

DgTx ISO Certification Sales Training

(UAE Edition)



Prepared by DgTx – Your Trusted Tax Partner in UAE

INTRODUCTION TO ISO CERTIFICATION

- ISO = **International Organization for Standardization**.
- It sets international standards for quality, safety, and efficiency.
- Certification proves a company follows international best practices.

Common types:

- **ISO 9001** – Quality Management
- **ISO 14001** – Environmental Management
- **ISO 45001** – Health & Safety
- **ISO 27001** – Information Security

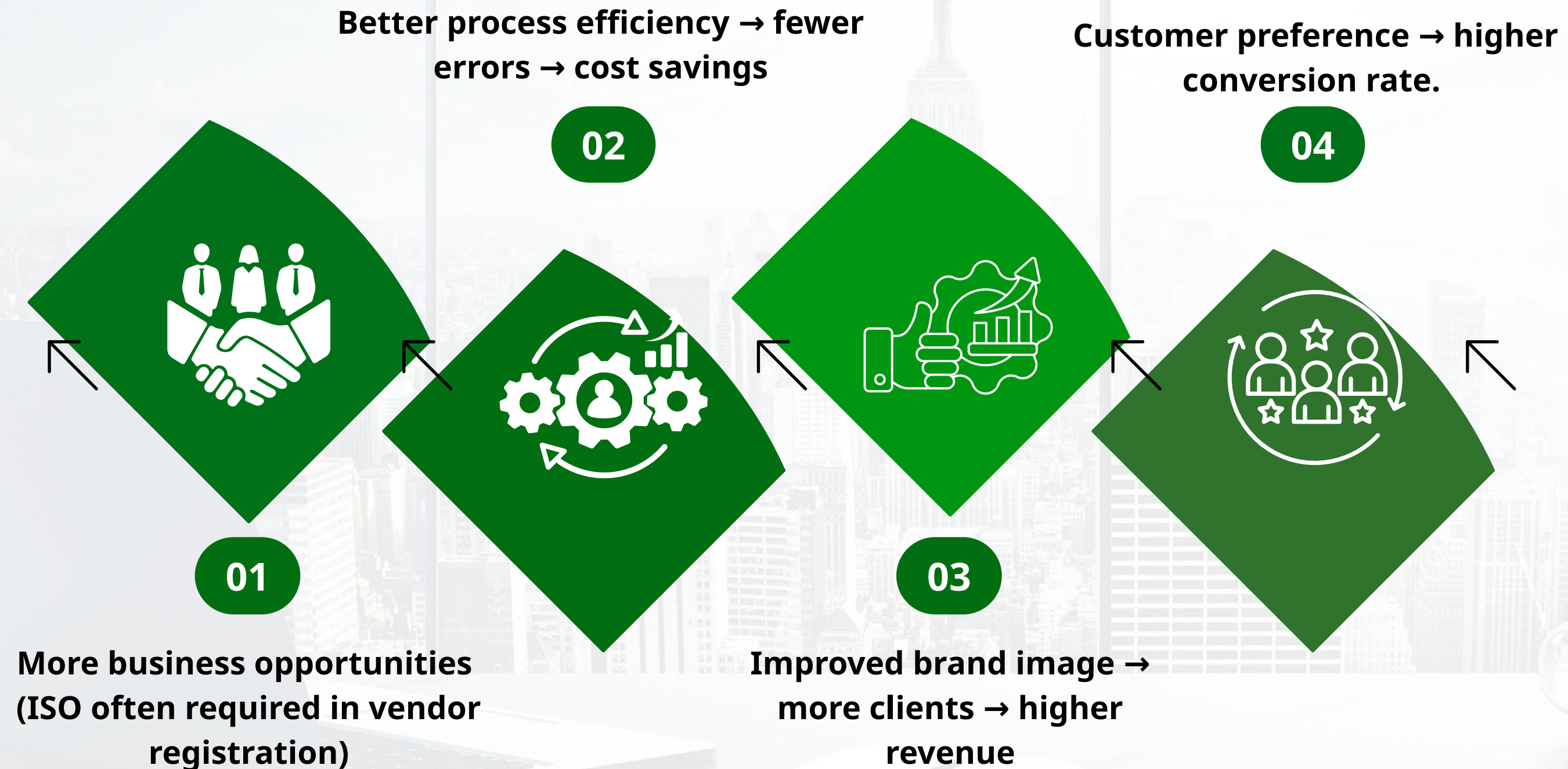


WHY ISO CERTIFICATION IS IMPORTANT

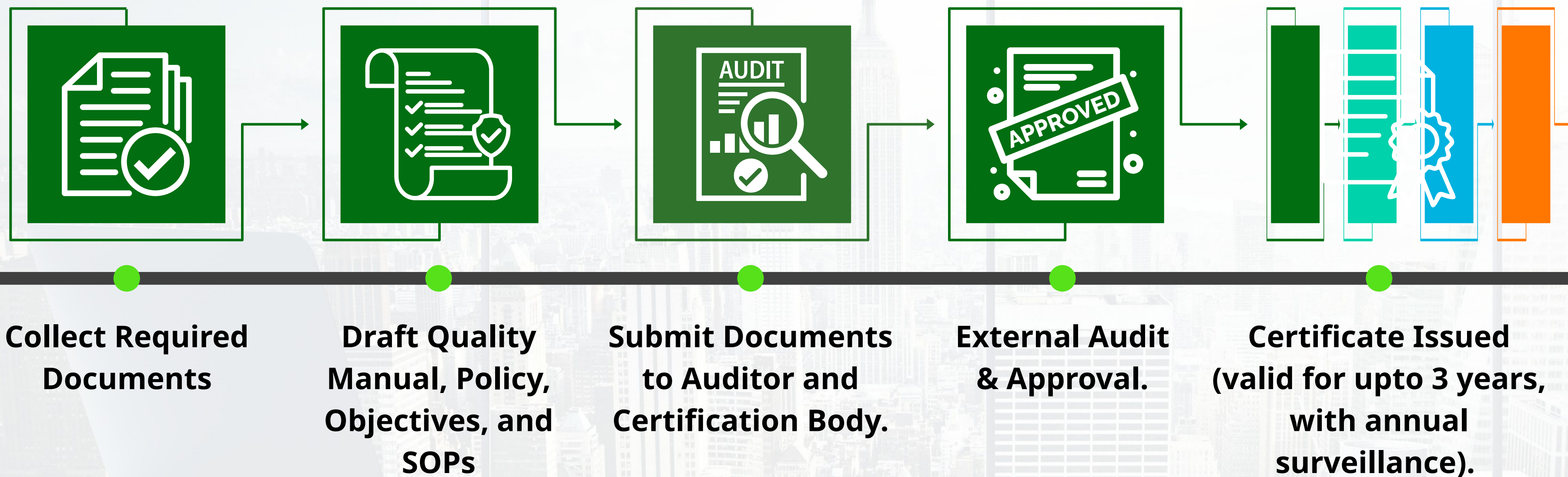
- Builds trust with clients and government authorities.
- Required for tenders, government contracts, and corporate partnerships.
- Improves customer satisfaction and internal efficiency.
- Reduces mistakes, waste, and rework.
- Increases chances of international expansion.



HOW ISO HELPS RECOVER COST



DgTx ISO CERTIFICATION PROCESS



DOCUMENTS REQUIRED FROM CLIENT

REQUIREMENT	DETAILS / NOTES
• Full Company Name	• As it should appear on certificate
• Trade License Copy	• Valid & clear copy
• Emirates ID of Manager/Owner	• For verification
• Logo (JPEG/PNG)	• High-quality version
• List of Activities & Products	• On letterhead & stamped
• Full Address	• For Certificate
• Nature of Business	• Trading, Construction, etc
• Company Size	• Number of staff, locations

REQUIREMENT	DETAILS / NOTES
• Quality Manual	• On letterhead & stamped
• Quality Objective / Policy	• On letterhead & stamped
• SOP (Procedures)	• On letterhead & stamped
• Key Processes	• On letterhead & stamped
• Certification Requirements	• If Any
• Sales Invoice	• Sample Copy
• Purchase Invoice	• Sample Copy
• Signed Agreement	• With DgTx

HOW TO HANDLE CLIENT OBJECTIONS

CLIENT OBJECTION	DgTx REPLY
"We don't need ISO"	• "Even if clients don't ask now, most government and large companies soon will. Having ISO keeps you ready and professional."
"It's too expensive"	• "We offer flexible plans and up to 50% discount. ISO will help you recover cost quickly through new clients and contracts."
"We're a small company"	• "Even small firms get ISO — it shows professionalism and helps compete with bigger players."
"I'll do it later"	• "ISO process takes 2–3 weeks. Doing it now helps you be ready before next tender or supplier audit."
"We already have ISO"	• "That's great — when is your renewal due? We can help with re-certification or surveillance audit."

BENEFITS OF ISO CERTIFICATION

- Helps in winning government & private tenders.
- Builds client trust & confidence.
- Improves internal processes and productivity.
- Reduces customer complaints.
- Attracts new international customers.
- Differentiates from non-certified competitors.



DO'S AND DON'TS FOR SALES TEAM

DO'S	DON'TS
• Always Highlight ISO Benefits before Price.	• Don't Promise Guaranteed Accreditation Timeline.
• Use Real Examples of Success	• Don't say "Cheap" or "Quick Fix."
• Ask if Client Participates in Tenders — That's the Best Hook	• Don't criticize competitors directly
• Be Confident using "We are ISO Certified Ourselves."	• Don't discuss Technical Audit Details — leave that to the ISO experts.
• Escalate special cases to Team Leader.	• Don't Rush Clients for Payment before they understand the value.

REAL EXAMPLES TO USE IN SALES CALLS

Example 1:

- A construction firm got ISO 9001 from DgTx and qualified for a DEWA tender worth AED 200,000.

Example 2:

- A trading company with ISO certificate increased its export orders because overseas clients required certified suppliers.

Example 3:

- A facility management company used ISO to train staff, reduce customer complaints, and save AED 10,000/month.



HOW TO CONVINCE CLIENTS ON PRICING

“We’re not the cheapest — we’re the most trusted.”

- **ISO = gateway to new clients & tenders.**
- **DgTx ISO = certified, recognized, accredited.**
- **Our price includes documentation, coordination, and audit support.**
- **Offer 50% discount strategically — only after presenting value.**



MAJOR SALES OPPORTUNITIES

Industries actively needing ISO:

- **Contracting & Engineering**
- **Trading & Manufacturing**
- **Facility Management**
- **Cleaning, Manpower, and Security**
- **Food & Restaurants**
- **IT and Software Companies**



DgTx KEY ADVANTAGES

- Trusted by 5,000+ UAE Businesses since 2017.
- Filled over 35000+ VAT filing
- An ISO certified company
- FTA-Compliant Process & Documentation.
- Complimentary Software & Compliance Solutions
- Affordable Packages with clear pricing (no hidden fees).
- Local Presence: Offices in Dubai, Sharjah & Abu Dhabi.



QUICK REVIEW QUIZ

Q1. What do you say if client says “We don’t need ISO”?

Q2. What if client says “Another company is cheaper”?

Q3. How do you show ISO value without technical words?

Q4. How do you explain why DgTx is different from other ISO providers?



CONTACT **DgTx** FOR ISO CERTIFICATION



Dubai, Sharjah & Abu Dhabi



Hello@DgTx.ae



600550007



www.dgtx.ae

