



CUSTOMER, SALES & BUSINESS SUPPORT OVERVIEW

PRESENTED BY:

VESTARA PTY LTD

SERVICE ROLE

This service exists to remove customer-facing and revenue-support work from founders and leadership teams.

Customer communication, sales follow-ups, and business development support are critical to growth — but when these activities rely on the founder, opportunities stall and relationships weaken. Vestara's role is to take ownership of these workflows so customer engagement and sales momentum continue without constant founder involvement.

This is ongoing operational support, not ad hoc sales assistance or lead generation.



FAILURE POINTS

Businesses typically engage this service when customer and sales workflows begin to break down in predictable ways:

- Customer inquiries go unanswered or are delayed
- Leads are not followed up consistently
- Sales and business development tasks depend on founder availability
- Communication is fragmented across channels
- Opportunities and relationships fall through the cracks as the business scales

These failure points directly impact revenue, customer experience, and growth.

SCOPE OF OWNERSHIP

Vestara takes responsibility for the execution and management of customer, sales, and business support workflows, including:

- Customer communication and inbox management
- Sales support and lead follow-ups
- CRM updates and pipeline coordination
- Client onboarding and ongoing communication
- Business development support and task tracking

Ownership means these workflows are managed consistently, with visibility and accountability, without escalating routine decisions back to the founder.



HOW WORK GETS HANDLED

This service is delivered as a fully managed, ongoing engagement.

Key characteristics of the execution model include:

- Work is managed within your existing sales, CRM, and communication tools
- Customer and sales workflows are prioritised against agreed business objectives
- Follow-ups and communication are handled consistently and reliably
- Coverage and continuity are maintained during absences or growth phases

Vestara manages execution, coordination, and accountability so founders remain focused on strategy and relationships.

CLEAR BOUNDARIES

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WHO THIS IS BUILT FOR

This service is a strong fit for:

- Founders managing customer communication themselves
- Businesses losing momentum due to inconsistent follow-ups
- Teams needing reliable sales and customer support workflows
- Organisations scaling revenue without scaling internal headcount

If customer or sales activity regularly pulls founders into operational work, this service is likely appropriate.

INTEGRATION

Customer, Sales & Business Support integrates closely with other Vestara services, including:

- Administration and executive support
- Marketing and content operations
- Finance and invoicing coordination
- Project management and reporting

This ensures customer-facing activity is aligned with internal operations and growth priorities.



NEXT STEPS

This service is delivered on a **monthly retainer basis** to ensure continuity, accountability, and operational stability.

Support is allocated against a **defined baseline** of hours, agreed upfront based on scope and operational requirements. This baseline creates clarity around capacity, priorities, and ownership, while allowing Vestara to manage work proactively rather than reactively.

All work is **time tracked** for transparency and planning purposes. Time tracking is used to manage capacity and ensure accountability – not to micromanage tasks or shift responsibility back to the client. Vestara manages prioritisation within the agreed scope. The next step is a short discovery conversation to confirm fit, clarify scope, and determine the appropriate baseline before onboarding.

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THANK YOU
FOR YOUR ATTENTION

VESTARA PTY LTD