



## What does a Professional Sales Support (PSS) staff do?

1. A low-cost, efficient and effective personal sales assistant should handle as everything that gets in the way of making sales. “Everything that gets in the way” might include paperwork, researching sales and prospects, non-sales activities, and all headquarters needs such as expense reporting and sales forecasting

2. Your PSS staff can do data base stuffing for any kind of CRM tool (SalesForce.com, Maximizer, ACT!, or custom systems). Data entry can include:

1. Sales call reporting
2. Account and product sales information
3. Lead data capture and opportunity planning

3. Routine support work for all outside sales people might include:

1. Travel planning
2. Expense accounting and travel itineraries. This includes entering information from scanned receipts. They can cover, for instance, your task of copying and pasting credit card expense info into the company expense report.
3. Sales call debriefs. After you’ve met with key clients, you simply call your PSS team member and quickly debrief your meeting. He/she would then summarize the meeting for you, sending you a complete meeting report, and/or entering the information into your sales tracking or CRM system by the next morning. This means that you would not lose the nuanced information about the needs and internal processes of the prospect – information that is so critical to making sales happen quickly.

4. Competitor intelligence debriefs. Most sales people come in contact with a great deal of information about competitor offerings, pricing, and product sales strategies. The PSS staff could simply capture this information as part of a regular post-sales call debrief – and share with the rest of the company the latest news “from the street.” This informs those who need it and makes the sales person who provides it a hero.

5. Other highly skilled marketing and administrative support. This can include:

- presentation preparation
- graphics support
- bid and proposal support.

### **Why hire a someone far away for a job here?**

For a sales force that is often on the road, a US-based sales assistant may simply not be necessary—may not even be the most efficient model. Even for sales teams that work locally, a Philippine-based sales support professional is often a wise choice. The electronic world is small.



1. In the US, jobs that bring less than \$20/hour tend to turn over quickly. Replacement personnel can take precious time to train. Bennion Group pays a generous salary in the Philippines, so we keep our people.
2. They are far better educated than most US-based assistants. In the United States, it is difficult to find a college graduate willing to take a job as an administrative assistant. In the Philippines, we can hire an experienced, college-educated professional for less than most firms pay for high-school graduates here.
3. The PSS staff is less likely to quickly seek another job. We tend to retain our professional staff through good pay and benefits.
4. They are available during the hours you need. Most US sales people work during the day and travel during off-hours – late afternoons, evenings, and weekends. Since the Philippines are precisely 12 hours ahead of US Eastern Time, you won't have to worry about being unable to coordinate with your assistant during the times you are not with a client (drive time to and from airports; during evenings in the hotel, etc.). If you need your assistant during your work day, that schedule can also be arranged.
5. If a company hired two such sales assistants, it is possible that they can cross-train so that each sales assistant works for their US-based salesperson and be a back-up for a second sales person. The second salesperson's assistant can be cross-trained as back-up for the first person. That way, the work is covered in case of a huge avalanche of work coming in, or in case of sickness. It is also possible that each assistant work for two sales people if the workload is right for that.

### **Am I outsourcing American Jobs?**

As many researchers have noted, outsourcing lower-skilled work (and work that requires less customer contact) actually permits companies to create more high-skill, high-contact jobs in the US. As your company grows in the US, you will inevitably hire more U.S. citizens here. That is our goal.

### **Why the Philippines?**

There are three important reasons for tapping Filipino professionals to provide experienced, high quality sales support staff.

1. There is a strong correspondence between Philippine and American business culture. It was formerly a U.S. territory, granted its independence after the Second World War. American English is the official language of the Philippines, and most Filipinos closely follow US movies, music, and culture. Unlike India, which has its own version of the English language, US English is mainstream for Filipinos. It was formerly a U.S. territory, gaining its independence after the Second World War. English is the official language of the Philippines, and most Filipinos closely follow US movies, music, and culture. Unlike India, which has its own version of the English language, US English is mainstream for Filipinos. The Republic of the Philippines has a vibrant and unique culture - but the business culture can be described as a virtual satellite of the United States of America.
2. The Philippine educational system is strong. It includes universities that rank in the top 25% of the world's universities in business and technical subjects.



3. The time difference works to our advantage. Of course, we can readily provide your sales staff the help they need help during our daytime hours. But if you need work done overnight - which means during the Philippine daytime - it is easy to arrange. This is particularly beneficial when you need quick help on a task that has an immediate due date.

