



# Customer Support

AN IMPORTANT FACTOR TO GROW SALE

Pre-Sale | Support | Post-Sale

## Contents

Efforts for Support-----	3
Support Value-----	4
How Support Helps to Grow Sales?-----	5
To whom we help for support?-----	6
How Support Help Marketing?-----	7
Where we provide support?-----	8
We work for-----	9
How we can work for you?-----	10



## Efforts for Support

After product branding and marketing the process starts with the received leads. We nurture received leads and close them by selling appropriate products or services.

When we make calls it is to understand the requirement and not to sell the product which makes a huge difference in our and other's approach. This support process is called Pre-sale support. Our open, friendly and professional sales support staff makes the enquirer understand the product and familiarize them with its uses.

Now, where are efforts in it?

For a company overseas, the biggest challenge is to fully understand the need of the customer overcoming the challenges like communication difficulties and cultural differences.

A sales and support process using phone communication transcends emails and chat sales and support as it can capture and keep someone's attention without physically being in their presence. More conversation helps build great rapport with the client and subsequently help to close the lead.

-3-

## Support Value

Best Support Service creates the market value and customer trust. With support system in place, client's trust and comfort increases thereby increasing sales by referrals.

To make client comfortable with product, support strategies should be designed according to the client and the product. The function of support is to provide end-to-end support in knowing about the product both logically and functionally.

To start with, the support executives should use simple questions to explain the key features and uses of the product. If the product doesn't fit into their requirement or if there is any suggestion, the support staff should always note it down as feedback for improving the product.

Support can be of great help in knowing what features are most demanded in the market and can help in improving the existing product. This process helps us know where the product lacks hence reducing the cost of the product analyst.

The main value of support is to help improve products to meet client's requirement and fulfill their challenges.

-4-

## How Support Helps to Grow Sales?

Each and every business is based on sales of product. Growing sales is the prime factor behind the Support. Categorization of leads to HOT, Warm and Cold is a challenging task. Most of the cold leads get converted only with great sales communication. A good and detailed sales call has the potential of converting a cold call into sales.

The strategy behind getting these 'not interested' leads converted to sales is transparent behavior used by our support executive while explaining the product features to the prospect. When the prospect has that trust, they want to download and use the trial version which then increases the conversion chances; thereby the number of clients for your products increases. Here, support representatives play the role of sales representative in closing the sales. This process is called as pre-sales support.

Support also helps in getting more leads by getting references from the clients when they talk to them; this is how post-sales support helps grow sales.

## To whom we help for support?

V K Control Support provides bridge to foreign software product companies. We do not work for competitors of our principal companies and are fully devoted keeping the privacy of our partners.

## What is meant by Principal Product Company?

Company that partners with us for Sales and Support in India and Asia and provides us with leads for sales is called the Principal Product Company.

If you are looking to partner with us for the sales and support process for Asia, please send us an email with the details of your product and your contact details.

## How Support Help Marketing?

Marketing is a part of liability. This liability cost can be reduced by our support system. Sometimes our product users ask us the solution for their challenges and if we find that any other principals' product fulfills their need, then we recommend them the same for trial.

After suggesting product this client is handed over to dedicated team who is taking care of the process of suggested product.

We provide separate office and dedicated workforce for each product. It helps principal company to display Indian address on their webpage with all contact details.

-7-

## Where Is Our Support Headed?

The adoption of support system helps to retain clients in future. Getting feedback from clients is the key for improving product.

Best Support Quality ensures to enhance sales. Our Support Business Models help everyone attain their goals. For Principal, they just need to concentrate on product design and new implementations. After the assignment of sales and support, we make sure to satisfy client by on time and hassle free support in a communication language of their preference.

A PR developed by support helps in getting more sales via referrals from existing clients.

-8-

## We Work For Sleek Bill A #1 GST Invoicing Software

We represent Sleek Bill - a strong foothold in India and the US. We have traction, investment and a large user base. We're starting a new chapter and our goal is to make the new version of Sleek Bill become the definitive financial solution for small businesses.

V K Control is taking care of Sales and Support of Sleek Bill since 2015 for India and Asia.

We are really thankful to Sleek Bill for trusting us and giving us the opportunity to prove our ability in providing support to their clients.

## Libertix Technologies Pvt. Ltd.

From 2017 Libertix Technologies' marketing, sales and support is handled by V K Control. We help them to improve their product for fulfillment of market needs. After a year we collaboratively developed the Personal PC Monitoring and Employee PC Monitoring software along with its beta version. These software products are available on our website for download.

## How We Work for You

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Do you think your product meets the customer requirement and the product developed by you is not similar to our existing Principal's products? Then let's get in touch and schedule an interaction.

We love challenges and would love to know about your product, we are very passionate to know and understand before finalizing the Sales and Support process.

Once we agree with the new principal company over the terms & conditions, we will start the process.