



# STANDARD OPERATING PROCEDURES DIRECTORY

LIST OF COMMON AREAS FOR CREATING SOPS

## *Table of Contents*

|                                   |    |
|-----------------------------------|----|
| I. Production and Operations..... | 2  |
| II. Human Resources.....          | 3  |
| III. Communications.....          | 5  |
| IV. Marketing and Sales.....      | 6  |
| V. Customer Service.....          | 7  |
| VI. Financial Operations.....     | 8  |
| VII. Legal Operations.....        | 10 |
| VIII. Privacy.....                | 11 |
| IX. Accessibility.....            | 12 |
| X. Computers and IT.....          | 13 |
| XI. SOPs for Freelancers.....     | 14 |
| XII. Following SOPs.....          | 16 |

# **I. PRODUCTION AND OPERATIONS**

- Steps in producing products or implementing services
- Quality review process
- Maintenance and inspection of equipment and tools
- Managing files and data

## **II. HUMAN RESOURCES**

### **Hiring Employees**

#### Recruiting Procedures

- Writing, placing, and managing job ads
- Contacting applicants
- Determining which candidates are called for an interview
- Setting up interviews
- System for note-taking so that other employees know whether a person has been contacted or not

#### Interviewing and Screening Procedures

- When and where interviews are conducted
- What questions are asked
- Management of interview notes

#### Policies for Considering Applicants

- Background checks
- Screening
- Checking references
- Checking certifications

## **Orientation and Training New Employees**

- Teaching the new hire about your company's culture and policies
- Employee manuals
- Training sessions

## **Performance Evaluation**

- When evaluations occur
- Who conducts evaluations
- How employee performance is evaluated
- How the results are communicated to employees
- System for promotions and pay raises

## **Other**

- Employee conflicts
- Corrective actions
- Compensation
- Insurance
- Benefits
- Payroll policies
- Firing employees

## **III. COMMUNICATIONS**

- Answering and directing calls
- Sending interoffice memos
- Sending and managing emails
- Handling client and customer data
- Chain of communication for different events

## **IV. MARKETING AND SALES**

- Press releases
- Social media
- Public relations
- Advertisements
- Communication with the press
- Online marketing
- Talking with customers or clients about your products or services
- Preparing sales quotes and proposals
- Negotiating
- Following up
- Market research
- Marketing methods
- Tracking sales
- Specific marketing activities (i.e. direct mail, email marketing, social media, etc.)

## **V. CUSTOMER SERVICE**

- Response time to inquiries
- Delivery time and method of services or products
- Warrantees
- Returns and refunds
- Dealing with customer complaints
- Reputation management



# **VI. FINANCIAL OPERATIONS**

## **Bookkeeping Procedures**

- Expenses
- Credits
- Transactions
- Assets
- Liabilities
- Procedures for creating, reviewing, and documenting budgets

## **Payment Policies**

- How you take payments from customers or clients

## **Management of Account Documents**

- System for managing, organizing, and storing account documents
- How you secure the documents
- How you protect your customers' privacy

## **Company Expenses**

- Employee expenses and how they are reimbursed (i.e. travel, supplies, other work-related expenses)
- Which expenses are eligible for reimbursement
- How your employees get this reimbursement
- How reimbursement records are kept

## **Tax Assessments**

- System for recording expenses for tax purposes
- Procedures for storage and management of tax documents
- Steps for filing and preparing for a tax audit

## **Financial Reporting and Analysis**

- How regular reporting is done and measures taken to ensure that it is as accurate as possible
- Review process
- Performance appraisal procedures

## **VII. LEGAL OPERATIONS**

- Compliance review
- Industry regulations
- Correspondence requirements
- Response to legal letters

## **VIII. PRIVACY**

- What information you collect
- What you share and with whom
- How information is kept private
- Measures you take to ensure privacy

## **IX. ACCESSIBILITY**

- Accessibility to the disabled
- Disaster preparedness

# **X. COMPUTERS AND IT**

## **Hardware and Software Management**

- How programs are maintained and kept running smoothly (i.e. evaluating programs, upgrading software)
- Rules about access to certain software
- Password management

## **System Security**

- Managing passwords and access
- Periodically changing passwords
- Conducting in-company security audits
- Upgrading security systems
- Making improvements to security systems

## **Internet Policies**

- What is allowed and what is not allowed at work
- Restrictions on what files can be downloaded or shared online

## **Other**

- Troubleshooting
- Security Training
- How computers are used in your company

# XI. SOPS FOR FREELANCERS

## Sales Process

- Standard rates
- Pricing structures
- Guidelines on how to communicate with customers
- Procedures for accepting or turning down jobs

## Marketing

- Email marketing broadcasts
- Blog posting
- Website updates
- Social media activity
- Posting of ads
- Etc.

## Workflow

- Handling deadlines
- Establishing priority
- What times you work on certain regular jobs

## Accounts and Billing

## LIST OF COMMON SOPS

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- Taking payments
- Financial transactions
- Business expenses
- Managing recurring payments
- Paying taxes
- Audits
- Etc.



## **XII. FOLLOWING SOPS**

- System for ensuring your SOPs are being followed (system to make sure they are being read, conduct regular audits and review to improve them)