

MITSUKOSHI MOTORS PHILIPPINES, INC.		
POLICY AND PROCEDURE		
POLICY TITLE :	SALES CALL MONITORING	Ref. No.
DEPARTMENT :	SPARE PARTS DEPARTMENT	SPD-16-04-0502
TO :	BRANCH MANAGER, MARKETING ASSISTANT	March 15, 2016

## OBJECTIVES

1. To constantly improve the practice of excellent customer service to our existing and current customers.
2. To ensure the longevity of the motorcycle unit of our clients through constant check up.
3. To ensure that our existing and new customer will return to the store for their monthly maintenance.
4. To practice asking for customer referrals to our existing clients

## POLICY

1. The marketing assistant is responsible to conduct a sales call of at least 30% of their branch active accounts every month. He/ She must also call 80% of the branch new accounts every month to maintain the quality of our service.
2. The marketing assistant must be courteous to the customers at all times.
3. Failure to reach the minimum requirement of sales call for three consecutive months will be subjected to disciplinary actions.

## PROCEDURE

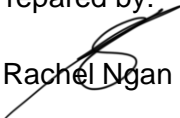
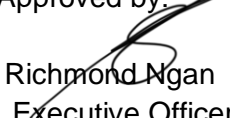
### 1. Marketing assistant

1.1 The marketing assistant will be conducting sales call to our customers primarily to remind the customers to avail of the monthly free oil change and secondarily to inform our existing clients if we have a new product launch.

1.2 The marketing assistant should be making calls an average of 1.20 to 1.5 hours a day.

1.3 The marketing assistant will submit a sales call monitoring report before the 5<sup>th</sup> of month and get the BM signature.

### 2. Branch manager

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2.1 The branch manager is responsible in reviewing the accuracy of the report and he/she must submit the report to their area manager.

3. Area manager

3.1 He/ She is responsible in gathering the report and submitting it to the designated Spare Parts in charge.

4. Customer call process

4.1. Greet the customer and introduce yourself and the company that you represent.

4.1.1. It is important to always introduce yourself in a polite manner.

4.2. State your intentions in a short and concise manner.

4.2.1. Make sure that the delivery of your intentions does not exceed 1.5 minutes

4.3. Wait for the customer to speak and do not interrupt.

4.3.1. It is important to let the customer start and finish.

4.4. Ask specific questions such as: when are they available?

4.5 If the customer confirms, repeat to the customer the agreement.

4.6. If the customer declines, find out why.

4.7. Close the conversation and wait for the customer to hang up.

4.7.1. An efficient customer call should be less than 7 minutes.

5. Sample dialogues

5.1 (English)

5.1.1 Customers interested

**You:** "Good morning Sr. (customer name), my name is (name of caller) from (branch name). Your motorcycle is due for an oil change. When are you available this week for your periodic oil change?"

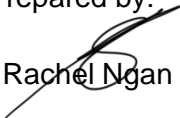
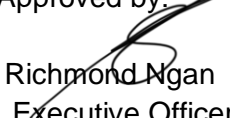
**Customer:** "Hi, thank you for reminding me. I am a little busy right now. Can I drop by next week instead?"

**You:** "Of course, when do you think can you drop by next week?"

**Customer:** "I should be able to drop by Wednesday next week."

**You:** "Ok, Mr. (customer name), I will see you Wednesday next week for your oil change. Also, I would like to inform you that we have a new line up of models, perhaps you would like to take a look at it upon your next visit with us.

**Customer:** "Alright thank you."

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### 5.1.2 Customers not interested

**You:** “Good morning Sr. (customer name), my name is (name of caller) from (branch name). How is your motorcycle so far? Your motorcycle is due for an oil change. Are you available this week for your periodic oil change?”

**Customer:** “Hi, thank you for reminding me. I am a little busy right now and I don’t think I won’t have time to visit.”

**You:** “Of course, when would it be a convenient time to remind you again?”

**Customer:** “I am not so sure, but you can try calling in two weeks time”.

**You:** “Ok, Sr. (customer name), thank you very much and I will just remind you in two weeks time.”

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### 5.2. (Tagalog)

**Ikaw:** Magandang hapon po, Sr. (Customer name). Ito po ay si (name of caller) sa (branch name). Kinukumusta ko lang ang inyong motor kasi malapit na po ang inyong periodic oil change. Kelan po kayo puwede bumisita sa store namin?

**Customer:** Medyo busy pa ako ngayon puwede bang sa susunod ka na lang tumawag?

**Ikaw:** Kelan po kayo puwedeng paalanan sa inyong oil change?

**Customer:** Tumawag ka na lang next week.

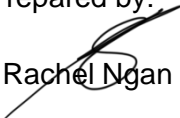
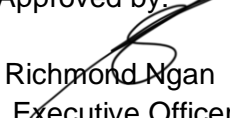
**Ikaw:** Ok po, Sir may mga bagong modelo dumating ngayon baka po naghahanap kayo ng bagong motor o may kilala kayo na nangangailangan.

**Customer:** Ok lang, hindi ko pa kailangan ng motor pero yung pinsan ko naghahanap.

**Ikaw:** Puwede po mahiling ang kanyang number para po maalok po namin.

**Customer:** Sige, heto yung number niya.

**Ikaw:** Maraming salamat po Sr. (Customer name). Tatawagan ko po ang inyong pinsan at papaalan ko na lang kayo sa oil change ninyo next week.

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## 6. Reports



### Sales Call Monitoring

Branch Name: MMPI HO  
 As of : February 1, 2016 to February 29, 2016  
 Addressed to: Spare parts department

Existing Customers				
	Customer Name	Title	Yes	No
1	Anna Sample	Ms.	1	
2	Ben Sample	Mr.		1
3	Carl Sample	Mr.	1	
4				
5				
6				

#### Summary of existing accounts

Total customers contacted: 3  
 Total interested: 2  
 Total not interested: 1



Actual Customers				
	Customer Name	Title	Yes	No
1	Anna Sample	Mrs.		1
2	Ben Sample	Mr.		1
3	Carl Sample	Mr.	1	
4	Den Sample	Ms.	1	

#### Summary of actual accounts

Total customers contacted: 4  
 Total interested: 2  
 Total not interested: 2

*I hereby certify that this documented is a true and the correct copy of the original document.*

Prepared by:  
 Name & Signature of MA  
 \_\_\_\_\_  
 Date:

Approved by:  
 Name & Signature of BM  
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 Date:

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