Risk assessment checklist - Sales and marketing

Check "Yes" or "No" or "N/A" (where not applicable). Where a No is indicated, some action may be required to rectify the situation. Cross-references (e.g., See FN 1.01) point to the relevant policy in the First Reference Internal Control Library. **FN** = Finance & Accounting PolicyPro, Volume 1; **GV** = Finance & Accounting PolicyPro, Volume 2; **OP** = OMPP policies in FAPP electronic version; **IT** = Information Technology PolicyPro; **NP** = Not-for-Profit PolicyPro.

Clear entire form

Sales and Marketing risks to consider		Yes	No	N/A	Comments / Action Required
SM1	Do you hire and retain marketing personnel experienced in your company's industry? See OP 6.01	☐	☐	☐	
SM2	Do you promote active membership in industry, trade or professional associations?	☐	☐	☐	
SM3	Do you monitor legal and regulatory initiatives that may affect the entity? See OP 6.01	☐	☐	☐	
SM4	Do you conduct market research and monitor and analyze economic, customer and industry trends? See OP 6.01	☐	☐	☐	
SM5	Do you evaluate pricing strategies vis-a-vis your competitors? See OP 6.01	☐	☐	☐	
SM6	Do you evaluate the effectiveness of advertising and promotion campaigns (performance indicator)? See OP 6.02	☐	☐	☐	
SM7	Are product capabilities effectively communicated to sales and marketing personnel from research and production departments? See OP 6.02	☐	☐	☐	
SM8	Do you monitor profit margins and sales prices for signs of competitive price pressures? See Finance and Accounting Policy Pro, chapters 1 and 7	☐	☐	☐	
SM9	Do you provide product awareness training for sales personnel? See OP 6.06	☐	☐	☐	
SM10	Do you maintain a robust customer information system, and use it strategically to market your products and services? See OP 6.07, 6.11. See also FN 1.02	☐	☐	☐	
SM11	Do you periodically verify the accuracy of customer information? See FN 1.02	☐	☐	☐	
SM12	Do you investigate missing sales documents? See FN 1.01, 1.02. See also OP 6.11	☐	☐	☐	

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Sales and Marketing risks to consider		Yes	No	N/A	Comments / Action Required
SM13	Do you communicate marketing strategies to sales personnel? See OP 6.01, 6.06	☐	☐	☐	
SM14	Do you communicate market research results from marketing to sales personnel? See OP 6.01, 6.06	☐	☐	☐	
SM15	Do you establish sales quotas, commissions and other compensation, or other performance criteria in such a manner that failure to implement marketing strategies results in substandard performance evaluations and compensation, and positive implementation of strategies results in increased compensation and recognition? See OP 6.01. See also FN 4.04	☐	☐	☐	
SM16	Do you provide product awareness training? See OP 6.06	☐	☐	☐	
SM17	Do you retain qualified and experienced sales staff? See OP 6.06	☐	☐	☐	
SM18	Do you organize the sales force and align territories in the most efficient manner? See OP 6.01	☐	☐	☐	

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