Sales, Marketing and Customer Service

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Reviews

- Background

- Logistics

- Procurement Office & Clerk

- Inventory Management
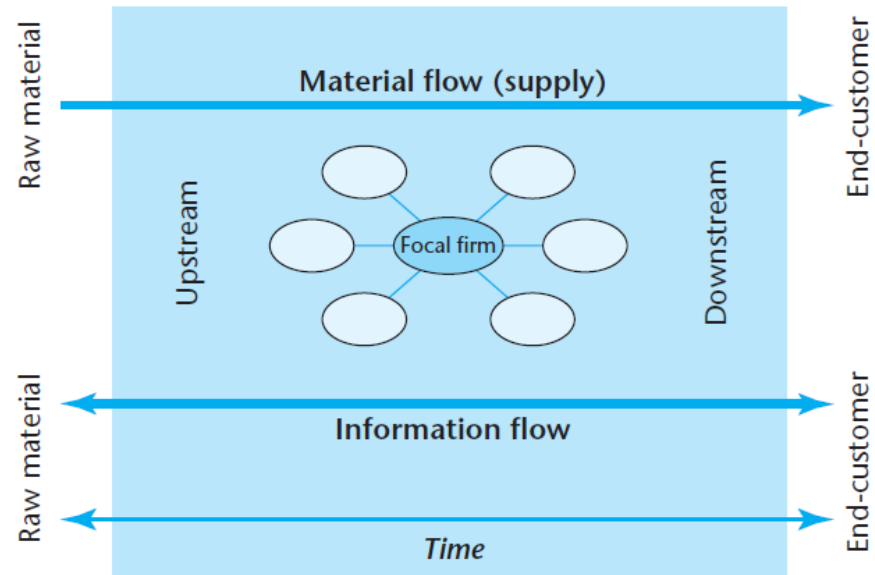
- Procurement Software

Background

- Today's business environment is driven by the following (Keith, Vitasek, Manrodt & Kling, 2016):

  1. Globalization that is accelerating market interconnectedness.
  2. A business environment challenged with increasing volatility and risk, including international terrorism, sovereign debt defaults, natural disasters, and port slowdowns caused by labor disputes and inadequate transportation infrastructure
  3. An increasingly fast consumer-driven society that demands more agile and flexible supply chains
  4. The continued evolution of a service economy that is shifting to strategic, not just tactical, outsourcing
  5. A shift in purchasing skills and processes to create value, not simply procure goods and services
  6. The expansion and introduction of capabilities of cloud computing in procurement activities

Logistics

- Logistik adalah tugas mengelola 2 (dua) arus utama(Harrison & Hoek, 2008):

  1. *Material flow* barang fisik dari pemasok melalui distribusi pusat ke toko;

  2. *Information flow* data permintaan dari pelanggan akhir kembali ke pembelian dan ke pemasok, dan data pasokan dari pemasok ke pengecer, sehingga aliran material dapat direncanakan dan dikendalikan secara akurat.

Procurement Office & Clerk

- Role and functions of the procurement office
    1. Determine items to purchase;
    2. Liaise with other departments; and,
    3. Manage inventory.
- Terminology and abbreviations used in purchasing documents and literature:
    1. Free on board (F.O.B.);
    2. Cost, insurance and freight (C.I.F.);
    3. Errors and omissions excepted (E & O.E);
    4. Cash on delivery (c.o.d.);
    5. Excluding works (ex works); and,
    6. Discounts.

- Procurement Clerk
- Duties of a purchasing clerk:
    1. Preparing and processing purchase and stock requisitions;
    2. Filing of purchasing records;
    3. Maintaining stock records;
    4. Maintaining database of supplier records; and,
    5. Verifying orders received.
- Attributes
    1. Integrity;
    2. Honesty;
    3. Initiative; and,
    4. Detail oriented.

Inventory Management

- **Importance of inventory management:**
  1. Prevention of pilferage;
  2. Control of inventory;
  3. Signaling of market trends;
  4. Availability of capital;
  5. Optimization of storage space; and,
  6. Just-in-Time (JIT).

- **Stock records:**
  1. Stock requisition forms and stock cards;
  2. Storage of office supplies;
  3. Reporting on stock levels; - Last-in-First-Out (LIFO), First-in-First-Out (FIFO); Average Cost (AVCO); and,
  4. Use of software and electronic devices in stock control, including inventory software, bar code scanners.

Procurement Software

- **Bellwether**
- **Coupa**
- **Kissflow**
- **Odoo**
- **OpenProcurement**

- **Precoro**
- **Procuman**
- **Promena**
- **Sutisoft**
- **Tradogram**

Purposes

- Mengetahui peran dan fungsi
  - Sales,
  - Marketing and
  - Customer Service Office

Agenda

01 Background

02 Office Cleck

03 Documents

04 Discount Types

05 Sales, Marketing, CS Software

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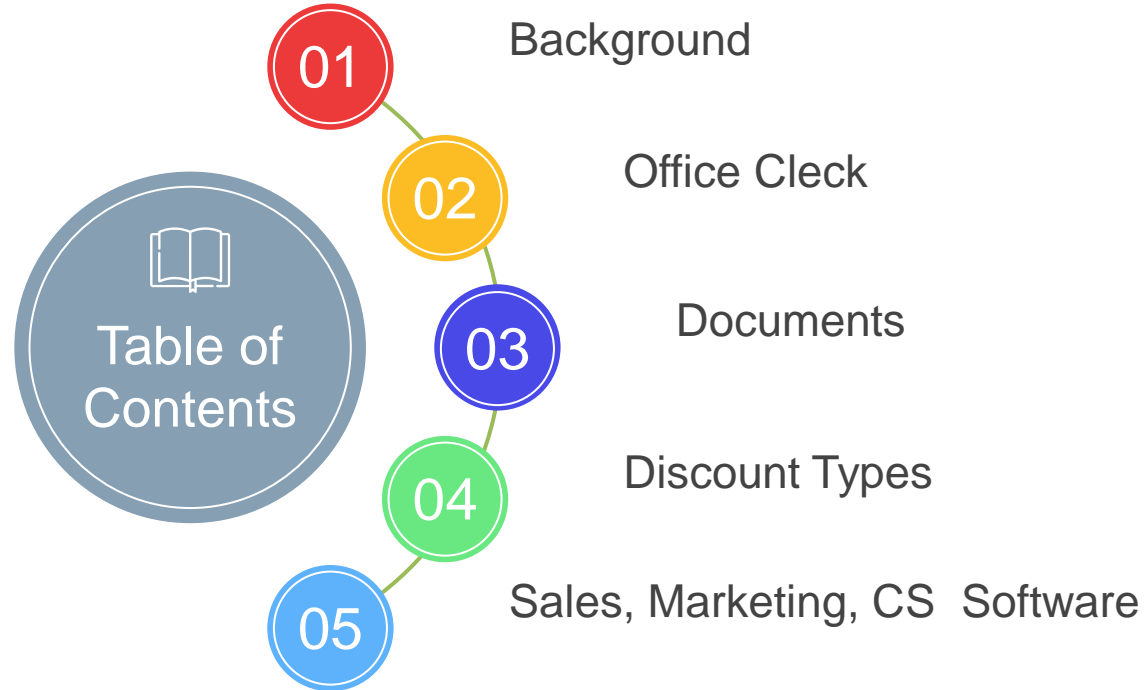
Background

- Business functions and communication with your customers (Hennig, Bradly, Linson, Purvis, & Spaulding, 2010):

  - Tracking your sales and service functions;

  - Marketing, advertising, and awareness campaigns;

  - Sharing information within your organization.

Sales

- Sales is one of the most fundamental and comprehensive business areas to model; almost everyone is selling some sort of product (Hennig, Bradly, Linson, Purvis, & Spaulding, 2010):

- .

Sales Office

- Functions of the sales office:

  1. Maintenance of sales records;

  2. Calculation of commissions and discount;

  3. Stock control;

  4. Liaising with other departments; and,

  5. Customer follow-up.

Marketing Office

- Functions of the marketing office:
  1. Organising promotional activities;
  2. Designing marketing strategies;
  3. Budgeting;
  4. Advertising;
  5. Branding;
  6. Liaising with advertising entities internal and external to the office; and,
  7. Developing new markets/new products.

Customer Services Department

- Functions of the Customer Services Department
  1. Ensure customer satisfaction;
  2. Handle customer complaints;
  3. Advise customer on product offerings;
  4. Answer questions/queries; and,
  5. Liaise between customer and company.

Sales Office Clerk

- Duties of a clerk in the Sales office:

  1. Preparing sales documents;

  2. Filing of sales records; and,

  3. Maintaining mailing lists.

Marketing Clerk Duties

- Duties of a marketing clerk:

    1. Assist in preparing advertising material;

    2. Assisting with promotional activities;

    3. Maintaining mailing lists and records;

    4. Assist in preparing press releases.

Customer Services Clerk

- Duties of a clerk in the customer services department:

  1. Interface with customer;
  2. Liaise between customer and company;
  3. Inform customers on promotions and offers;
  4. Answer customer queries.

Sales Office Clerk Skills

- Skills required of a clerk in the Sales office:
    1. Basic information technology;
    2. Proficiency in the use of productivity tools;
    3. Data entry;
    4. Proficiency in the use of organizational tools;
    5. Filing;
    6. Literacy/numeracy.

Sales & Marketing Documents

- Preparation of documents, including:

  1. Quotations;

  2. Invoices;

  3. Proforma invoices.

Discounts Types

- Types of Discounts:
  1. Trade;
  2. Cash;
  3. Special/loyalty cards;
  4. Quantity;
  5. Goods on consignment.

Corporate Communications Clerk

- Functions of the Corporate Communications Clerk: Assists in:
    1. Promoting and enhancing the corporate image of the company;
    2. Interfacing with media houses, advertising agencies;
    3. Producing company newsletter/magazine/calendar;
    4. Upkeep of company's website;
    5. Planning family day activities;
    6. Coordinating and sponsoring events that show the company's corporate social responsibility.

Sales Software

- Qontak.com
- Pipedrive
- Salesforce
- Zoho
- Close CRM
- Bitrix
- Agile CRM

Marketing Software

- Loomly
- TUNE
- Sendinblue
- SE Ranking
- Kartra
- Salesflare
- EngageBay
- Agile CRM
- SendX
- Email Manager for Microsoft 365

- Freshworks CRM
- Adoric
- ROUTEE
- Lead411
- Omnisend
- Lusha
- Mailchimp
- Asana
- Wix
- HubSpot Marketing Hub

CRM Software

- Salesforce CRM

- ActiveCampaign

- HubSpot Sales Hub

- mondy.com

- Zoho CRM

- Wrike

Customer Service Software Tools

- Zendesk
- Sprout Social
- Hootsuite
- MailChimp
- Apple Business Chat
- Facebook
- SurveyMonkey

Conclusion

- Sales, Marketing, and Customer Services offices help organization to manage product outbound flow of the organization

Assignment

- Assignment 11
  - Based on your team project, please browse an example of each the following documents (Quotations, Invoices).
  - Save your assignment in PowerPoint as "MA-2020-2021-02Genap-Class-11(SMC)-Group/Name", convert it into the video-based presentation
  - Store it in Dropbox, paste the URL from Dropbox into the submitted URL!

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