

**HUBSPOT**

All the sales process is based and registered in Hubspot.

There is a sales pipeline well defined per region where each Area Sales manager must update and follow according to the defined targets for the current year..

Addvolt Sales pipeline is designed in the following stages:

- 1 - Companies to contact
- 2 - Companies that were already contacted
- 3 - Companies that are in meeting phase
- 4 - Deals under quotation
- 5 - Deals in forecast for the present quarter
- 6 - Deals ordered
- 7 - Deals lost

1. Type of Customers/Partners (Sales Team)

1.1 - Customers with EU presence. A negotiation of conditions for the following year is triggered. Each regional company belonging to this group must be informed by the mother company of the agreed conditions.

1.2 - Partners belonging to the Addvolt network that could benefit from the yearly conditions or not, depending if they are official dealers or not

1.3 - Strategic partnerships with OEMs with agreed conditions on a yearly basis

2. Official and non-official Partners (Sales Team)

Official partners are companies that have an agreement formalized with Addvolt.

They are informed about the yearly conditions and the price list in the beginning of each year.

They were commercially trained to sell Addvolt technology, being able to inform the customer about the Addvolt benefits. They are able to close deals and send us directly an Order confirmation.

Non-official partners are companies that collaborate with Addvolt Ad Hoc according to the customers requests they receive.

These companies don't have the same conditions than the official ones. Regardless of the level of relationship between the entities, each Addvolt Area Sales Manager has the obligation to cultivate and foster relationships with these entities and visit recurrent and new clients in search of new opportunities together.

The closing of new partnerships in each region is also the responsibility of each Addvolt Area Sales Manager.

3. Quotation request (Sales Team)

Request for quotation arises after presentation of Addvolt technology, evaluation of the customer's fleet operation and ROI analysis.

4. Send quotation (Sales Team)

Quotation created in the ERP according to the commercial conditions in force for the current year.

If the quotation is not accepted, a new negotiation process will occur in order to guarantee the Deal.

5 Order confirmation (Sales Team)

After receiving official confirmation of acceptance of the quote, the quote previously created in ERP is converted into a sales order and sent for engineering approval.

6. Deal Lost (Sales Team)

Deals that did not happen for several reasons, the main ones being: lack of budget, high ROI, operation is not prepared for addvolt technology, addvolt is not interested in closing this operation.

However, even though the deal didn't go through this time, more opportunities may arise in the future, which is why every lost opportunity and the reasons for it are recorded in Hubspot.

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