

SOP Template: Communication Protocols for Price Changes

This SOP defines the **communication protocols for price changes**, detailing the procedures for notifying stakeholders about pricing updates, ensuring clear and timely dissemination of information, coordinating internal and external communications, managing approvals for price adjustments, and maintaining accurate records of all communications. The goal is to facilitate transparent, consistent, and efficient communication to minimize confusion and maintain trust with customers and partners.

1. Purpose

To outline standardized processes and protocols for communicating price changes to all stakeholders.

2. Scope

This SOP applies to all departments involved in determining, approving, and communicating price changes, including Sales, Marketing, Customer Service, and Finance.

3. Definitions

- **Stakeholders:** Internal or external parties affected by price changes (e.g., employees, customers, partners).
- **Price Change:** Any increase, decrease, or restructuring of product/service pricing.

4. Roles and Responsibilities

| Role | Responsibilities |
|------------------------|---|
| Price Change Initiator | Proposes the price change and submits justification. |
| Department Manager | Reviews and approves/rejects price change requests. |
| Communications Lead | Coordinates all internal and external communications. |
| Customer Service Team | Handles inquiries related to price changes. |
| Records Administrator | Maintains documentation of all communications. |

5. Procedure

1. **Initiation and Approval:**
 - Submit price change proposal to manager with detailed rationale.
 - Secure required approvals from management and finance.
2. **Stakeholder Identification:**
 - List all affected internal and external stakeholders.
3. **Notification Preparation:**
 - Draft clear communication explaining the change, reasoning, effective date, and implications.
 - Prepare FAQs for anticipated questions.
4. **Internal Communication:**
 - Inform all relevant departments via email or intranet at least [X] days prior to external notifications.
5. **External Communication:**

- Notify customers and partners through appropriate channels (email, website, portal, etc.).
- Schedule communications to allow adequate notice per contractual agreements.

6. Recordkeeping:

- Archive all communications and approvals in a centralized system.

7. Follow-Up:

- Monitor stakeholder feedback and address questions or concerns promptly.

6. Communication Channels

- Email notifications
- Company intranet/portal
- Public website or customer portal
- Meetings/webinars for major clients
- Direct account manager outreach (if necessary)

7. Documentation & Recordkeeping

All records of price change communications, approvals, and associated documents must be stored securely for a minimum of [X] years.

8. Review and Updates

This SOP should be reviewed annually or after significant process changes to ensure continued relevance and effectiveness.

9. References

- Pricing Policy Document
- Internal Communications Policy
- Customer Notification Guidelines

10. Appendix: Sample Notification Template

Subject: Important Update: Upcoming Price Change

Dear [Stakeholder],

We wish to inform you of an upcoming change to our pricing, effective [Effective Date]. This adjustment is due to [Reason].

If you have any questions, please contact [Contact Information].

Thank you for your understanding.

[Company Name]