

VOP			
Operating Sub Process			
Sales and Marketing			
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SCOPE

This procedure is established to describe the system used within the company for Sales and Marketing. It is used in conjunction with the individual sub procedures, which show the relevant information necessary. The purpose of this document is to describe the system in use at the company in order to ensure Company Operating Procedures are binding instructions, and all members of staff are required to conform to the requirements therein. The requirement for new Procedures, or changes to procedures can originate from any person within the company. These requirements will be discussed and agreed by management before processing.

RESPONSIBILITIES

It is the responsibility of the Managing Director, to ensure that the contents of this procedure, and related procedures, are adhered to. He has the ultimate responsibility for directing and co-ordinating all company policies and therefore for ensuring that appropriate systems and procedures are in operation for the success of the Quality Assurance Programme. He is the Management Representative, as required by ISO 9001:2015 and ISO 13485:2016.

GENERAL

All Company operating procedures are complementary to, but DO NOT, replace the requirements of the Quality Manual (VOPs).

Company operating procedures are binding instructions and all members of staff are required to conform to the requirements therein.

The Sales and Marketing that is carried out within the company is overseen by the Managing Director and follows the system which generates the Marketing Jobs List, Sales and Marketing Calendar, Rolling Task and Issues.

The individual tasks and issues are both system generated or initiated from the Commercial Director and the Sales Manager. Regular Sales and Marketing meetings ensure that all relevant staff are following a common plan.