

XYZ CO. Sales Agency

Field Procedure, Training & Compliance Manual

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(Flow Chart File Name is Admin Process Flow v11)

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Manual Number NNNNNNN

For Questions, Suggested Changes or Feedback, contact Tom Ingram at tom.ingram@XYZ.CO.com or 972-394-5736

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Introduction

EXEC SPONSOR Introduction and Comments

Overview

- **Purpose:** This pro
XYZ CO. people d
goals are:
 - o Seek out th
Bring the “
 - o By **Stream**
service to o
the time to
 - o A **Sustaina**
be, and con
continuing
and small c
providing h
 - o **Align Reta**
and becom
and system
 - o **Through P**
general set
of smaller c
throughout
direction to
general pri
- **Core Process Mod**
a very high level v
Each major proce
process maps is to
enough manner tha

How Compliance w

- **Compliance Audi**
showing the most c
task and whether it

people's compliance
auditor will provide
complying with the

- **Note the that the**
“how” to get the j

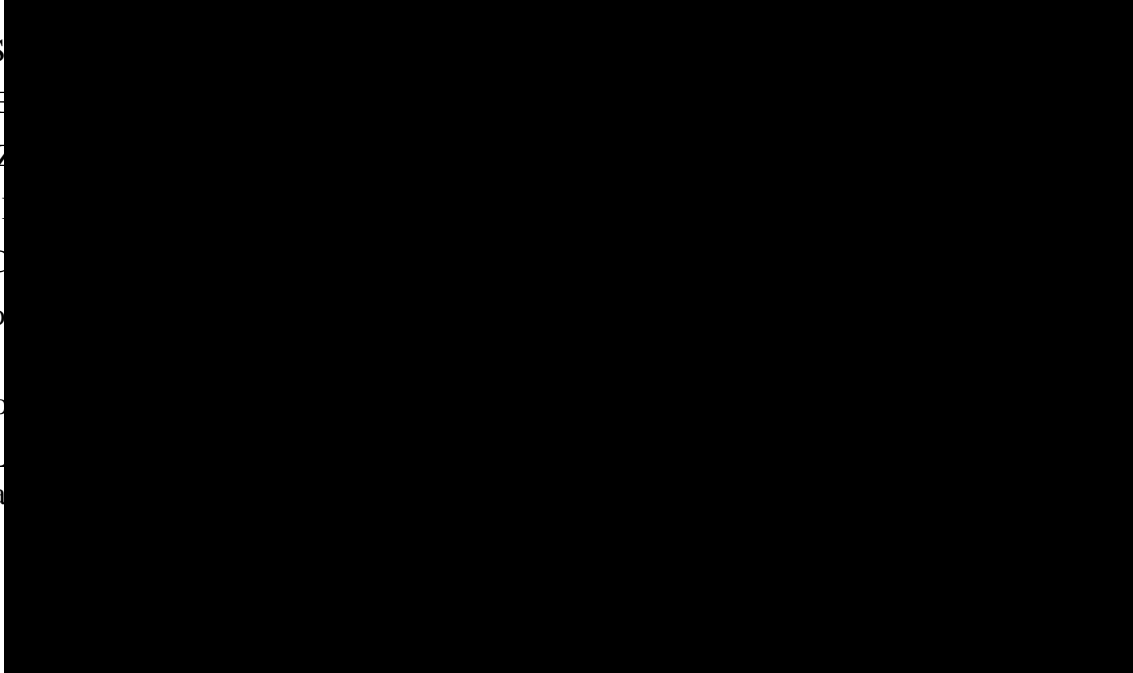
Update Log, How to

- **Feedback and Ch**
encounter a signifi
know about it and
essential in order t
think a change is n
the contact inform
- Corporate will dist
immediately upon

Some Terms and Abbreviations

You may encounter some of the following acronyms and abbreviations:

- SWR PKG 1 = S
- CUST SERVICE
- XYZ CO. = XYZ
- SALES MGR =
- SALES REP = C
- Hub = Primary o
- SWR PKG 2oke
services executio
- SLA = Service L
another. For exa
within 4 hours.)



Core Process Model

Symbol Legend and Color Codes

Promotions

#	
10100	<p>Post Promotion Advance, On-hand retailers and key c producing on-hand provided for each a effective and on ha it.</p>
10150	<p>Annual / Quarterly Get input from SA</p>
10200	<p>Annual / Quarterly Distribute approv REPs in SWR PKC</p>
10250	<p>Annual / Quarterly Obtain signature from Client on fina</p>
10300	<p>Annual / Quarterly Small Client / Cust Promotion calend and go right to sec promotion present</p> <p>SMALL CUSTOMER AND APPROVED process to validate</p>
10350	<p>Day to Day Prom signature or ema Retailer to execut</p>

#	Item	Owner	Mandatory or Optional (M or O)	Auditor Initials	Auditor Date	Comment
	<p>Calendar can suffice for final approval on promotions for SWR PKG 2ecific Customers, at Division Manager discretion.</p> <p>CUSTOMERS MUST BE IDENTIFIED AND APPROVED IN ADVANCE</p>					
10400	<p>Day to Day Promotion Execution: Obtain signature or email confirmation from Manufacturer to execute promo. Provide info on ads, merchandizing, new items, discontinued items, etc.</p>	AE	M			
10450	<p>Day to Day Promotion Execution: Post key promotion info needed for Retail Services to SWR PKG 2</p>	AE	M			
10500	<p>Day to Day Promotion Execution: Enter promo info to manufacturer's trade funds system, Excel SWR PKG 2readsheet or log as applicable</p>	AE or Admin	M			
10550	<p>Day to Day Promotion Execution, Provide Info Identified in Promo Contract Request to Admin with Sufficient Lead Time</p> <p>Establish and comply with minimum and maximum lead times for entering promos into SWR PKG 1, based on each retailer's requirements.</p> <p>General Standard on Promo Contract Entry to SWR PKG 1: AE must provide deal information or approved planner at least 5 working days prior to date AE needs contracts. (Some exceptions per retailer – at Division manager discretion.)</p> <p>Policy is to enter promos into SWR PKG 1 as late as practical to avoid rework and touched order charges.</p> <p>Policy: AEs can no longer develop contracts</p>	AE	M			

#	
	in Excel, or outside REQUEST CONT OR NEW ITEM R PKG 2.
10600	Day to Day Prom completed prom as “proposed”
10650	Day to Day Prom final review of p from “proposed SWR PKG 2
10700	Day to Day Prom copy of promo co
10750	Day to Day Prom and confirm EDI contract if applica
10800	Changes to Prom been entered int must be taken to SWR PKG 1 ge
10850	Forms Package being used to p for all retailers. authorized by D requirement is k date

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New Items

#	
20100	Pre-Planning, Write New Items: Must get approval to present to retailer
20150	Pre-Planning, Low Price added to presentation advantage
20200	Pre-Planning, Product PKG 2: Most up to date presentation is preferred
20250	<p>Day to Day Presentation Enter New Item in System Confirm</p> <p>New Items must be entered before AE needs presentation</p> <p>Usually field sends presentation request</p> <p>Make sure that minimum setup data is sent to get more data from AE</p> <p>Entering Authorization product plus Customer code that signifies product</p> <p>Must be entered when it is provided</p> <p>Must also enter in day, as applicable</p>
20300	Day to Day Presentation / Drop Lists are preferred
20350	Day to Day Presentation

#	Item	Owner	Mandatory or Optional (M or O)	Auditor Initials	Auditor Date	Comment
	Item Project Info Summary posted to SWR PKG 2 to assist Retail Services					
20400	Day to Day Presentation of New Items, Update Retailer's Promo Calendar and other promo contracts as needed	AE	M			
20450	Day to Day Presentation of New Items, Enter promo info to manufacturer's trade funds system , Excel SWR PKG 2readsheet or log as applicable	AE, Admin	M			
20500	Day to Day Presentation of New Items, Div Mgr sets priority for new item cut-in projects	Div Mgr, CSM, DRO	M			
20550	Sub Groups Presentation, Sales Sheets, etc. posted to SWR PKG 2 to aid sales efforts by all to sub groups	AE	O			
10550	<p>Day to Day Presentation of New Items, Provide Info Identified in New Item Contract Request to Admin with Sufficient Lead Time</p> <p>Establish and comply with minimum and maximum lead times for entering New Items into SWR PKG 1, based on each retailer's requirements.</p> <p>General Standard on New Item Entry to SWR PKG 1: AE must provide New Item information to Admin at least 5 working days prior to date AE needs contracts. (Some exceptions per retailer – at Division manager discretion.)</p> <p>Policy is to enter new items into SWR PKG 1 as late as practical to avoid rework and touched order charges.</p> <p>Policy: AEs can no longer develop contracts</p>	AE	M			

#		ment
	in Excel, REQUEST OR NEW PKG 2.	

Minimum Ne

Mandatory inform

- 1. Manufacturer
- 2. Pack
- 3. Size
- 4. Description
- 5. UPC Item Co
- 6. EDI Product I
- 7. Case GTIN
- 8. Price
- 9. Case Weight
- 10. Case Cube
- 11. Case Length,

We kept in mind t
width and height

(from Dianna Kla

Retail Serv

#		ment
30100	Consult Present Policy: prior to i Div Mgr	
30150	Post Pro with 2 V Policy: DRO has lead time	
30200	Review Comme review a changes changes SWR PK requeste	
30250	CSM / C in XYZ C	
30300	National Posted t	
30350	Div Mgr Monthly	
30400	New Item PKG 3 w store	

#	Item	Owner	Mandatory or Optional (M or O)	Auditor Initials	Auditor Date	Comment
30450	Field Feedback Posted To SWR PKG 2	ROM, DRO, Super visor	O			
30500	Remedial SWR PKG 3 Training Needed: Maintain file of projects where data / results from projects didn't make sense, showing possible need for remedial SWR PKG 3 training for project requestor	DRO, CSM	O?			
30550	Retail Service Billing, Local Projects: Billing Coordinator assembles billing information / detail and posts as "proposed" to SWR PKG 2, with alert to AE or Requestor.	Billing Coordi nator	M for local projects			
30600	Retail Service Billing, Local Projects: AE or Requestor reviews billing statement / detail and moves to "approved" folder in SWR PKG 2	AE	O			
30650	Retail Supervisor, Training standards: TBD once Call Center standards are established	Super visor				Local training plus corporate training need to be integrated.
30700	Retail Supervisor, Doing the Work Themselves: TBD???	Super visor, Call Center				Compliance Audit to escalate problems only – supervisor may not be able to correct issue on their own

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SWR PKG 3

Writing effective project plans and survey questions (TBD)

ISE / Homestore

#	Item
40100	<p>Negotiations: Make for travel teams are p</p>
40150	<p>Negotiations: Make fair share assessme XYZ CO. accountable shouldn't be accounta</p>
40200	<p>Negotiations, XYZ C Economies: Ensure regarding XYZ CO. o exist for all affected C</p>
40250	<p>Budgeting, Deadline must be firm (signatu confirmation) by Novem year.</p>
40300	<p>Budgeting, If Client Formal Budget, XYZ budget by November documentation that "t Requires confirmation signature)</p> <ul style="list-style-type: none"> o If Client does not signature) budget CO. proceeds with MGRitted. Manag letter to the Client we have not heard are proceeding with suSALES MGRitted o Division must hav on how budget ma

#	
	share assessment legitimacy.)
40350	<p>Budgeting, If Retailer formal ISE process</p> <p>fair share allocations: document XYZ CO.'s in an "ISE/Home Store (ISE SOW). Division ISE SOW with the Re</p>
40400	<p>Budgeting, If Retailer ISE process / formula</p> <ul style="list-style-type: none"> o Division manager essential minimum defined in the ISE o Most critical documents Client confirmation share allocation
40450	<p>If Client runs out of</p> <p>wants to change the renegotiate with Retailer</p>
40500	<p>Monthly / Weekly Billing consistent with app</p> <p>unless exceptional circumstances changes in billing</p> <p>Division manager is responsible for maintaining documents the exceptional circumstances as a result.</p> <p>Caution: Watch for internal travel teams. Utilize manner SWR PKG 20 non travel teams. Un</p>

#	Item	Owner	Mandatory or Optional (M or O)	Auditor Initials	Auditor Date	Comment
	negotiate retailer expectations on retail rep deployment.					

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Trade Fund

#		ment
50100	Weekl Funds Under	s who /R e per
50200	If Trac or Clie	
50300	Updat deduct	s who /R e per
50400	Client Ensure docum	for nage f ome s.

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Deductions

#		nt
60100	Monitor Deductions	
60200	If Deduction Division	
60300	Compare Item Control	
60400	Resolve Necessary MGRit C	
60500	ReSWR Support	
60600	Track Deductions Follow up within 30 days	
60700	Produce Reports	
60800	If Repay SWR PK forwarded	
60900	Follow Up resolution outcome	

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Market / Category

#	
70100	Initiate Rec Analysis:
70200	Fulfill Req
70300	Retrieve R Category / SWR PKG

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Order Processing

#	
80100	Database Ma Cust. or Mfr P
80150	Orders Faxed Offices are F PKG 1 for Or
80200	Primary ReSV Resolving Er Order has be within 4 Hou
80250	Support CSR Information a cannot Resol Own
80300	Coach CSR a Resolve All P Their Own
80350	Errors / Issue within 4 Hou Log each item details in paper
80355	Errors / Issue reSWR PKG 2 within 2 Hou Log each item details in paper
80400	When Custom

#	Item	Owner	Mandatory or Optional (M or O)	Auditor Initials	Auditor Date	Comment
	Admin Directly on Issues or Questions, Redirect The Call to Corporate CSR and log the issue in SWR PKG 2					exceptions – need to identify
80450	Issues, Questions from Cust. Or Mfr after Shipment Received by Customer	Admin	M			
80452	Log all Issues / Errors that Field Admins Handle (that should have been handled by CSR) in SWR PKG 2	Admin	M			

Miscellaneous Pr

#	
90100	Conference to SWR PKG 2 and Minutes to
90150	Conference SWR PKG 2 wit
90170	Call Reports
90200	AE Question
90250	Pricing Rep
90270	Compliance
90300	Retail Credi
90350	Updates to PKG 3
90370	Price and O PKG 1
90400	CDM to Fiel

#	Item	Owner	Mandatory or Optional (M or O)	Auditor Initials	Auditor Date	Comment
	<i>CDM Updates</i>					
90450	<i>Selling Billable Projects</i>		O per Div Mgr			

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Miscellaneous Job

#	
91010	<p>Standard number per week on deduc</p> <p>Mid-tier Client: Must at least once per week</p> <p>Small Client: Must every other week</p>
91020	<p>Participate in more training conferences</p>
91030	<p>Create all promotional</p>
91040	<p>Maintain Client Materials must include contact forms, SWR PKG 2 list, SWR PKG 1 product ID listing, product authorized product</p> <p>If mfr uses a Trade user manuals / cds invoices, client SW</p> <p>Test: Can someone up the work from the</p> <p>File promotion history client per promotion request form, promotional emails, G-tran contracts, client documents, promos, any emails Customer, any emails what you have sent revisions to documents</p>

#	Item	Owner	Mandatory or Optional (M or O)	Auditor Initials	Auditor Date	Comment
91050	Maintain Product Pricing Database for Local Clients: (entered within same window as SWR PKG 1 – 1 to 3 days)	Admin	M			
91060	Consistency on Data Entry: Use naming conventions that make sense to others, e.g. Zone information, Dimensions, Conversions, Shippers	Admin	M			
91070	Miscellaneous Data Maintenance: Buying Point information (after initial information), Client info	Admin	M			
91080	Check for Duplicates before entering price, promo or item data Policy: Prior to suSALES MGRission of price, promo or item data, field Admins will check data mining to make sure that they are not creating duplicates	Admin	M			
91090	AE must make market visits minimum two times per year	AE	M			
91100	AE DOES NOT create / write up promo contract	AE	M			
91110	Standard number of “touches” per Client: Mid-tier Client: Must talk to at least once per week Small Client: Must talk to at least every other week	AE	M			Check TenRox data to validate

#	Item	Owner	Mandatory or Optional (M or O)	Auditor Initials	Auditor Date	Comment
91120	Maintain Client Profile in SWR PKG 2: Minimum of Contact names, addresses, emails, etc.	AE	M			
91130	Consumer Programs, Not Period SWR PKG 2ecific: Post all to SWR PKG 2	AE	O			
91140	SWR PKG 2iffs: SuSALES MGRit and track all SWR PKG 2ecial programs by Period.	AE	M			May or may not put in SWR PKG 2
91150	Accuracy of Retailer's Data: ReSWR PKG 2onsible for striving to get retailer to keep their database orders (best a Pick up and re product plus C internal code t authorized) –	AE, SALE C DEF	M			
91160	Convert Bill- Invoice Allow possible.					
91170	Customer pla either early o as touched or written author 1 to authorize before and Y c					
91180	Maintain Cus site plus SWR Division Mana for assigning a information fo					

#	Item	Owner	Mandatory or Optional (M or O)	Auditor Initials	Auditor Date	Comment
91185	<p>Division / Hub SWR PKG 2 Administrator ReSWR PKG 2onsibilities:</p> <ul style="list-style-type: none"> - Adhere to Naming Convention: Assist division with remaining consistent with naming and foldering conventions - Data cleanup: Remove old data from SWR PKG 2 according to division / region policy. General policy on old data: If data has not been used in over 6 months and there is no substantial reason to believe that the data will be needed in the future, the data should be removed from SWR PKG 2. (SWR PKG 2 Admin may chose to keep the data on local computer or archive to CD or tape back up.) - Removal of unused forms, folders and templates: Same general policy applies, but check with corporate SWR PKG 2 Admin before deleting forms or templates (others may be using them.) - Keep the site relevant: If SWR PKG 2 features, forms, document folders, files, etc. are not being used on a regular basis, work to see that they become used or remove them (check with corporate SWR PKG 2 Admin before deleting forms or templates - others may be using them.) - Do not be afraid to delete items: SWR PKG 2 has a duplicate wastebasket system as well as daily backups. It is better to accidentally delete something and have to restore it than to allow SWR PKG 2 to become so cluttered that it is ineffective. 	Div Share-Point Admin	M			

#	Item	Owner	Mandatory or Optional (M or O)	Auditor Initials	Auditor Date	Comment
	<ul style="list-style-type: none"> - Actively work with corporate SWR PKG 2 Admin to remain consistent with the standard Sales Agency site templates for Regions, Divisions and Retailers - Manage access rights to SWR PKG 2 based on guidelines in the Security, Access tab of this binder - At present, no one outside of XYZ CO., including Client personnel, is to have access to SWR PKG 2 (our security is not yet sufficiently established.) - When employees leave, terminate their SWR PKG 2 access as part of the HR exit process. MAKE SURE ALERTS DO NOT ALLOW EX-EMPLOYEES “BACK DOOR” ACCESS. - Announcements: Remove any outdated announcements - 90 Day Check of Old Data: Assist national SWR PKG 2 Admin with cleanup of data that has not been used for 90 days or longer - 					

Open Issues

Source
Process Design, Tampa Mee
Process Design, Tampa Mee
Process Design, Tampa Mee
Ben

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Security, Access, SWP

- KEEP IT SIMPLE:
 - users – eSWR PKG
 - advanced features of
- PICK AN APPROA
 - 2. We cannot afford
 - need, avoid any obv
- o SWR PKG 2 featur
 -
- General Permission
 - Div Mgrs: c
 - AE: comple
 - SALES REE
 - Office Mgrs
 - DRO: comp
 - ROMs, Ret
 - Market Ana
 - IDS manage
 - Division SW
 - SALES MG
- o REMAIN PREPAR
 - PKG 2 ENVIRONN
- o SUPPORT FOR HC
 - standard IT policy f
 - “connect to internet
 - unsupported.)
 - If person can
-

