a report of their sales pipeline and activities to the Executive Director of Sales on a weekly basis by Tuesday at 5:30pm. The information provided will address several needs.
 - 3.1. The "pain" of the Opportunity
 - 3.2. The stage of the relationship with the prospect (50%, 70%, or 100%)
 - 3.3. Reasons for acceptance or rejection from the prospect
 - 3.4. If closed lost or archived, request for three (3) referrals from the prospect
 - 3.5. Throughput (number of actual appointments/engagements over available appointment slots assigned)
4. The Executive Director of Sales is responsible to provide the consolidated sales to Man Com on every Wednesday 9am and Friday 9am of the week. He likewise submits to Finance and Management a monthly Sales Revenue Report by the first week of each calendar month. This is for the purpose of reconciling Sales and Finance figures.

Sales Process and Sales Commissions

1. We adopt the Relationship-centric Sales Process. This means the focus of Salespersons are tasked to:
 - 1.1. Help acquire a Relationship
 - 1.2. Help manage the Relationship and turn it to an Opportunity
 - 1.3. Dedicate most of his/her time into turning the Opportunity into Sales
2. Each Salesperson must focus on nurturing a Business Relationship, not to

close a Sale. If this is the focus, the Sale will naturally follow.

3. The Sales Supervisor is tasked to assign to Salespersons the Relationships or Leads to be managed.
4. The Marketing Coordinator is tasked to provide the Sales Supervisor with a buffer stock of Relationships to be managed
5. Each AE must submit at the end of each calendar month the actual sales revenue generated for the month complete with the Official Receipt (OR) number, transaction number, and date of payment. This will be the basis of the computation of their sales commissions.

Dress Code / Attire

1. Salespersons are expected to represent the school and company in a professional manner. Company dress code is the minimum standard when no scheduled meeting is in place.
 - 1.1. When prospect meeting are expected and scheduled, especially from other organizations such as cultural attaché, corporations or management level visitors, Salespersons must elevate their attire at a more respectable level:
 - 1.1.1. T-shirt with collar (Polo shirt)
 - 1.1.2. No shorts
 - 1.1.3. Business casual whenever possible during weekdays
 - 1.2. When representing the company at an organized event outside the campus, Salespersons should wear business attire; coat and tie is not compulsory for men, but strongly encouraged especially when engaging clients/relationships face-to-face.

Conduct

1. General: Salespersons shall at all times conduct himself/herself as a person of integrity and shall observe the principles of this code in such a way that his reputation, IAFT and programs offered be enhanced.
2. Honesty: Salespersons shall at time act honestly and in such a manner that prospects and visitors are not misled. Nor shall he/she, in the course of his professional activities, knowingly or recklessly disseminate false or misleading information.
3. Injury to others: Salespersons shall not knowingly, recklessly or maliciously injure the professional reputation of another AE.
4. AE's may not seek to obtain or obtain business in a manner which, in the

opinion of the Executive Director of Sales, is unprofessional and/or unethical. In determining whether or not any behavior is unprofessional and/or unethical, the Executive Director will be guided by the circumstances obtaining at the time the said behavior occurred.

Confidentiality

1. Salespersons shall not disclose, or permit the disclosure to any other person out the company, any confidential information concerning a customer's personal details without the written consent of the customer except where required by law.
2. Salespersons shall not disclose, or permit the disclosure to any other person out the company, any confidential information concerning a customer's personal details to use to his/her own advantage without the written consent of the customer except where required by law.

Conflict of Interest

1. Salespersons shall use his/her utmost endeavor to ensure that the provisions of his advices and the interests of his/her customers are adequately and fairly reported in any circumstances where a conflict of interest may arise.

Marketing and Contract Negotiations

1. For marketing, negotiations for marketing and advertising contracts must follow this strategy:
 - 1.1. Due diligence must be exercised: always check the credibility of media proponents
 - 1.2. Get the rate card/published rates
 - 1.3. For print advertising, negotiate for a 30% discount.
 - 1.4. For broadcast advertising, negotiate for packages, and never buy based on rate card/published rates. In case there is a need to, secure an approval from the Executive Director
 - 1.5. Media values are arbitrary and must be given the last consideration if not totally disregarded. Only the Executive Director can decide on the validity of such media values claimed by the media supplier
 - 1.6. For advertising in the Internet, always negotiate for CPC. Advertising based on CPM is discouraged
 - 1.7. Once the desired discounts are negotiated, pass the negotiation to the Executive Director for a final downward adjustment of rates
2. For the IAFT Web site, follow the 3-Click rule: the customer must get to where he/she wants to go in three clicks.

Enforcement of the departmental policy

1. It is the duty of all Salespersons to assist the department in implementing this policy and the company will support any personnel in doing so.
2. Procedures for handling complaints: The Executive Director of the department may nominate, at his/her discretion, a person or persons whose task will be to decide if there is a prima facie case to answer. If there is such a case, the Executive Director will initiate the necessary procedure for its investigation.
3. Sanctions: If the Executive Director of the department, having duly and properly examined an alleged breach of policy by a department staff, he/she shall be empowered to take disciplinary action as he/she shall deem appropriate.
4. Sanctions: Should the alleged member be in another department other than sales, the Executive Director can advise the Management Committee and pass the allegations to HR department for evaluation and disciplinary action.