	<h1>Sales - PRAM</h1> <h2>Process Risk Assessment Matrix</h2>		Document Number: PR-SAL-12.01
	Department: Sales	Effective Date: October 10, 2025	Revision No 7

Legend:

Probability of Occurrence		Based on Average No. of Transaction/Cases (MNL)	Based on Average No. of Transaction/Cases (DVO)
High	Almost certain will occur	21 and above	11 and above
Medium	Occur at some time	11 to 20	6 to 10
Low	Remote Possibility	0 to 10	0 to 5


Severity of Risk	
Critical	Will greatly affect stakeholders satisfaction
Non-Critical	Less effect on stakeholder satisfaction

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Account Solicitation	Low Revenue	High selling price compared to competitors	Medium - Mnl Medium - Ceb Medium - Dvo	Critical	Prepare/update Competitors Analysis Offer an option for customers for a wider choice of products and services	Rate Analysis Report Customer Retention File Sales Proposals / Quotations	Conduct review of rates analysis Continue to build good relationship with customers Be an alternative solution provider	MOM, Business Review Production Report
		Lack of trucks	*Refer to Operations PRAM					
		High cost of carrier	Medium - Mnl Medium - Ceb Medium - Dvo	Critical	Negotiate Rates to carrier  Build relationship with Carriers  Request for deferment and discounted rate with volume commitment	Email/ Carrier Rates proposal	Maintain agreed volume requirement of carrier  Accredit more Carriers	Monitoring of Volume Performance per carrier

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Account Solicitation	Low Revenue	Higher buying air freight rates imposed by carriers due to limited space and flights	Medium - Mnl Medium - Ceb Low - Dvo	Critical	Operations to negotiate rates with carrier through phone call/ virtual meeting  Schedule charter flight for urgent transaction  Identify accounts for possible conversion	Minutes of Meeting  Email/ Viber	Solicit booking for more volume and maximize the available capacity given by the carriers  Inform clients regarding the mandatory increase by the carriers brought about by the pandemic  Provide adjusted rates to clients  Conversion of air to sea shipments	Email/ Viber
		Carrier acting as forwarder	High - Mnl High - Ceb Medium - Dvo	Critical	Offer more value added services to customer; Constant rapport building with customer  <b>For affected accounts, implement monthly Business Reviews to ensure that agrees KPI's are met</b>	Customer Retention KPI/Scorecards SOP with Customer	Deeper entrenchment with accounts. Service Enhancement by offering wider array of products and services to include trucking, warehousing, international, ISO tank, RORO	Customer Retention KPI/Scorecards  Minutes of Meeting/CRM Proposal / Quotation
		Service Failure	Medium - Mnl Medium - Ceb Low - Dvo	Critical	Conduct regular alignment meeting to re-cascade SOP	CRM, Email, Business Review	Conduct Root cause analysis with Operations team to come up with action plans to offer alternative solutions immediately.  Close monitoring of Customer Experience on the incidents and action plan  <b>Additional fleet and accreditation of more subcons</b>	SOP, MOM, CRM, NCAR, BR

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Account Solicitation	Low Revenue	Customer preference	Low - Mnl Low - Ceb Low - Dvo	Critical	Update of company milestones; Regular Sales Call; Build relationship with Customer	CRM; Rep & PR	Offer value added services; Wine and Dine Regular Visit	CRM, Rep & PR
		Low orders from customer with multiple providers/Off season	Low - Mnl <b>Medium</b> - Ceb Medium - Dvo	Critical	Build relationship with Customer; Regular Sales Call and Business Review; Offer value added services and deep selling	MOM, Branch Support - CRM	Regular Sales Call; Branch sales visibility; Constant telemarketing	MOM, Market segmentation, CRM, Rep & PR, Calendar of Events/Conventions in relation to Customer Industry nationwide (c/o Marketing)
		Limited Network Reach for Luzon	Low - Mnl <b>Low</b> - Ceb Low - Dvo	Non-critical	Strengthen Alliances to cover north and south Luzon;	Statutory requirements for Alliances and Hubs	Accredit more truckers; Open hubs for north and south Luzon	Agents Contract/Clients Agreement
		Direct Importation to CEB,CGY, and DVO	Low - Mnl <b>Low</b> - Ceb Low - Dvo	Critical	Coordinate with F2 Global to offer other services such as brokerage and conversion of Global accounts to Domestic and vice versa	Emails	Strengthen resources of F2 Global in Branches with direct Call	Budget, Minutes of Meeting in mancom
		Temporary shut down of businesses due to calamities/ unforeseen events	Low - Mnl Low - Ceb Low - Dvo	Critical	Sourcing out of new business thru social medial Posting  Promote services thru social media advertisement  Establish Virtual meetings and constant telemarketing	F2 Logistics social media pages  CRM Report	Tap more industry through social media posting/ online advertisement/ telemarketing  <b>Continue hybrid type of meetings with client</b>	Research and Minutes of Meeting

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Account Solicitation	Low Revenue	Calamities/ Climate Change	Low - Mnl Low - Ceb Low - Dvo	Critical	Maintain constant communication with clients by checking the condition of their businesses and/or the status of their bookings/shipments	CRM	Cascade to all customers the contacts of F2 Emergency Response Team for any queries and clarification	F2 BCP
	Inexperienced Sales Personnel/ No personnel	Poor manpower pooling	High - Mnl Low - Ceb Medium - Dvo	Critical	To advertise thru Newspaper, Social Media and Job Street  Develop home-grown employees with Sales capabilities and interest	Job Posting	To source from other Logistics Companies and offer a career in F2  To partner with head hunters for expanded manpower pool'	Resume  Head Hunter Report
		Lack of training program for sales	Low - Mnl Low - Ceb Low - Dvo	Critical	Attend the mandatory training for Sales  Conduct coaching and mentoring	Coaching Log  Attendance Sheet	Monitoring of monthly results of KPI  Rate the person using the CBS and develop training program for the identified gap	KPI  CBS Rating
		Unavailability of manpower due to no transportation available because of calamities	Low - Mnl Low - Ceb Low - Dvo	Critical	Set up flexible work arrangements or Work From Home arrangement	Attendance sheet	Adhere to the company safety protocol	BCP Guidelines
	Hijack	Connivance/Syndicate	Low - Mnl Low - Ceb Low - Dvo	Critical	Provision for Escort on high valued shipments  Insure the cargo and the unit	Insurance Policy, GPS Accreditation/ Government issued documents	Regular evaluation of truckers and drivers; Establish control measures	Accreditation/Government issued documents

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Account Management	Lost Account	Service Failure	Medium - Mnl <b>Medium</b> - Ceb Low - Dvo	Critical	Strict compliance of SOP; Conduct regular alignment meeting to ensure that the service level is met	CRM, Email	Conduct Root cause analysis with Operations team; Offer alternative solutions  <b>Additional fleet and accreditation of more subcons</b>	SOP, MOM, CRM, NCAR, BR
		Price Increase	Medium - Mnl High - Ceb Medium - Dvo	Critical	Coordinate with Suppliers/Carriers to extend additional discounts and deferment of increase  Negotiate better buying rates to shipping lines  Look for alternative shipping lines with competitive rates	CRM	Deeper entrenchment with accounts. Service Enhancement by offering additional lanes, <b>products and VAS</b>  Build strong relationship with shipping lines	Rate Analysis, CRM, Customer Retention; MOM/Conformed Rates
	Lost Revenue	Poor Account Management	Low - Mnl Low - Ceb Low - Dvo	<b>Non-Critical</b>	Attend the mandatory training for Sales Conduct coaching and mentoring  <b>Change of assigned sales personnel</b>	Coaching Log  Attendance Sheet	- Revenue and Sales Updates; - Semi Annual Performance Evaluation; - Rate the person using the CBS and develop training program for the identified gap. - System Training	KPI CBS Rating Training Tool Kit F2 System Customer Portfolio Checklist
	Non-collection /Non-payment	Poor profiling of customer/bankruptcy/Claims concerns	Low - Mnl <b>Low</b> - Ceb Low - Dvo	Critical	Issue Demand letter  Reconciliation meeting with Customer  Refer to Collection Agency	Letter, Minutes of Meeting, SOA	Strict implementation of CIS and CAF  Include in the business review the AR discussion  Close coordination	CIS, CAF, Minutes of Meeting on Business Review

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Account Management	Non-collection /Non-payment	Temporary shutdown/ closure/ down size of businesses	Low - Mnl Low - Ceb Low - Dvo	Critical	Sales to coordinate with finance and consistently assist in collection follow-up re accounts handled with pending payments	Email/ Viber/SOA	Identify/prioritize problematic accounts/prioritization and conduct regular virtual meetings with client in the new normal situation	Email/CRM/SOA/ Minutes of Meeting
		Extension of credit terms	Medium - Mnl <b>Low</b> - Ceb Medium - Dvo	Critical	Offer Prompt Payment Discount/Incentives	Email/SOA	Identify/prioritize problematic accounts/prioritization and offer the prompt payment discount/incentive	Email/CRM/SOA/ Minutes of Meeting/BR
	Lack of Accounts Visitation	Leave (VL/SL) Sales to attend management mandated sales activities	Low - Mnl Low - Ceb Low - Dvo	Critical	Advance planning of Vacation Leave Establish guidelines and manning schedule. Assign buddy Sales personnel to temporarily handle the accounts	Payplus, Email	Proper scheduling of annual leave Discuss with team leader and members on the guidelines to be implemented	Payplus, Email, Minutes of the Meeting
		Restricted client visitation due to calamities	Low - Mnl Low - Ceb Low - Dvo	Critical	Constant account calls/virtual meetings and telemarketing  Refer LGU Memorandum on Safety Protocols	CRM/ Viber LGU Memo / Email	Build relationship to accounts through constant communication and Representation like sending Food and other marketing giveaways thru Grab, remembering accounts birthdays and anniversaries.  Strict compliance of safety protocol: wearing of face mask, face shield, constant hand washing and observe social distancing	CRM LGU Memo / Email

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