

Policy Name: Sales, Service and Representation Standards

Policy Number: 6.01

Date: September 2022

POLICY STATEMENT:

JC Steele prides itself on its excellent reputation and quality of products and services. JC Steele relies on the professional conduct of its employees to forge and maintain its excellent reputation. In order to ensure the ongoing success of the company, all employees are required to adhere to the standards listed below.

As a company, we conduct our business according to the highest standards of business ethics. Our employees are also expected to conduct themselves with the best interests of the company in mind.

PROCEDURES:

1. General

- a. All employees are expected to comply with all relevant policies, such as parking policy, smoking policy, dress code & presentation standards etc., when representing JC Steele in the field.
- b. All employees are expected to treat all clients, customers, suppliers and other personnel in a professional, courteous and friendly manner at all times.
- c. Employees will conduct their professional business in such a way that does not expose any customer to unnecessary embarrassment or disparagement.
- d. Employees will refrain from publicly criticizing JC Steele; its services, its personnel, its suppliers, or its clients in any forum.
- e. Employees should be aware at all times of the impact their unprofessional behaviour or unruly conduct could have on the reputation of the business, and should refrain from any such behaviour, especially that which has the ability to bring JC Steele into disrepute.
- f. Employees are required to represent JC Steele in the best possible light in the communities in which we work, and to contribute to these communities whenever possible.

2. Customer experience

- a. All employees are expected to provide our customers with a consistent image and information. Regardless, only the customer relationship team have the authority to provide information or documentation to customers, excluding administrative documentation which can only be provided by the administration team.

- b. No drawings or technical details are to be provided to customers, or shared outside the JC Steele Australia, JC Steele Statesville groups without the written approval of the Managing Director.

3. Customer Service Levels

- a. All correspondence with customers must be of the highest standard and quality.
- b. Any correspondence received via email will be acknowledged that business day.
- c. All quotes must be sent out within twenty-four (24) hours of the information becoming available.
- d. Site visit reports must be complete and sent to the customer within three (3) business days from the site visit.

4. Quoting/Sales Authority

- a. The following table documents the authorisation limits for quoting for each role, using agreed pricing and margins without approval.
- b. The agreed minimum gross profit margin is 35%, unless otherwise advised.
- c. The Customer Support Manager has the authority to quote below the agreed gross profit margin, to a minimum of 25%, where it is considered to be in the best interest of JC Steele.
NOTE: All authorisations are to be recorded in the notes section in Cin7 with the name of the authorising employee and the reason for such authorisation.
- d. All other quotations require approval from the Managing Director.

Role	Quote Limit (ex. GST)
Customer Support Manager	\$50,000
Customer Support Engineer	\$15,000
Administration Manager	Freight Only