Sales Policies

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Issuing Department
Sales department

Target Audience
All sales employees

Approver
Board of Director of Prime Quality Training Pte. Ltd. and Board of Director of its affiliates

Copyright

Terminology & Definition

Board of Director	CEO, Director, Executive Directors, Non-Executive Directors
Senior Management Members	CEO, Director, General Manager, Head Of Department
Mid Management Members	Team Leader, Manager
Low Management Members	Sales Management Trainee, Sales Management Executive, Senior Sales Management Executive
Executive	Trainee, Executive, Senior Executive
Department	Sales Department, Production Department, Marketing Department, Operation Department, HR Department, Finance Department, Project Department, Admin Support Unit, Technical Support Unit.
Programs	Conference, Training, Seminar, In House Training, other training opportunities
Business Development Unit	Business Development Trainee, Business Development Executive, Senior Business Development Executive, Business Partner, Senior Business Partner, Team Leader Business Development
Sales Management Unit	Sales Management Trainee, Sales Management Executive, Sales Senior Management Executive, Team Leader, Sales Manager, Sales Director
Sales Planning & Supervision Unit	Sales Supervision Executive, Sales Supervision Trainee
Inter-Department Communication	Communication between department to department
Internal-Department Communication	Communication within department

Sales Department Structure

Sales Management Unit	Business Development Unit	Sales Planning & Supervision Unit
Regional Sales Director (RSD)	Regional Sales Director (RSD)	
Regional Senior Sales Manager (RSSM)		
Regional Sales Manager (RSM)		
Regional Assistant Sales Manager (RASM)	Regional Sales Advisor (RSA)	
Sales Manager (SM)	Senior Sales Business Partner (SSBP)	
Assistant Sales Manager (ASM)	Sales Business Partner (SBP)	
Team Lead Sales Management (TLSM)	Team Lead Business Development (TLBD)	
Senior Sales Management Executive (SSME)	Senior Business Development Executive (SBDE)	
Sales Management Executive(SME)	Business Development Executive (BDE)	Sales Supervision Executive (SSE)
Sales Management Trainee(SMT)	Business Development Trainee (BDT)	Sales Supervision Trainee (SST)

Responsibilities

Sales Management Unit	Business Development Unit	Sales Planning & Supervision Unit
Manage Business Development Unit and Sales Management Unit to generate revenue under company strategy.	Liaise directly with potential customers to generate revenue under company strategy.	Identify potential companies and other conditions in target market to contribute for a successful sales campaign. Supervise and monitor quality of KPIs and workload from Business Development Unit

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Work Timing & Arriving-After

OBJECTIVE

1. To ensure work punctuality.
2. To maximize work effectiveness.

STATEMENT

3. Viet Nam office business working hours (12PM to 9PM) Monday to Thursday, 12PM to 8:45PM Friday.
4. Viet Nam office break time 5:30PM – 6:30PM.
5. Employees, during working hours, are not allowed to stay outside office more than 15 minutes per working shift unless unavoidable work related reasons.
6. All arriving-after is required to be informed to direct supervisor in advance prior to each official working shift.
7. Lateness and penalty follow as table 12.
8. All employees are required to keep attendance machine record timely. Electronic attendance punching machine is installed at entry door of the company. No punch shall result no wage computation.
9. Arriving-after must be considered carefully to differentiate between lateness and unpaid leave.
10. Supervisor in charge must keep team member sales Monthly Attendance and Performance Form properly.

PROCEDURE

11. **Punching schedule**

Beginning working time – Shift 1	Punch-in	Early punch is accepted. Late punch is deemed as lateness and directly by table 12 **No punch no salary**
Beginning lunch break – Shift 1	Punch-out	Early punch is **void**
Beginning working time – Shift 2	Punch-in	Early punch is accepted. Late punch is deemed as lateness and directly by table 12 **No punch no salary for shift 2**
Completing working time – Shift 2	Punch-out	Early punch is **void** **No punch no salary for shift 2**

12. **Lateness penalty**

	Late 5 minute or less	Late 14 minute or less	Late beyond 15 minute
Inform supervisor in-charge before working hours	Deduct 0.71 % from **Monthly Basic Salary** per late time	Deduct 1.42 % from **Monthly Basic Salary** per late time	Deduct **Half Day** salary per late time
No inform supervisor in-charge before working hours	Deduct 1.42 % from **Monthly Basic Salary** per late time	Deduct **Half Day** salary per late time	Deduct **Full Day** salary per late time

13. **Inform line supervisor in-charge**
    a. Team members in prediction of lateness prior to working hour can inform line supervisor in charge via Text Message (sms), Email.
    b. Team members in prediction of emergency leave prior to working hour can inform line supervisor in charge via Text Message (sms), Email.

14. **Lateness, unpaid leave and arriving-after**
    a. Arriving-after can be considered case by case by direct supervisor in charge with valid evidence so to be classified as lateness or unpaid leave or absence.
    b. Arriving-after can be deemed unpaid leave if due to unavoidable and non-repeated situations such as personal accident, harsh weather conditions that employee cannot avoid, or valid unforeseen circumstance with notification via sms, email to supervisor in charge before official working hours. Unpaid leave receives deduction according to working hour wage deduction.
    c. Arriving-after is deemed lateness if repeated regularly twice or more per week. Deduction applies according to lateness penalty table 12.
    d. Arriving-after is deemed absence, if zero notification and/or invalid evidence provided to supervisor in charge. Penalty applies accordingly to employment contract.

DEFINITION

15. Arriving-after mean logging into workplace after regulated working hours.

16. Supervisor in charge refers to all Sales Management Executive, Sales Team Leader, Sales Manager, and manager in charge of operation whom team members are reporting to directly daily.
17. Absence is absenteeism from work without notification to and approval by line management in charge
18. Leave is absenteeism from work with notification to and approval by line management in charge.

SCOPE
19. Employee covered in this policy refers to all sales staffs

Prime Time

OBJECTIVE

1. To maximize work effectiveness.

STATEMENT
2. Prime Time/ Business Hours/Money making hours are within 02 hours from 07:00 AM and 12:00 PM of primary market location.
3. Primary market location is where programs are held.
4. Prime Time arriving-after is considered following Work Timing & Arriving-After policy.
5. Employees must maximize attendance during prime time to strike for highest KPIs.

PROCEDURES
6. Direct sales supervisor in charge standby all team members prior to prime time, ensure members prepared adequate contacts.
7. Direct sales supervisor in charge ensure all team members optimize prime time period.

DEFINITION
8. Prime Time/ Business Hours/Money making hours is defined as time period where highest possibility of reach clients via phone call

SCOPE
9. Employee covered in this policy refers to all sales full time staffs

Sales Business Language

OBJECTIVE

1. To enhance business language communication efficiency

STATEMENT
2. English is required during sales working hours between 12:00 PM - 05:30PM & 06:30PM - 09:00 PM, Monday – Friday.
3. When Vietnamese "language" is detected by line supervisor in charge during working hours, deduction of VND 50,000 of employee’s daily wage is applied.
4. Vietnamese may be allowed for inter-department communication and work related purpose to stakeholders whom are not able to speak English.

PROCEDURE
1. Direct supervisor in charge keep sales member informed about misconduct and implement discipline action.
2. Direct supervisor in charge update sales member’s Monthly Attendance and Performance Form.

DEFINITION
1. Sales Business Language is defined as language used within workplace during business working hours to communicate with clients, internally and inter-department.

SCOPE
2. Employee covered in this policy refers to all sales full time & part time staffs.

Inter-Department Communication

OBJECTIVE

1. To ensure company confidential information, company intellectual properties, and business pattern of each department/section is completely protected.

STATEMENT

2. Sensitive and confidential information must be protected and communicated at different levels.

PROCEDURES

3. Sales Department is able to provide to Operation Department following approved documents:
    - Delegation List (including Delegate Full Name, Delegate Email Address, Delegate Mobile and Phone Number, Company Name)
    - Delegate Payment Form
    - Letter of Undertaking
    - Other documents which solely support operation of events.
    - Others is to be advised by CEO, or Sales Director

4. Sales Department is able to provide to Production Department following approved documents:
    - Sales Original NCL
    - List of rejection (company and job title) and reasons
    - List of Interests
    - Customer In-House programs Inquiries
    - Customer potential programs inquiries
    - All information sent to Production Department must not include any phone number, email address, customer names and other sales properties.
    - Others is to be advised by CEO, or Sales Director

5. Sales Department is able to provide Finance Department following approved documents
    - Email Booking Confirmation
    - Booking Form
    - Registration Form
    - All necessary documents supporting invoicing procedures
    - All necessary documents supporting for salary and benefits calculation of sales staffs
    - All necessary documents supporting financial planning and projection
    - Others is to be advised by CEO, or Sales Director

6. Sales Department is able to provide HR Department following approved documents
    - All necessary documents supporting for salary and benefits calculation
    - Employment contracts
    - Employee related information regarding HR matters
    - Production team members human resource development request
    - Others is to be advised by CEO, or Sales Director

7. Sales Department is able to provide Project Department following approved documents
    - Sales Master NCL
    - List of rejection (company and job title) and reasons
    - List of Interests
    - Customer In-House programs Inquiries
    - Customer potential programs inquiries
    - All information sent to Production Department must not include any phone number, email address, customer names and other sales properties.
    - Others is to be advised by CEO, or Sales Director

8. Sales Department is able to provide Marketing Department following approved documents
    - All is to be advised by CEO, or Sales Director

POLICY SCOPE

9. Employee covered in this policy refers to all sales full time & part time staffs.

NCL

POLICY OBJECTIVE

1. Recording and keeping proper NCL entries facilitate sales performance management and sales planning.

POLICY STATEMENT

2. Business Development Unit is required to fulfil adequately and correctly all Call NCL requirement

3. EXCEL Call NCLs of Business Development Unit are protected and only accessible to Sales Management Unit (Not including Sales Management Trainee) in respective teams and programs. Otherwise must receive written request by Sales Director / CEO.

4. Sales Supervision Unit is not allowed to share, disclose any information of EXCEL Call NCLs to Business Development Unit unless written required by Sales Director / CEO.

5. Sales Supervision Unit updates Master Call NCL daily before 11: 00 AM of a business working day.

6. Business Development Unit is required to update Excel Call NCL daily after official working time and prior to leaving office.

7. Three kinds of Call NCL are Written Call NCL, Excel Call NCL, and Master Call NCL.

8. Five types of status of entries in Master Call NCL as Blocked, LOI, Booked, Live, Expired.

9. Entries exist in Master NCL within 10 business working days following business calendar of office location.

10. Valid entries in Master NCL must satisfy following condition
    a. Created by Sales Employee who is allocated for the program as Team Allocation
    b. Exist in Written NCL in date of pitch
    c. Exist in Excel NCL in date of pitch
    d. Entries in Excel Call NCL contain compulsory and correct information
        - Program Code
        - Sales Name — as this format *[English Name][First Name]*
        - Date of Pitch — select from the date list
        - Company Name — as list of company
        - Full Name of Company's employees — as of First Name and Last Name
        - Designation of Company's employees — as of this format *[Department Name][Level/Rank]*
        - Phone Number — as of this format *[Country Calling Code without +][Number]*
        - Email address — as of NCL rules to avoid general email such as *info@...sales@...department@...*
    e. Not overlapping company name from other sales member in current program.
    f. Pitch job title regulated by Letter Split rules for existing program.
    g. Pitch company regulated by List of Potential Companies.

11. Valid registration form(s) associated with valid entries in Master Call NCL shall be rewarded to sales employee who is owner of the entry(s).

12. Valid registration form(s) breach 10.a; and/or 10.b; and/or 10.c is/are not claimable for commission.

13. Valid registration form(s) associated with overlapped entries of 02 or more sales in same Call NCL , upon date of receiving registration, distribution shall be as following;

    a. If overlapped entries of the same company exist in Master Call NCL, the registration form(s) are rewarded to sales employee of whichever valid entry exists earlier.
    b. If overlapped entries of the same company expired from Master Call NCL, existing inside original Master Call NCL, the registration form(s) are rewarded to sales employee whom receives the registration form.
    c. If overlapped entries of the same company expired from Master Call NCL, existing inside original Master Call NCL, but registration form not going directly to any sales employee but to registration manager or other department(s), the registration form(s) shall be rewarded to sales employee whom has entry(s) inside original Master Call NCL and the entry(s) associated with either the person sending the form; or delegate; or registration authorizer with name and signature exist on the form.

14. Valid Registration form(s) associated with entry(s) completely expired from Master Call NCL but not overlapped with any existing entry(s) or expired entry(s) shall be rewarded to sales employee who is owner of the entry(s).

15. Ownership of valid registration form(s) and its commission are non-transferable to other members of any sales units.

16. Business Development Unit may request to insert new company into List of Potential Company

17. Valid registration form must contain full name of authorizer, signature and verified via phone by Quality Control (Sales Supervision)

18. Valid registration form must be approved in written by Project Manager in charge and Quality Control Officer in charge before sending to Finance for Invoicing.

PROCEDURE & GUIDELINES

19. Convert Live entries to other status in Master Call NCL
    a. **BLOCKED -** sales member may request to put certain valid Live or Expired entries to be converted to Blocked if he wants the entry is not expiry till the end of a program. There only 05 Blocked entries allowed per sales member regardless of programs.
    b. **BLOCKED** 's guideline

Send email to Quality Control/ Sales Supervision and keep stakeholders in the loop as below format

To:	ncl@pri-qua.com
CC:	tommy@pri-qua.com; direct supervisor
Subject:	Request for Block of [Event Code]
Content	Dear Quality Control I would like put **Blocked** following entrie(s): 1. [Country Abbreviation Name][Company Full Name 1] [Job Title] 2. [Country Abbreviation Name][Job Title] N. [Country Abbreviation Name][Company Full Name N] [Job Title] Signature

c. There are up-to 05 Blocked entries per sales member.

d. **LOI** – means a form of letter of intention express via email from clients who is interested into a program considering all cost implication involved. Sales member may request to put certain valid Live or Expired entries to be converted to LOI if he wants the entry is not expiry till the end of a program.
e. To convert, sales member forward to request Business Development Unit with LOI request from client and keep direct supervisor in the loop.
f. **LOI** 's guideline

Send email to Quality Control/ Sales Supervision and keep stakeholders in the loop as below format

To:	ncl@pri-qua.com
CC:	tommy@pri-qua.com; direct supervisor
Subject:	Request for LOI of [Event Code]
Content	Dear Quality Control I would like put **LOI** following entrie(s): 1. [Country Abbreviation Name][Company Full Name 1] [Job Title] Copy & paste LOI sent by client 2. [Country Abbreviation Name][Company Full Name 2] [Job Title] Copy & paste LOI sent by client N. [Country Abbreviation Name][Company Full Name N] [Job Title] Copy & paste LOI sent by client Signature

g. **BOOKED** – means company already fill in registration form and officially register for the existing program. From said conditions, certain valid Live or Expired entries are to be converted to Booked automatically by Sales Supervision upon receiving email sales confirmation.

h. **EXPIRED** – means entry is deleted automatically by Sales Supervision after 10 full business working days following business calendar of office location.

20. More than 01 sales member are putting same company name in Master Call NCL for existing program.
    a. Entries which are pitched and recorded earliest according to Written Call NCL and Excel Call NCL satisfying condition of valid entries are considered valid.

21. Sending Excel NCL

a. Business Development Unit update and send Excel NCL daily, after official working time and prior to leaving office, to Sales Supervision Unit (ncl@pri-qua.com, and CC Tommy@pri-qua.com) in charge and keep direct supervisor in the loop.

22. Insert new company into List of Potential Company
    a. Business Development Unit send request of insert new company into list of potential company to Sales Manager in charge, justify potentiality according to following questions:
        - Why does the company need our program?
        - Will the company has sufficient money to pay?
        - Are they in convenient location to attend?
    b. Sales Manager upon approval instructs Sales Supervision Unit to insert new company into List of Potential Company.

Send email to Quality Control/ Sales Supervision and keep stakeholders in the loop as below format

To:	ncl@pri-qua.com
CC:	tommy@pri-qua.com; direct supervisor
Subject:	[Sales Name] Request for adding new Companies [Event Code]
Content	Dear Quality Control I would like add following company(s) into the list: 1. [Country Abbreviation Name][Company Full Name 1] [Sector][Website] 2. [Country Abbreviation Name][Company Full Name 2] [Sector][Website] N. [Country Abbreviation Name][Company Full Name N] [Sector][Website] Signature

23. Insert new potential job title into List of Potential Company
    a. Business Development Unit send request of insert new potential job title into list of potential company to Sales Manager in charge, justify potentiality according to following questions:
        - Why does the job title potential for our program?
        - Will the job title play role of DM or User?

DEFINITION

24. NCL is defined as No Call List. This is a list of called companies and job titles and other required information in standard NCL format.

SCOPE

25. This policy covers employees in Sales department

Letters Split

OBJECTIVE

1. To ensure all sales employees, within an assigned team, are given equal possibilities about reaching clients in target market.

STATEMENT

2. Letter split is prepared by direct Sales Manager in-charge.

3. Letter Split contains following information:
    - Program Name, Location, Date, Venue if available
    - Letter splits for sales members
    - Company Name rules and other pitching rules
    - Date of letter split opening within team members and to the floor
    - Regulated potential job titles for CALL Excel NCL and EMAIL Excel NCL

4. Letter sets in Letter Split must be drawn randomly in presence of all individuals within the assigned sales team.

DEFINITION

5. Letter Split is defined as a set of document and guideline including; portions of clients assigned to individuals within an assigned sales team; exclusion in pitching, pitching rules, pitching start date, date of cross selling, date of opening, responsible program leader.

SCOPE

6. This policy covers employees in Sales department

Revenue

OBJECTIVE

1. To ensure sales members understand revenue and revenue obligation.

STATEMENT

2. Revenue is defined as total registration fee generated from delegate sales over a period of time
3. Revenue is generated without payment is classified as Written Revenue.
4. Written Revenue is confirmed when a registration form is signed with adequate details of delegates and authorizer.
5. Paid revenue is classified as Check-in Revenue.
6. Personal and Team Commission are calculated based on Check-In Revenue.

PROCEDURE

7. Direct supervisor in charge is required to update revenue correctly and diligently on the revenue board and to higher management.
8. Written Revenue and Invoicing
    - Issue email confirmation to client and keep cc operation department, direct sales supervisor, sales manager, finance department, sales supervision unit.
    - Issue invoice instruction / booking form to finance department and keep cc direct sales supervisor, sales manager, attach valid registration contract.

SCOPE

9. This policy covers employees in Sales department.

Cross – Selling

OBJECTIVE

1. To maximize profitability of sales members and programs.

STATEMENT

2. All sales members of Business Development Unit may cross sell.
3. Cross-Selling start date follows Letter Split rules
4. Sales Manager approves for Cross-Selling KPIs. Sales Manager may stop Cross-Selling if program conditions require manpower and intensity of sales members.

PROCEDURE

5. Sales Manager approves for Cross-Selling KPIs, keeping CC Sales Supervision Unit and direct supervisor in charge.
6. Business Development Unit keeps updating NCL normally according to cross-sell program.

DEFINITION

7. Cross-selling is defined as an action of pitching by a sales member to a program which not the primary program is given to him.

SCOPE

8. This policy covers employees in Sales department.

PITCH

OBJECTIVE

1. To ensure sales employee understand Pitch and Follow up
2. To maximize sales effectiveness

STATEMENT

3. Business Development Unit is responsible for making pitch.
4. Sales Supervision Unit are not allowed to pitch unless specified in written by CEO / Sales Director.
5. Sales Management Unit are required to pitch but not entitled for commission, only server purpose of understanding market condition.
6. 01 Pitch is equal to 01 Call KPI.
7. A pitch to same company, same designation, and same client's employee for an existing program repeatedly completed by a sales member is considered as a follow up.
8. A pitch to same company, same designation, and same client's employee for an existing program completed by a different sales member is considered as a new pitch under new sales member name

DEFINITION

9. Pitch is defined as the first sales presentation call which includes comprehensive sales steps from introduction to product presentation, objection handling and closing to build interests of potential decision makers and users to a program with condition that correct email and permission to send email is obtained.
10. Follow up call means all calls to potential clients after a pitch is considered as follow up call. A follow up call serves purposes of adding, clarifying information and closing sales

SCOPE

11. This policy covers employees in Sales department.

Performance Management And Feedback Policy

OBJECTIVE

1. This policy sets forth the Prime Quality Training's policy regarding the importance of timely and honest feedback and to assure fair and consistent treatment of employees. It is the intent of Prime Quality Training to create and maintain a productive work environment by establishing a means for effective two-way communication between managers and staff. The company believes that meaningful feedback promotes mutual understanding of work responsibilities and performance expectations, fosters employee development and focuses all employees on the overall objective, which is to obtain the company's performance goals.

STATEMENT

2. All sales employees are subjected to performance management within employment period
3. There are 04 evaluation period within 12 months contract, each evaluation period is 03 months length.

PROCEDURE

4. Business Development Unit members are measured accordingly to following KPIs

Designation	Daily Calls KPI target	Rev KPIs target (USD)
Business Development Intern	Average Minimum 3 Call KPIs per official working day	
Business Development Trainee	Average Minimum 6 Call KPIs per official working day	✓ USD 15,000 *per* 12 weeks per evaluation period.
Business Development Executive	Average Minimum 6 Call KPIs per official working day	✓ USD 20,000 *per* 12 weeks per evaluation period.
Senior Business Development Executive	Average Minimum 6 Call KPIs per official working day	✓ USD 25,000 *per* 12 weeks per evaluation period.
Team Lead Business Development	Average Minimum 6 Call KPIs per official working day	✓ USD 40,000 per 12 weeks per evaluation period

5. Business Partner, Senior Business Partner, Regional Advisor Business Development, Business Development Director KPIs are measured according to management target

6. Sales Management Unit member's performance is measured based on annual revenue target.
7. Basic salary are calculated based on actual total month end KPIs if average daily KPIs falls below above quota due to sales performance, but not company technical issues or tasks assigned by company management.
    - If an official working day wherein company phone line has continuous technical disruption causing all sales officials unable to complete daily KPIs, evidence is testified by company management or authorized personnel, then total month working day shall deduct that day so to derive actual working days.
    - If sales official(s) are assigned to other official tasks by company management in N official working day(s) in a month or more than 6 hours in an official working day, daily call KPIs are not required.

Example*: Anderson is Business Development Trainee. Month of March when Anderson worked has 22 working days excluding 01 public holiday in Vietnam on weekdays and excluding 01 phone line had been off for more than 01 hour continuously.*
Hence

Total month end call KPis Anderson is required is	*22 x 6 = 132*
Average daily call KPIs Anderson is required as policy is	*6*
Actual month end (March) call KPIs of Anderson is	*100*
Anderson monthly basic salary (USD)	*200*

Actual salary of March Anderson shall receive is $\frac{200}{132}$ *x 100 = 151.5 (USD)*

8. All sales employees will be rated on the following nine (09) competencies under five (05) point scales (Exceptional, Strong, Satisfactory, Needs Development, and Unsatisfactory).

Decision Making	Able to analyze situations fully and accurately and reach productive decisions. Consults appropriate parties when necessary and identifies the key concerns and/or issues that need to be addressed in order to make the best decision possible.
Effective Communications	Able to express ideas in a clear, concise, and effective manner, whether speaking or in writing. Uses correct grammar and sentence structure in communications. Is a good listener, even when differing viewpoints are expressed. Openly shares information and keeps all relevant parties updated.
Interpersonal Relationships	Builds and maintains effective working relationships with others- both internal and outside the organization. Takes a positive and productive approach to resolving any conflicts which may arise.
Job Knowledge & Product Knowledge	Demonstrates the professional, administrative, supervisory, and/or technical knowledge required to perform the job successfully. Continuously strives to further improve product knowledge. Serves as a reliable resource for other employees regarding areas of expertise.
Job Knowledge & Sales Procedure	Demonstrate ability to master sales procedure acquired via company basic training, and implement to real life scenarios successfully.
Producing Results	Assignments/projects are consistently completed in a timely manner with the desired level of quality and quantity. Follows up on the outcome of work efforts to ensure desired results.
Service Excellence	Makes excellent customer service a top priority and constantly seeks to improve customer service. Is responsive to changes in what customers want and need. Delivers on promises made to customers and follows up appropriately.
Attendance & Punctuality	Able to strike for punctuality at work and maximum attendance to maximize work result.
Honestly & Integrity	Able to demonstrate personal values, moral and ethical principles in relationship at work which are in line with company business development & management strategy.

9. All classified staff managers/supervisors will also be rated on the following three competencies:

Cultivating Workplace Diversity	Ability to understand, appreciate, and use the unique contributions of staff in various cultures, nationalities, ethnic backgrounds, genders, ages, points of view, etc.
Leadership	Ability to work with a group to set its objectives and agenda, generate allegiance to those objectives, and guide and motivate their achievement. Articulates the end results needed and allows people to exercise initiative and discretion without micromanaging. Enforces standards/rules fairly and consistently and leads with courage.
Staff and Career Development	Addresses learning, training, and career development needs of individuals, teams, or organization. Works with employees to establish job and career development goals. Provides accurate, timely feedback including annual performance review.

DEFINITION

10. KPI is Key Performance Indicator including Call KPIs, Revenue KPIs, Email KPIs
11. Competencies

Competencies are the key capabilities, characteristics, and behaviours that all Prime Quality Training employees need to develop and demonstrate in order to drive superior work performance.

SCOPE

12. Apply to full time employees.

Leave

OBJECTIVE

1. Ensure employees clearly understand leave for Sales Department

STATEMENT

2. All unpaid leave, arrive-after, lateness, emergency leave, early departure is notified, validated and approved by line supervisor in charge
3. Paid Leave, Annual Leave is notified, validated and approved by line supervisor in charge in accordance with HR record, and Sales Manager preference.
4. Leave approval must take into account HR allocation during employee on leave.
5. Sales Management personnel must appoint acting personnel during leave

PROCEDURE

6. All unpaid leave, arrive-after, lateness, emergency leave, early departure is notified, validated and approved by line supervisor in charge
7. Paid Leave, Annual Leave is notified, validated and approved by line supervisor in charge in accordance with HR record, and Sales Manager preference.
8. Leave approval must take into account HR allocation during employee on leave.
9. Sales Management personnel must appoint acting personnel during leave
10. Unpaid Leave, Paid Leave, Annual Leave must receive final approval from Sales Manager in charge considering human resource allocation at that point of time so to ensure sales is on-going.

SCOPE

11. Apply to full time and part time employees.

Discount

OBJECTIVE

1. To ensure profitability of any programs is maximized.
2. To ensure any extra discount option is considered carefully.

STATEMENT

3. Discount aside from Early Bird, Group Discount is to be notified, validated and approved by Sales Manager in charge.

PROCEDURE

4. Business Development Unit can direct request to Sales Manager in charge for discount amount.
5. Discount amount must be considered along with total consideration of program revenue, program profit and event reputation.
6. Discount more than 30% per delegate must obtain written approval of Sales Director /CEO

SCOPE

7. Apply to all programs

Program Cancellation

OBJECTIVE

1. To ensure profitability of any programs is maximized.
2. To ensure loss of any program is limited.

STATEMENT

3. Recognizing that each program is an investment with certain risk associated, Prime Quality Training's management should consider carefully to continue running a program or discontinue running to ensure loss is limited and all stakeholders are well informed and managed.

PROCEDURE

4. Program cancellation should be considered as last option after all possible actions taken to recue cost and event reputation.
5. Program cancellation requests are usually based on harsh weather, political changes and such unpredicted and unavoidable events beyond company control, or due low sales volume with valid reason which the sales team including Business Development Unit and Sales Management Unit try the best to solve.
6. Program cancellation requests are initiated by Sales Manager in charge with sufficient evidence provided.
7. Program cancellation must be communicated clearly and well in advance with stakeholders (delegates, trainers, hotels, vendors, related employees).

SCOPE

8. The policy covers all training, seminar, conference and all other programs produced by Prime Quality Training.
9. The policy covers all full time and part time sales staffs

Potential Programs Request

OBJECTIVE

1. To ensure company revenue and market penetration is maximized throughout any existing and potential program opportunities.

STATEMENT

2. Recognizing client's potential program request is crucial to revenue generation and market penetration of Prime Quality Training, hence all potential program requests must be treated with diligent and highest level of interpretation and timely delivery.

PROCEDURE

3. All potential program inquiries from clients are forwarded to Sales Manager in charge.

SCOPE

4. Apply to all programs request to Prime Quality Training and generated during course of employment of sales members

Information Security Policy

OBJECTIVE

1. To ensure confidentiality of information and protect company business

STATEMENT

2. Prime Quality Training recognizes that our information systems are critical to the continued success of the business. The number and severity of information security threats to these critical systems increase daily and pose material risk to the business. These risks include compromised confidentiality or integrity of business information, as well as interruption of key business processes supported by our information systems. These risks can adversely affect operational and financial performance of the business and can harm the reputation of the business as a competent operator. Effective recognition, assessment, tracking, and management of information security risks are an essential operational risk control process.

PROCEDURE

3. All client's/ potential client's database which is acquired during employment with Prime Quality Training is defined as Prime Quality Training's intellectual property. Employees are prohibited to gain personal profit from the database, prohibited from selling, dodging information to (direct or indirect) competitors or other usage against interests of the company during and after employment with Prime Quality Training.

4. All Sales Staffs are prohibited from obtaining information, contacting Prime Quality Training's event trainers/ speakers/ sponsors through all mean of communication (Mobile, Linkedin, Facebook, Twitter, or others media) unless approved in written (formal form or formal email) and directed by company CEO.

5. All employees are required to maintain and make use company email address correctly. Solely use company's email address to communicate work-related issues and execute work-related issues. All employees are required not to change default email password set by the company unless directed by specific instruction from company's board of directors.

6. All employees are required not to make disclosure of personal benefits and compensation to other employees and outsiders unless directed by specific instruction from company's board of directors.

SCOPE

7. The policy covers all full time and part time sales staffs

Sales Resignation Procedures

OBJECTIVE

STATEMENT

GUIDELINES

1. Employee sends resignation notice to Project Manager

   Specify clearly notice date; date of leaving; reason

2. Project Manager approves and cc HR & Quality Control/ Sales Supervision
3. HR liaises with Finance to prepare termination notice
4. Quality Control/ Sales Supervision start to add all their Call and Email NCL to our main database at so to provide for future employees.

   \\PQSERVER\PQ Server\Quality Control

5. IT shall remove the folder of that employee after all

Best Regards