



FIELD GUIDE

**DEFINING A CLEAR SALES AND
MARKETING SUPPORT ROLE**

TANTA GLOBAL ASSIST

WHAT THIS FIELD GUIDE IS FOR

Sales and marketing support work is not about driving outcomes. It is about providing reliable execution support so sales and marketing leaders can operate without confusion, risk, or misaligned expectations.

This field guide focuses on professional role clarity, not persuasion, performance, or results ownership.

Why This Practice Matters in Client Work

Clients do not separate intent from impact.
They experience clarity, reliability, and boundaries.

Unclear support roles lead to:

- Misaligned expectations
- Assumed authority that does not exist
- Delayed decisions and unnecessary rework
- Risk created by unintended commitments
- Loss of client trust when boundaries shift

Clear role definition protects both you and the client.

Core Principles

- Support execution, not outcomes
- Authority must be explicit, not implied
- Clarity is more valuable than enthusiasm
- Professional restraint builds credibility

If you are not authorized to decide it, you should not speak as if you are.

Common Failure Patterns

These are patterns seen repeatedly in sales and marketing support work:

- Using ownership language without authority
- Avoiding clarification to appear helpful
- Acting on assumptions instead of confirming scope
- Responding beyond role because the work feels urgent
- Accepting vague requests without defining expectations

**None of these are character flaws.
They are boundary failures.**

Practical Approaches That Actually Work

Role Framing

- State what you support, not what you control
- Use execution-focused language consistently
- Avoid outcome-based promises

Communication

- Confirm update cadence early
- Clarify escalation paths
- Reinforce boundaries through action

**The goal is not distance.
The goal is clarity.**

What This Practice Helps You Do

This practice helps you support sales and marketing work reliably, protect client trust, and operate close to revenue without creating confusion or overreach.



TANTA GLOBAL ASSIST