



## SALES/CUSTOMER FEEDBACK

Doc No. SOP 2.0	Rev Level B	Date of Issue 05/02/2026
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### ISO 9001:2015 | Standard Operating Procedure (SOP) SALES/CUSTOMER FEEDBACK

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### REVISION HISTORY LOG

Revision Level	Date of Approval	Description of Change
A	01.02.2024	INITIAL RELEASE
B	05.02.2026	Ehsan Revised



## SALES/CUSTOMER FEEDBACK

Doc No.	Rev Level	Date of Issue
SOP 2.0	B	05/02/2026

### 1.0 Purpose

1.1 This procedure defines the process used by FAM Powder Coating to comply with **ISO 9001 clauses 8.2 (Requirements for products and services) and 9.1.2 (Customer satisfaction)**.

1.2 The purpose of this procedure is to ensure that customer requirements are clearly defined, reviewed, agreed upon, and fulfilled, and that customer satisfaction is monitored and evaluated.

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### 2.0 Scope

2.1 This procedure applies to all customer quotations, sales orders, custom orders, amendments, and customer feedback handled by FAM Powder Coating.

2.2 This procedure defines responsibilities, records, and methods used to:

- Determine and review customer requirements,
- Ensure FAM Powder Coating has the capability to meet those requirements,
- Control changes to customer orders, and
- Monitor customer satisfaction.

2.3 FAM Powder Coating shall ensure that all customer requirements, including special and regulatory requirements, are obtained, reviewed, understood, and any associated risks are evaluated prior to acceptance.

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### 3.0 Responsibilities

#### 3.1 Sales Coordinator

- Performs contract review for all customer orders prior to acceptance.
- Creates and prepares customer quotations in Microsoft Dynamics.
- Sends quotations to customers and follows up as required.
- Reviews customer purchase orders against quotations and performs contract review.



## SALES/CUSTOMER FEEDBACK

Doc No.	Rev Level	Date of Issue
SOP 2.0	B	05/02/2026

- Creates Sales Orders in Microsoft Dynamics after successful review.
- Manages minor amendments and revisions to quotations and orders.

### 3.2 Sales Manager

- Reviews and releases sales quotations.
- Makes necessary adjustments based on feedback from the Sales Coordinator and/or Sales Representatives.
- In the absence of the Sales Manager, the **Managing Director** assumes this responsibility.

### 3.3 Managing Director

- Acts as backup approver for quotations when the Sales Manager is unavailable.
- Participates in customer feedback collection when required.

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## 4.0 Procedure – Standard Orders

### 4.1 Quotation Process

4.1.1 Upon receipt of a Request for Quotation (RFQ) referencing the product catalog and/or specific part numbers, the Sales Coordinator enters the RFQ details into **Microsoft Dynamics** and generates a quotation.

4.1.2 The quotation is reviewed and released by the Sales Manager (or Managing Director if applicable) and sent to the customer.

### 4.2 Contract Review

4.2.1 Acceptance of the FAM Powder Coating quotation is confirmed by receipt of the customer Purchase Order (PO).

4.2.2 The Sales Coordinator shall perform a documented contract review to ensure the following, as applicable:

- A. Part number and revision level
- B. Quantity
- C. Price



## SALES/CUSTOMER FEEDBACK

Doc No.	Rev Level	Date of Issue
SOP 2.0	B	05/02/2026

- D. Delivery requirements
- E. Specifications
- F. Customer QA clauses
- G. Compliance with PO terms and conditions
- H. Drawing number and revision level

4.2.3 Any differences between the customer PO and the quotation shall be resolved prior to order acceptance.

### 4.3 Sales Order Creation

4.3.1 If the contract review is satisfactory, the Sales Coordinator creates a **Sales Order** in Microsoft Dynamics.

4.3.2 An **Order Confirmation** is sent to the customer confirming the agreed order details.

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## 5.0 Custom Orders

5.1 A custom order is defined as a color or product not found in the existing product catalog and requiring special manufacturing by FAM Powder Coating.

5.2 The Sales Coordinator shall:

- Review customer requirements,
- Generate a quotation in Microsoft Dynamics, and
- Attach all applicable documentation (e.g., drawings, specifications, special requirements).

5.3 If acceptable, the customer issues a Purchase Order, which is reviewed in accordance with the **Contract Review process in section 4.2**.

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## 6.0 Amendments and Changes



## SALES/CUSTOMER FEEDBACK

Doc No.	Rev Level	Date of Issue
SOP 2.0	B	05/02/2026

6.1 Any changes to customer requirements after initial contract review shall be handled as **amendments** and documented in Microsoft Dynamics.

6.2 **Major changes** (e.g., price, quantity, product code, or scope):

- A new quotation shall be issued through Microsoft Dynamics.

6.3 **Minor changes**:

- The Sales Coordinator shall revise the quotation or order, update the revision level, and re-submit to the customer as applicable.

6.4 All approved changes shall be recorded and traceable within the system.

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## 7.0 Customer Satisfaction

7.1 FAM Powder Coating monitors customer satisfaction through:

- Email feedback,
- Customer communications recorded in Microsoft Dynamics, and
- Customer visits (where applicable).

7.2 The Sales Manager or designate shall collect and retain customer feedback in the customer records.

7.3 In the absence of written feedback, the Managing Director or designate shall periodically visit customers and document feedback using the **Customer Visit Report**.

7.4 Customer satisfaction data shall be reviewed as part of management review and QMS performance monitoring.

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## 8.0 Customer Complaints

8.1 All customer complaints shall be handled in accordance with the **Corrective Action process defined in SOP 4 – Quality Assurance**.



## SALES/CUSTOMER FEEDBACK

Doc No.	Rev Level	Date of Issue
SOP 2.0	B	05/02/2026

8.2 Complaints, investigations, and corrective actions shall be recorded and tracked.

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### 9.0 Records

- Customer Quotations (Microsoft Dynamics)
  - Contract Review records
  - Sales Orders and Order Confirmations
  - Quotation and Order Revisions / Amendments
  - Customer Feedback records
  - Customer Visit Reports
  - Corrective Action records (for complaints)
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If you want, I can next:

- Align this with your **QMS document template** (headers, doc code, revision table, approvals), or
- Cross-check it against your **actual Dynamics 365 workflow** to make sure auditors won't catch a mismatch between "what you say" and "what you do."