

Sales & Marketing Policies and Procedures Manual Bizmanualz.com

Document ID MP1050	Title GOALS AND OBJECTIVES	Print Date mm/dd/yyyy
Revision 0.0	Prepared By Preparer's Name / Title	Date Prepared mm/dd/yyyy
Effective Date mm/dd/yyyy	Reviewed By Reviewer's Name / Title	Date Reviewed mm/dd/yyyy
	Approved By Final Approver's Name / Title	Date Approved mm/dd/yyyy

Policy: The Company should establish goals and objectives to track the progress and effectiveness of the Company's efforts.

Purpose: To develop and clearly state Company goals and objectives, as well as those of the Sales and Marketing departments, to ensure they are coordinated with one another and to determine Company and departmental progress.

Scope: This procedure applies to the Company and to the Sales and Marketing functions.

Responsibilities: The Board of Directors is responsible for review and approval of the Company's formal goals and objectives.
 The Strategy Team is responsible for developing goals and objectives and presenting them to the Board of Directors.
 The Company's CEO (Chief Executive Officer) is responsible for ensuring that the goals and objectives are appropriate for the Company, ensuring that goals and objectives are communicated to employees, and monitoring the Company's progress.

Definitions:
Balanced scorecard – Model of business performance evaluation that balances measures of financial performance, internal operations, innovation and learning, and customer satisfaction.
Corrective action – A reactive process, used to address a problem after it has occurred; measure(s) taken to reduce or eliminate an identified problem. See "preventive action."
Goal – Broad statement of future condition desired by the organization and contained in the comprehensive plan; general statement of desired ends to be achieved over an unspecified period of time. Goals are general guidelines, long-term, and represent the Company's vision for an ideal state.
Objective – Statement of attainable, quantifiable, intermediate-term achievements that help accomplish goals contained in the comprehensive plan. Objectives are subordinate to goals, narrower in scope, and shorter in range.
Preventive action – Activity or process intended to prevent potential nonconformance before it occurs or becomes more serious; measure(s) taken to avoid or block the first-time occurrence of a

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