InTechProject

Sales Department

Department Description

APPROVED

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Title

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Name and Signature

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Date

.

Approval Sheet

AGREED WITH:

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Head of Sales Department |  |  |  |  |  |  |
| Title |  | Signature |  | Name |  | Date |
|  |  |  |  |  |  |  |
| Title |  | Signature |  | Name |  | Date |
|  |  |  |  |  |  |  |
| Title |  | Signature |  | Name |  | Date |
|  |  |  |  |  |  |  |
| Title |  | Signature |  | Name |  | Date |

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# General

1. Sales Department is an org unit of InTechProject.
2. Sales Department is part of the InTechProject.
3. Sales Department is created and liquidated by the order of CEO.
4. Department structure and staff is approved by CEO in accordance with the tasks to be solved and the scope of work, determined by strategic goals and plans.
5. Employees are appointed and dismissed in the manner prescribed by their Job Descriptions.

## Head of Department

Head of Sales Department is the Head of the Department, his Liner Manager is Director.

## Objectives

Department activity is aimed at achieving the following objectives:

|  |
| --- |
| * Attract customers |
| * Build lasting relationships with customers |
| * Increase the number of customers |

## Documentation

Activity of Sales Department is regulated by the following reference documentation and requirements:

|  |
| --- |
| * Development strategy |
| * Payment budget |
| * Price policy |

and:

|  |
| --- |
| * related Administrative Documents; |
| * this Department Description; |
| * other Instructions and Norms regulating Department performance. |

## Rights

The rights of department employees are established by their job descriptions and current legislation.

## Responsibilities

The entire responsibility for the quality and timeliness of the fulfilment of the department tasks and duties lies with Head of Sales Department.

Responsibilities of other employees are established by their Job Descriptions.

# Organization Structure

## Staff

| Department | Position | Number of Full-Time Positions |
| --- | --- | --- |
| Sales Department | Head of Sales Department | 1 |
| Sales Manager | 2 |

|  |  |
| --- | --- |
| Total number of full-time positions | 3 |
| includes: |  |
| Executives | 1 |
| Experts | 2 |

## Organizational Chart

|  |
| --- |
| title |

# Tasks

## Activities

Department performs the following functions and processes:

|  |
| --- |
| * A1 Develop business concept and strategy |
| * A1.2 Select market segments and define product portfolio |
| * A2 Manage promotion and sales |
| * A2.1 Attract customers |
| * A2.2 Define customer needs |
| * A2.4 Initiate project |

## Other Functions

Department maintains primary documentation of functions and processes it performs in accordance with their descriptions and other internal documents.

Develops the organization's marketing policy based on the product's consumer characteristics and a forecast of consumer demand and the market situation.

Creates databases of customers.

Compiles future and current production plans,

and identifies new sales markets and new consumers for the product.

# Relationships with Other Departments and External Environment

## Incoming Data

Sales Department receives documents, information, and material objects from the following departments:

##### Budget and Finance Department:

|  |  |
| --- | --- |
| 1. | Payment budget |

Sales Department receives documents, information, and material objects from the following employees or external organizations:

##### Organization departments:

|  |  |
| --- | --- |
| 1. | Proposal to change regulatory and methodological documentation |

##### Project team:

|  |  |
| --- | --- |
| 1. | Customer satisfaction report |

##### Staff making comments on the project:

|  |  |
| --- | --- |
| 1. | List of comments on project |

## Outgoing Data

Sales Department delivers documents, information, and material objects to the following departments:

##### Budget and Finance Department:

|  |  |
| --- | --- |
| 1. | Contract |

##### HR Department:

|  |  |
| --- | --- |
| 1. | Development strategy |

Sales Department delivers documents, information, and material objects to the following employees or external organizations:

##### Project Manager:

|  |  |
| --- | --- |
| 1. | Project description |

# Department KPIs

The following KPIs are used to assess activity of the “Sales Department” department:

| No. | KPI | Unit |
| --- | --- | --- |
| 1. | Cost of attracting customers | Thousand Euros |
| 2. | Cost of attracting one customer | Euro |
| 3. | Number of customers | Items |
| 4. | Number of customers attracted | Items |
| 5. | Number of return customers | Items |
| 6. | Percentage of return customers | Percentages |

1. Org Units of Roles Mentioned in the Document

| No. | Role | Org Unit | Department | Activity Object |
| --- | --- | --- | --- | --- |
| 1. | Project team | Head of Installation Site | Installation Site |  |
| Installer | Installation Site |  |
| Leading Engineer | InTechProject |  |
| Project Manager | InTechProject |  |
| Technician | InTechProject |  |
| 2. | Staff making comments on the project | Director of Operations | InTechProject |  |
| Head of Engineering Department | Engineering Department |  |
| Head of Installation Site | Installation Site |  |
| Leading Engineer | InTechProject |  |
| Project Manager | InTechProject |  |
| Technician | InTechProject |  |