	<h1>Sales Offer</h1> <h2>Policies and Procedures</h2>		Document Number: 2P-SAL-12.02
	Department: Sales	Effective Date: September 5, 2025	Revision No 2

Scope

Starts with collating of necessary information related to the project by consulting other business units and analyzing cost and ends with the submission of rates.

Objective

- To provide “best value” to the customer with economical rates that will gain the interest and trust of the customer to buy the services.
- To close more new business from new potential accounts or deep sell from existing accounts


Definition/s:

- Sales proposal- is a written offer from sales-in-charge to a prospective customer. It contains rates and information required by the customer in relation to the shipment.
- Best Value- is defined as the most advantageous combination of cost, quality, and sustainability to meet customer requirements.
- Deep sell – gaining new business opportunity from existing accounts.
- CRM (Customer Relation Management) – is a business tool that allows sales personnel to manage information of customers, partners, workflow processes, communication, productivity, sales activities such as report and itineraries.

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Policies

1. Sales in- charge shall submit at least five (5) new rate proposals to potential customers or new lane through deep selling to existing customer per month.
2. Ensures that all sales offer or proposals that are not published rates shall be reviewed by Sales leader prior submission to the customer.
3. If Special Projects such as Heavy, out of gauge, barge, counter offer, Sales in- charge shall coordinate to concerned department to discuss the scope of the project/ requirements and prepares cost analysis of requested rates (if needed).


References/ Source (Any of the following):

- Email
- Sales Report
- CRM
- Customer Portfolio
- Sales Proposal

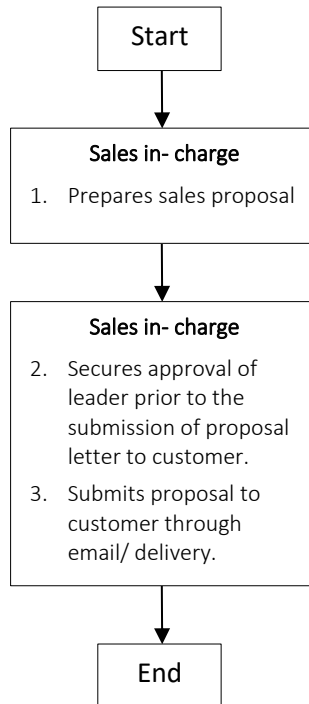
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Procedure



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