



UNIVERSAL HARVESTER DAIRY FARMS, INC.

San Miguel, Maramag, Bukidnon, Philippines

Instructions:

- 1) Please fill-up the form completely and avoid leaving blank items.
- 2) Search will commence once submitted to HR with complete requirements & data.
- 3) HR will contact the requesting party for any clarifications regarding the request.

Note: Approval of the CEO & PRESIDENT and/or CFO is necessary for requisitions for new (unbudgeted) headcount/ position.

EMPLOYEE REQUISITION FORM (ERF)

DETAILS OF REQUISITION

Date Requested:	November 8, 2024		
Position/ Job Title:	Sales Associate (Supermarket & Horeca)		
Dept/ Org.:	Sales Department – Cebu City		
Employment Status:			
<input checked="" type="checkbox"/> Regular Employee	<input type="checkbox"/> Contractual/ Project Employee		
<input type="checkbox"/> Consultant	<input type="checkbox"/> OJT		
<input type="checkbox"/> Others:	<input type="checkbox"/>		
Job Classification	<input checked="" type="checkbox"/> Executive	<input type="checkbox"/> Sr. Manager	<input type="checkbox"/> Manager/ Jr. Manager
	<input type="checkbox"/> Supervisor	<input type="checkbox"/> Entry Level	<input type="checkbox"/> Specialist
<input type="checkbox"/> Others			
Reporting to:	Jose Ramon B. Dy		Target Start Date:

PURPOSE OF REQUISITION

<input checked="" type="checkbox"/> New requirement	<input type="checkbox"/> Replacement for resigned employee
<input type="checkbox"/> Replacement for transferred employees	<input type="checkbox"/> Temporary requirement
Budget:	<input type="checkbox"/> Budgeted
<input checked="" type="checkbox"/> Unbudgeted (for approval)	Approved by: <input type="checkbox"/> To be approved by Toby Gatchalian

JOB SPECIFICATIONS

Job Objective

These are the general responsibilities and descriptions of key tasks and their purpose, relationships with customers, coworkers, and others, and the results expected of incumbent employees.

1. Lead Generation and Prospecting:
 - i. Sales representatives are responsible for generating leads through various channels such as cold calling, networking events, and digital marketing.
 - ii. All leads should be recorded in the CRM (Customer Relationship Management) system with relevant details including contact information, source of lead, and any additional notes.
 - iii. Coordinate with the Marketing team to implement campaigns, advertisements, and other initiatives to generate leads.
 - iv. Networking. Attend industry events, trade shows, and local markets to identify potential leads.
 - v. Referrals. Encourage current customers to refer new leads through incentive programs.
2. Lead Qualification:
 - i. Upon receiving leads, sales representatives should qualify them based on predefined criteria to determine their potential as customers.



UNIVERSAL HARVESTER DAIRY FARMS, INC.

San Miguel, Maramag, Bukidnon, Philippines

JOB SPECIFICATIONS

- ii. Qualification criteria may include budget, purchasing authority, need for dairy/ice cream products, and timeline for purchase.
3. Sales Presentation and Product Demonstration:
 - i. Once a lead is qualified, sales representatives should schedule a sales presentation and product demonstration with the prospect.
 - ii. Prior to the meeting, sales representatives should prepare a tailored presentation highlighting the benefits and features of the dairy/ice cream products offered by the company.
4. Proposal Submission:
 - i. After the sales presentation, sales representatives should prepare and submit a customized proposal to the prospect based on their specific requirements and preferences.
 - ii. The proposal should include pricing details, product specifications, terms and conditions, and any additional information requested by the prospect.
5. Negotiation and Closing:
 - i. Sales representatives are responsible for negotiating terms of sale with the prospect, including pricing, discounts, and payment terms.
 - ii. Once agreement is reached, sales representatives should facilitate the contract signing process and ensure all necessary documentation is completed.

Work and professional experience required

Educational Background:

Bachelor's degree in business, marketing, economics, or a related field.

Professional Experience:

Prior experience in sales or customer service.

Understanding of the sales process.

Ideal personality or behavioral competencies.

e.g. Can handle very stress full situations due to tight deadlines and other requirements of the business.

Generating leads and contacting potential customers.

Promoting products or services.

Building and maintaining business relationships.

Achieving sales targets and goals.

Providing customer support.

Primary Responsibilities/ Duties

Identify tasks that comprise about 90 to 95 percent of the work done and listing tasks in order of the time consumed (or, sometimes, in order of importance)

e.g. Perform Financial Analysis to support the business. Maximize shareholder value through optimal financing.



UNIVERSAL HARVESTER DAIRY FARMS, INC.

San Miguel, Maramag, Bukidnon, Philippines

JOB SPECIFICATIONS

1. Lead Generation and Prospecting:
 - iii. Sales representatives are responsible for generating leads through various channels such as cold calling, networking events, and digital marketing. Focusing on Supermarkets and HORECAs.
 - iv. All leads should be recorded in the CRM (Customer Relationship Management) system with relevant details including contact information, source of lead, and any additional notes.
 - v. Coordinate with the Marketing team to implement campaigns, advertisements, and other initiatives to generate leads.
 - vi. Networking. Attend industry events, trade shows, and local markets to identify potential leads.
 - vii. Referrals. Encourage current customers to refer new leads through incentive programs.
2. Lead Qualification:
 - viii. Upon receiving leads, sales representatives should qualify them based on predefined criteria to determine their potential as customers.
 - ix. Qualification criteria may include budget, purchasing authority, need for dairy/ ice cream products, and timeline for purchase.
3. Sales Presentation and Product Demonstration:
 - x. Once a lead is qualified, sales representatives should schedule a sales presentation and product demonstration with the prospect.
 - xi. Prior to the meeting, sales representatives should prepare a tailored presentation highlighting the benefits and features of the dairy/ice cream products offered by the company.
4. Proposal Submission:
 - xii. After the sales presentation, sales representatives should prepare and submit a customized proposal to the prospect based on their specific requirements and preferences.
 - xiii. The proposal should include pricing details, product specifications, terms and conditions, and any additional information requested by the prospect.
5. Negotiation and Closing:
 - xiv. Sales representatives are responsible for negotiating terms of sale with the prospect, including pricing, discounts, and payment terms.
 - xv. Once agreement is reached, sales representatives should facilitate the contract signing process and ensure all necessary documentation is completed.
6. Order Processing and Fulfilment:
 - xvi. Upon receiving a signed contract or purchase order from the customer, sales representatives should initiate the order processing and fulfilment process.
 - xvii. They should liaise with the production and logistics teams to ensure timely delivery of dairy/ ice cream products to the customer.
7. Post-Sales Support and Follow-up:
 - xviii. Sales representatives should provide post-sales support to customers as needed, addressing any inquiries or concerns promptly.
 - xix. They should also conduct follow-up calls or meetings with customers to ensure satisfaction with the products and address any issues that may arise.
8. Sales Reporting and Analysis:
 - xx. Sales representatives are required to maintain accurate records of sales activities, including leads, proposals, contracts, and sales revenue.
 - xxi. Regular sales reports should be prepared and submitted to management for analysis and review, highlighting key performance metrics and areas for improvement.
9. Continuous Improvement:
 - xxii. Sales representatives should actively participate in training programs and workshops to enhance their sales skills and product knowledge.



UNIVERSAL HARVESTER DAIRY FARMS, INC.

San Miguel, Maramag, Bukidnon, Philippines

JOB SPECIFICATIONS

- xxiii. They should also provide feedback and suggestions for improving sales processes and strategies to increase efficiency and effectiveness.
- 10. Compliance and Ethics:
 - xxiv. Sales representatives are expected to adhere to all relevant laws, regulations, and ethical standards in their sales activities.
 - xxv. Any unethical behavior or violation of company policies should be reported to the appropriate authorities for investigation and resolution.
- 11. Documentation and Record Keeping:
 - xxvi. All sales-related documentation and records should be maintained in a secure and organized manner for future reference and audit purposes.
 - xxvii. Access to sensitive information should be restricted to authorized personnel only to ensure confidentiality and data security.
- 12. Review and Revision:
 - xxviii. This SOP should be reviewed periodically to ensure its effectiveness and relevance to the sales department's operations.
 - xxix. Any necessary revisions or updates should be made in consultation with relevant stakeholders and approved by management.

What Skills or required certifications or licenses are needed?

e.g. CPA, MBA, MS. Finance but not required

Excellent communication (written and verbal) and interpersonal skills.

Customer service orientation.

Negotiation skills.

Computer proficiency.

Educational Background required

Any Business Related Course



UNIVERSAL HARVESTER DAIRY FARMS, INC.

San Miguel, Maramag, Bukidnon, Philippines

JOB SPECIFICATIONS

Years of experience required

Preferably with at least 2 years experience in sales but is not a must

REMARKS:

REQUESTED BY (HIRING MANAGER):	ENDORSED BY (DEPARTMENT HEAD):
NAME: Jose Ramon Dy	NAME:
SIGNATURE: 	SIGNATURE: 