# Sales support SSUP

Providing advice and support to the sales force, customers and sales partners.

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| **Guidance Notes:**  Sales support can be delivered to a range of roles, such as but not limited to, the sales force, sales agents, reseller/distributor staff and existing or prospective customers.  This skill includes the provision of technical advice and assistance either in support of customer development or sales activity or in fulfilment of sales obligations. |

## Level 1

Communicates effectively with customers to provide basic information about products and services.  
Seeks assistance from colleagues for the resolution of more complex customer service queries and complaints.   
Uses databases to retrieve and enter data.

## Level 2

Communicates effectively with customers by telephone and in person.   
Assists in providing customer service, including technical advice and guidance on the successful use of products and services.   
Assists in devising solutions to customer requirements and solves straightforward problems.

## Level 3

Helps customers to clarify their requirements and documents the conclusions reached.   
Contributes to preparing and supporting bids and sales proposals.   
Provides customer service, including technical advice and guidance on the successful use of complex products and services.

## Level 4

Works closely with the sales team to help prospects to clarify their needs and requirements.   
Devises solutions and assesses their feasibility and practicality.   
Demonstrates technical feasibility using physical or simulation models. Resolves technical problems.  
Produces estimates of cost and risk and initial project plans to inform sales proposals.

## Level 5

Works closely with the sales team to ensure that customers are assisted and advised appropriately.   
Ensures that reliable cost, effort and risk estimates and project plans are produced.   
Manages all sales support activities, taking full responsibility for the technical content of bids and sales proposals.   
Establishes metrics to provide data on performance and support continual improvement of sales support activities.

## Level 6

Leads the organisation's customer service activities to ensure that they are aligned with corporate objectives and policy.   
Approves proposals and initiates the implementation of development activity in customer services and systems.