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# MARKETING & SALES DEPARTMENT (MSD)

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### 3.0 MARKETING & SALES DEPARTMENT (MSD)

#### 3.01 Introduction

This SOP details the procedures covering all matters relating to Sales & Marketing's daily operations for MSD.

#### 3.02 Objective

The primary objective of MSD is to generate and achieve yearly sales target set by the management. Generally, this Standard Operating Procedures (SOP) is the course of action for all sales staff to execute and implement the followings:-

- i. To ensure a proper method is used to approach potential new clients.
- ii. To guide the MSE in the preparation of quotation and contract agreement.
- iii. To work closely with PDD to confirm printing & installation works based on client's approval.
- iv. Collection of advertising fees and coordination of the after sales service.

#### 3.03 Type of Billboards and Determination of Rental Price

##### 1. Unipole (20' x 80' / 60' x 40')

Unipoles are placed at strategic high traffic areas such as Federal Highway. This format is favoured by industry leaders to show brand leadership in their market centres.


##### 2. Overhead & Pedestrian Bridges (10' x 120' / 7' x 120')

Overhead panels strategically located at the interchanges and walkways deliver head-on visibility and high frequency. It's an ideal for medium branding exercise.

##### 3. Free Standing (10' x 40')

This format is effective to enhance product awareness and prompt purchases. It's proven to be the most cost effective medium for reaching a mass audience.



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**4. Spectacular (20'x 60')**

Located at Middle Ring Road II and Karak Highway and it's another favourite medium with brand market leaders and value for money outdoor medium that dominates the prominence and impact advertising message.

**5. Additional Products**

Our product range also extends to high impact and cost-effective media like rooftop signage, wall murals, gantry and minipoles.

The minimum rental rates for each types of billboard have been approved by the Management Committee and subject to revision based on industry trend and management decision.



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### 3. 1 New Clients

#### 3.1.1 Introduction

The new clients can be classified into two (2) categories:

##### i. Direct Client

An organization or a company who signed an “advertising service agreement” directly with AASB at a price without any agency commission.

##### ii. Agencies Clients

An organization or company who signed an “advertising service agreement” through an advertising agencies or agent at a price where a certain percentage of agency commission will be paid by AASB to them. Types of the agencies are as follow:-

##### 1. Advertising agencies

An organization that designs advertisement and appointed by the clients to produce “billboard buying” for their outdoor advertising purpose.

##### 2. Media specialists

An organization that is specialised in outdoor advertising support who will carry out billboard sites evaluation & mapping, demographic studies, competitors’ analysis report and etc.


### 3. Differentiations Between Advertising Agencies and Media Specialists

#### Advertising Agencies

#### Media Specialists

1. Buying all Advertising & Promotion (A&P) mediums i.e. TV Ads, Radio Ads, Print Ads, Billboards etc 2. Advertising agencies are appointed by clients to manage their A&P budget to purchase billboard and they rely on media owners on billboard evaluation.	1. Specialise in buying billboards advertising only. 2. The media specialists are appointed by 4A’s advertising agencies to carry out the billboard sites evaluation & mapping, demographic studies, competitors’ analysis report and etc.
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	<p>3. The approved existing media specialist with AASB are :-</p> <ul style="list-style-type: none"> <li>a) Kinetic Worldwide Sdn Bhd</li> <li>b) Fastbridge Malaysia Sdn Bhd</li> <li>c) The Media Execution Company Sdn Bhd</li> <li>d) Posterscope Sdn Bhd</li> <li>e) Media Pertiwi Sdn Bhd</li> <li>f) Velocity Outdoor Sdn Bhd</li> </ul> <p>*Any additional media specialist will be added in appendix later.</p>
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### 3.1.2 Work Flow for New Sales

The whole process of executing new sales and others related process is explained in detail from section 3.13 to 3.17. The flow chart are attach as **[Appendix 60]**.

#### i. Cold Call Approach

Each MSE is required to make “valuable call” to contact at least five (5) prospect clients per week. Weekly sales report will be prepared and submitted to the HOD of MSD at the beginning of the following week. The detail contents of the report are: -

1. Company's name
2. The person in-charge
3. Contact number
4. Email address
5. Remarks (proposed billboard locations and date for MSE to follow-up)

Sample of the report are attach as **[Appendix 61]**.

#### ii. Enquiry From Clients

MSE to attend to the prospective advertisers who has made enquiry of the sites and to provide more details information to them. (i.e. site plan locations, availability and pricing)



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### iii. Proposal Via Email and Appointment

Based on the “Cold Call” and enquiry from the prospective clients, MSE will prepare a proposal to be delivered via email and to schedule for an appointment for further discussion/ negotiation. For the sample of proposal please refer to [Appendix 62].

### iv. Quotation

If the client agrees with the proposal furnished, the respective MSE shall prepare and submit the official quotation using the Formalised Minimum Rental Rates for all AASB’s Billboard Structures as approved by the Management Committee for their acceptance. Please refer to [Appendix 63 (a)].

All official quotations shall state the following details [Appendix 63 (b)]:-

1. site no.
2. size of billboard
3. quantity
4. rental duration
5. pricing (rental, lighting and production)
6. terms of payment

Any discount lower than the “Formalised Minimum Rental Rates” approved by the Management Committee if requested by the customer, shall be approved by the COO.

### 3.1.3 Outdoor Advertising Agreement (OAA)

The OAA will be prepared and sent to the client for their signature within two (2) working days after acceptance of the quotation. For the sample of the OAA, please refer to [Appendix 64].

The agreements are categorized in three (3) types as below:-

#### i. Direct Client Agreement

The agreed contract amount in the Schedule 2 of the agreement stated that the advertiser shall pay to AASB the nett amount without the agency commission fee. For the sample of Schedule 2 please refer [Appendix 65].

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## ii. Agency Client Agreement

Contract amount stated in the Schedule 2 of the agreement shall include as follow: -

1. 15% agency commission to the advertising agencies.
  2. 15% agency commission and 5% media fee to the Media Specialist.
- \*The selling rates must be marked up to include the above commission payment.*

(For the sample of Schedule 2 please refer [Appendix 66 (a) & 66 (b)].)

## iii. Single page Agreement

The Single Page Agreement is applicable for the agreed contract amount less than RM50,000.00 or the tenure is less than 3 months duration. The term & condition of the Single Page Agreement will be printed on the reverse page of the Single Page Agreement. For the sample of the Single Page Agreement, please refer to [Appendix 66 (c)].

### 3.1.4 Stamping of Agreement

The OAA has to be sent for stamping within three (3) working days upon collection of agreement to prevent disputes between AASB and clients. Please refer to [Appendix 67 (a) & 67 (b)].

### 3.1.5 Invoice

MSD will advice FD to prepare invoice after execution of the OAA. Invoice will be issued by FD on every 1<sup>st</sup>, 16<sup>th</sup> and 30<sup>th</sup> of the calendar months accordingly. All invoices shall state the following details:-  
Please refer to [Appendix 68 (a), 68 (b) & 68 (c)] for the sample of the invoice.

1. invoice no.
2. billing date
3. site no.
4. quantity
5. rental duration
6. pricing (rental, lighting and production)





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### 3.1.6 Payment Schedule

#### i. Advance Payment Invoice

AASB will request for an advance payment from all new clients to protect against non-payment for the service rendered. All advance payment receive shall include:-

1. 100% payment on production
2. 25% payment on rental
3. 25% payment on lighting

The above payment has to be collected prior to printing and installation of the vinyl. The terms and conditions for advance payment are as stated in the OAA.

#### ii. Balance of Payment

The remaining rental and lighting payments will be collected either by monthly or quarterly basis as per the schedule specified in the OAA.

### 3.1.7 Collection of Payment

The respective MSE shall follow up with the client for the payment. Payment receives shall be either by:-

1. Cheque/Bank-in Slip
2. Inter-bank Fund Transfer

All evidence of payment received shall be submitted to FD for the purpose of updating the respective client account.

Please refer [Appendix 69, 70 & 71] for the sample of the collection.

### 3.1.8 Reminder Letter

Some of the clients may be occasionally late with their payment. Therefore, reminder letters are to be issued to remind them on their overdue accounts.



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**i. 1<sup>st</sup> Reminder**

The FD of AASB is responsible to issue 1<sup>st</sup> reminders to gently remind the client to settle the outstanding overdue account after seventy five (75) days of the invoice issued. [Appendix 72]

**ii. 2<sup>nd</sup> Reminder**

2<sup>nd</sup> reminder letter will be sent by MSE to follow-up on the outstanding and overdue account after fourteen (14) days of 1<sup>st</sup> reminder was issued. [Appendix 73]

**iii. Final Reminder**

Final reminder letter should indicate a strong concern over that late payment after seven (7) days of 2<sup>nd</sup> reminder was issued. [Appendix 74]

**iv. Seek Legal Advice**

When the client's account ageing has exceeded 96 days from the date of invoices, MSD will instruct Legal Department to issue a Notice of Demand. Nevertheless, MSD will make another attempt to call and make appointment to visit the client with the objective to determine if negotiation for payment proposal is still possible.

**v. Dismantling of unpaid Advertisement.**

AASB have the absolute right to dismantle or remove the advertisement vinyl if no payment is received from the clients after a follow-up on the final reminder. [Refer to clause 6.3 in the OAA] [Appendix 64]

**3.1.9 Instruction and Monitoring Sheet (IMS)**

MSE will raise IMS after signing of OAA. The objective for issuing of IMS to the PDD is to provide summary on the production workflow for their action. IMS will indicate details such as location, site no, installation deadline, printing material required and lighting. Sample of the IMS are attach as [Appendix 32]

Please refer to "Production Work Flow" [Appendix 75] for printing & installation of the visual work flow.

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**i. Visual Approval**

MSE to provide visual to PDD within one (1) working day after the visual was selected by the client. MSE will also compile the relevant documents to PDD for their submission to Dewan Bahasa Pustaka (DBP) and Local Council for their further approval require five (5) working days. Please refer to [Appendix 36] for the sample of visual approved by DBP.

**ii. Final Artwork**

MSE is to collect the final artwork file either via email or in a CD format from the respective clients within one (1) working day and to send it to the appointed printer for generating of "Colour Proof". Please refer to [Appendix 76] for the sample of visual design.

**iii. Colour Proofing**

MSE is to follow up and collect the "Colour Proof" from the appointed panel printer within one (1) working day.

**iv. "Colour Proof" Approval by Client**

MSE will then deliver the three (3) colour code version of "Colour Proof" for clients' approval and to obtain their confirmation via email within one (1) working day. Please refer to [Appendix 77] for the sample of colour proof approved by the client.

Version of the colours proof are as follow:-

1. original colour version
2. 10% darker colour from the original version
3. 10% lighter colour from the original version

**v. Email Instruction**

Subsequent to the approval by the client, MSE is to send an email instruction to PDD for them to initiate printing works and installation within one (1) working day. Details of the installation are as follow:-

1. Visual
2. Colour proof version (light, original or dark version)
3. Site plan
4. Date of installation

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Please refer to [Appendix 78] for the sample of email instruction.

**vi. Monitoring Visual Printing**

MSE is to follow up with PDD to ensure the visual is printed as per the instruction within two (2) working days.

**vii. Monitoring on Visual Installation**

MSE is to follow up with PDD to ensure visual installations works are completed as per the instruction. *(i.e. (1)one working day for Klang Valley and (2) two working days for out station.)*

**viii. Proof of Installation**


MSE is to follow up with PDD and to obtain photos as a proof that the installation work has been completed by PDD within (3) working days. Please refer to [Appendix 79] for the sample of proof of installation done.

**ix. To Update Clients**

MSE is to confirm with the client that the installation work has been completed by providing the photos within one (1) working day upon receiving photos from PDD.





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### 3.2 Existing Clients- Renewal of Advertising Services

#### 3.2.1 Objectives

- i. To renew the existing advertising services agreement.
- ii. To expand the sales volume with the existing client through additional billboard.

#### 3.2.2 Procedures Work Flow for Existing Client

The key procedures to execute the renewal process are as below:-

The flow chart of renewal process is as attached [Appendix 80]

#### 3.2.3 Renewal quotation / notice

MSE is to send the renewal quotation or renewal notice three (3) months before the expiry of OAA. Existing clients are given a choice to terminate or to renew the existing contract within two (2) months before the expiry of OAA for AASB planning purpose.

##### i. Renewal with the existing vinyl

The clients to renew the OAA by using the same/existing vinyl. There is no production involved for the new agreement. Please refer to [Appendix 81] for the sample of the renewal quotation.

##### ii. Renewal with a new vinyl

The clients renew the OAA with a new vinyl that will be charged for the new "printing & installation" cost. The processes are as per item 3.19. [Appendix 82].

##### iii. Termination of Advertising Services

Upon confirmation by client not to renew the Advertising Services, the respective MSE need to prepare IMS and request P&D to dismantle the existing vinyl within 3 working days (after the expiry of the Agreement). [Appendix 85]

#### 3.2.4 Agreement and Related Matters

The process of executing the OAA is as per item 3.1.3 to 3.1.9.

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### 3.3 Client Complaints

#### 3.3.1. Objectives

- i. To solve the complaints reported by the clients.
- ii. To provide after sales service to the client.

#### 3.3.2 MSE action in attending the complaints

- i. Clients will lodge a complaint whenever the following problems are detected:-

- vandalism of the lighting
- vandalism of the vinyl
- Illegal banner found hanging on the billboard plinth
- Billboard collapsed due to accident


The respective MSE will prepare the IMS to PDD for their corrective action within 1 working day on receipt of the complaint. The flow charts for attending the client complaint are as in [Appendix 83].

- ii. MSE is to update the client by providing a copy of police report and photo proof about the complaints to the client within 2 working days.
- iii. MSE will follow up further with PDD on the status of the complaints and its rectification works within 7 working days after the issuance of the IMS.
- iv. MSE is to update the client with a photo proof within 3 working days after completion of the rectification works.

#### 3.3.3. Amendment Advice Letter (AAL)

- i. MSE is to issue AAL by extending the expiry date of the OAA to the client within 3 working days after receiving of the photo proof. The compensation for non-display of the advertising for the client will based on the the OAA.



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Sample of the complaint are as follows:-

Type of complaints	Maximum duration of breakdown	Compensation days
Vandalism on lighting (Duration of the rectification will depends on the category of the complaints) i.e. TNB power supply and billboard electrical component	9 working days	3 working days (3 days not lighted equivalent to 1 day rental)
Vandalism on vinyl	7 working days	7 working days
Trees Blocking	14 working days	Not applicable

Sample of AAL are as attach in [Appendix 84].