

Web Sales and Support

Nexus Inc. Quarter 6

Potential and current customers may require personal assistance with their purchase. Your ability to acquire and retain customers is directly affected by your customer sales assistance and support you provide.

Long delays on the phone or by email will harm your reputation and sales. The more sales and support personnel you provide, the happier your customers will be. On the other hand, these personnel are expensive to hire and employ, and at some point, you will encounter diminishing returns.

It is important to balance the cost and benefit of the sales force you assign to serve your customers.