

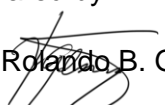

MITSUKOSHI MOTORS PHILIPPINES, INC.		
POLICY AND PROCEDURE		
POLICY TITLE :	CUSTOMER INQUIRY & APPLICATION	Ref. No.
DEPARTMENT :	OPERATIONS SUPPORT DEPARTMENT	OPS 15-11-007
TO :	MARKETING ASSISTANT	November 02, 2015

OBJECTIVE

1. To account and record all motorcycle sales inquiries received and Credit Application Form processed by the branch.
2. To guide personnel concerned on proper procedures in handling motorcycle inquiry and recording results thereof either thru conversion to cash sales or installment.
3. To establish the effectiveness of the marketing activities of the branch and result of their follow-up on their prospective customers.
4. To provide the branch with necessary information and data on the dashboard on Sales performance on brand new and repossessed units.

POLICIES

1. All inquiries received and Credit Application Form processed by the branch from prospective clients, whether for brand new or repossessed unit shall be recorded in the Inquiry and CAF Control Register.
2. Follow up motorcycle sales inquiry by phone or actual visit to the prospective client and results of the credit investigation process of the field personnel shall be recorded in the appropriate portion in the control register.
3. The Marketing Assistant shall be held responsible for the following;
 - 3.1. Accuracy and reliability of the Inquiry and CAF Control Register;
 - 3.2. Identify the source where the prospective customer comes into contact with the company's product for determining good marketing strategy to be adopted by the branch.
4. The Credit Application Form turn-over to field personnel for credit investigation process shall be duly acknowledged by the latter by signing in the appropriate space in the control register.
5. As a general rule, motorcycle sales inquiries shall be followed up with-in three (3) days from the date of inquiries.
6. Credit Application Form shall be acted with dispatch within four-(4) hours upon receipt by the field personnel.
7. The Branch Manager shall monitor on a daily basis all pending inquiries and application in order to achieve branch sales target.

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PROCEDURES

1. Marketing Assistant

1.1. Immediately build rapport with the prospective customer upon visit to the branch applying the company's SPICE principle

1.1.1. **S** for SMILE, facial expressions communicate attitude.

1.1.2. **P** for PROMPT, customer's time is precious and a quick response to their want gives them satisfaction.

1.1.3. **I** for INITIATIVE, there are things to be done without being told and a delayed reaction is perceived by customer as poor customer service and such may prejudice closing the sales; or it can also pertain to IDENTIFYING the needs of the customer.

1.1.3.1. Need to feel welcome, anyone doing business with the branch who feels like an outsider will not return. People need to feel you are happy to see them and their business is important to you.

1.1.3.2. Need to be understood, those who select our motorcycle product need to feel they are communicating effectively. This means the messages they are sending should be interpreted correctly. Emotions or language barriers can get in the way of proper understanding.

1.1.3.3. Need to feel important, ego and self esteem are powerful human needs. We all like to feel important. Anything you can do to make the branch prospective customer feel special is a step in the right direction in closing the sale.

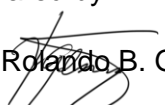

1.1.3.4. Need for comfort, customers need physical comfort; a place to wait, rest, talk, or do business. They also need psychological comfort; the assurance they will be taken care of properly, and the confidence you will meet their needs.

1.4. **C** is for COURTESY, the manner we deal with customer should be appropriate at all times, the way we act and the way we speak. The choice of words and dialogue, natural and positive language makes the customers feel respected and important.

1.5. **E** is for EFFICIENCY, to be efficient and productive, the MA must be adept to the basic skills or knowledge required of her.

In marketing, the MA's product knowledge will play an important role to ENLIGHTEN the prospective customer about the feature, advantage and strength of the Company's motorcycle products.

1.2. Explore and offer option to prospective customer about his/her preferred motorcycle unit.

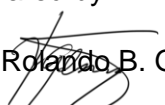

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- 1.3. Fill-up Inquiry Slip discreetly and record all motorcycle sales inquiries of all prospective customers in the Inquiry & CAF Control Logbook.

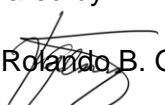

DAAN HARI MOTORS CORP.	
INQUIRY SLIP	
Date	: _____
Name	: _____
Address	: _____
Contact No.	: _____
Model	: _____
Color	: _____

- 1.4. Keep the Inquiry & CAF Control Logbook in a secure place and ensure that they are properly maintained in up-to-date status.
- 1.5. Follow the standard columnar headings on Inquiry & CAF Control Register;

Particular	Explanation
1.5.1. Date	: The date the motorcycle sales inquiry was received by the branch.
1.5.2. Name	: Complete name of the prospective client.
1.5.3. Address	: Complete address of the prospective client.
1.5.4. Contact No.	: Landline or cell phone number of the prospective client.
1.5.5. Preferred Unit	
1.5.5.1. Model	: Preferred model of the client.
1.5.5.2. Color	: Preferred color of the unit of the client.
1.5.6. Source	: Show how the prospective customer had known about the company or our motorcycle products.
1.5.7. Cash	: Date the customer's inquiry was converted to cash sales.
1.5.8. CAF	: Date and time the prospective customer filled up Credit Application Form (CAF).
1.5.8.1. Date	: Date the CAF was submitted by the applicant.
1.5.8.2. Time	: Specific time the CAF was submitted by the applicant.
1.5.9. AC	: Name and signature of account counselor (AC) the CAF was assigned.
1.5.10. Approved	: Date and time the CAF was approved by the AC.
1.5.10.1. Date	: Date the application was approved.

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- 1.5.10.2. Time : Time the application was approved.
- 1.5.11. Disapproved : Date and time the CAF was disapproved.
 - 1.5.11.1. Date : Date the application was disapproved.
 - 1.5.11.2. Time : Time the application was disapproved.
- 1.5.12. Withdraw/Decline : Date the prospective customer decline branch follow-up on inquiry or date the prospective customer withdrew his/her application.
- 1.5.13. SI No. : Sales Invoice number covering the release of the brand new unit whether cash or installment.
- 1.5.14. DR No. : Delivery Receipt number covering the delivery of brand new unit to the customer whether cash or installment.
- 1.5.15. Date : Date the financed motorcycle unit was delivered and released to the customer.
- 1.5.16. Remarks : Any pertinent information useful to the branch such as lacking TBAs during the release of brand new unit or name of the customer to whom the unit was pulled out for cross reference purposes.
- 1.6. Follow up motorcycle sales inquiry by phone or actual visit to the prospective client within three-(3) days from date of inquiries and record results in the appropriate portion in the control register.
- 1.7. At month end, summarize all motorcycle sales inquiries received and CAF process by the branch. The monthly summary shall be recapitulated in the branch dashboard which will be used in the following;
 - 1.7.1. Reporting conversion rate, ratio of near-buy sales vis-à-vis total inquiries received by the branch.
 - 1.7.2. Basis of improving marketing activities in attaining branch sales target.
- 1.8. Discuss the status of branch inquiry during their daily fifteen-(15) minute branch meeting.
- 2. Branch Manager
 - 2.1. Monitor on a daily basis all inquiries and application in order to achieve branch sales target.
 - 2.2. Check whether Marketing Assistant is maintaining updated Inquiry & CAF Control Logbook.
 - 2.3. Adjust marketing strategies if necessary.
 - 2.4. At month end, report branch conversion rate and other pertinent data needed in the branch dashboard to the Area Manager which will be consolidated with other branches assigned to the latter.

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CUSTOMER’S INQUIRY AND APPLICATION CONTROL LOGBOOK

				Preferred Unit				CAF			Approved		Disapproved		Withdraw/				
Date	Name	Address	Contact No.	Model	Color	Source	Cash	Date	Time	AC	Date	Time	Date	Time	Decline	SI No.	DR. No.	Date	Remarks
	Target																		
	Summary		Cur	%	Cum	%													
	Inquiry																		
	Cash																		
	CAF																		
	Disapproved																		
	Approved																		
	Pending																		
	Decline/Withdraw																		
	Delivery																		
	Brand New																		
	Repo																		
	Pending																		

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