**After Sales - Template**

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| **1. Identify the products that are to be supported.** |
| Click or tap here to enter text. |

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| **2. Design a portfolio of service products. These should be based on the level of customer support required and their ability to pay.** | |
| **Option 1** | Click or tap here to enter text. |
| **Option 2** | Click or tap here to enter text. |
| **Option 3** | Click or tap here to enter text. |

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| **3. Select an appropriate business model for each service product.** |
| Click or tap here to enter text. |

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| **4. Determine an appropriate organisational structure, clarify responsibilities, eliminate conflicting goals, and evaluate outsourcing.** |

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| **5. Make decisions regarding the circumstances in which products will be replaced or repaired. Decide where inventory will be stored.** |

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| **6. Use metrics to monitor the performance of the service.** |