



outSource Tactics Unleashed

- ✓ Achieve More Results,
- ✓ Expand Your Business Faster,
- ✓ and Automate Your Business!

OUTSOURCE TACTICS UNLEASHED

**Achieve More Results, Expand Your Business Faster and
Automate Your Business!**

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TABLE OF CONTENTS

<u>TABLE OF CONTENTS.....</u>	<u>3</u>
<u>1.0 Introduction to Outsourcing.....</u>	<u>7</u>
1.1 Outsourcing – What it is and How it Benefits the Internet Entrepreneur.....	8
1.2 Outsourcing: Now or Later?.....	9
1.3 Full Time Staff versus Outsourcing to Agents – Pros and Cons.....	11
<u>2.0 Tasks You Can Outsource.....</u>	<u>14</u>
2.1 Outsourcing Your Advertising and Marketing Needs.....	15
2.2 Why Outsource Your Content Writing?.....	16
2.3 Finding a Competent Graphic Designer for Your Next Project.....	18
2.4 Finding a Great Virtual Assistant.....	19
2.5 Getting Help with Your Blogging.....	21
2.6 Outsourcing Your Copywriting Projects.....	22
2.7 Programming Needs and How to Outsource Them.....	24
2.8 Need a Book Ghostwriter?.....	25
2.9 Farming out Editing Jobs.....	27
2.10 Going the Agent Route with Your Sales Initiative.....	29
<u>3.0 How to Negotiate Outsourcing Deals.....</u>	<u>31</u>
3.1 Negotiating Your Outsourcing Deal	32
3.2 Outsourcing Definitely Shows Company Benefits.....	33
3.3 Choosing an Outsourcing Company to Handle the Your Phone Needs	35
3.4 Even Online Businesses Use Outsourcing	36
3.5 Outsourcing Contracts Can Be Confusing	38
<u>4.0 Outsourcing – Tips and Tricks.....</u>	<u>40</u>
4.1 Outsourcing Tips and Tricks.....	41
4.2 Outsourcing: Project Planning and Completion.....	42
<u>Recommended Resources.....</u>	<u>45</u>

Recommended Reading.....	45
All-in-One E-Commerce Solutions.....	45
Recommended Payment Processors.....	45

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OUTSOURCE TACTICS UNLEASHED

**Achieve More Results, Expand Your Business Faster and
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1.0 Introduction to Outsourcing

1.1 Outsourcing – What it is and How it Benefits the Internet Entrepreneur

People sometimes wonder when they hear the term “outsourcing.” Here is a brief definition of outsourcing and some ideas on how it can benefit the business entrepreneur, especially one who is making a go on the Internet.

In actuality, outsourcing has been going on for years. The essence of outsourcing is simply engaging the services of an individual or organization outside your full time staff to handle certain aspects of your business plan.

These aspects may be public relations, marketing, clerical and administrative functions, or IT management. In fact, with today’s virtual environment, there is really no part of the business that could not be outsourced effectively.

Of course, the big question is whether or not there are any benefits to outsourcing, especially for persons who are building their business on the Internet. Actually, there are several good reasons to outsource certain functions. Here are some examples.

Often, an Internet business is set up with a shoestring budget and one person doing all the work. As the business grows, it is easy to get caught up in dealing with general office functions, such as answering emails, handling correspondence and maintaining client lists.

By outsourcing your clerical support needs, you can spend more time focusing on the expansion of your business, not the day to day details of running it.

Second, promoting your online presence is a full time job all by itself. You can hardly manage that and still be involved in making the big decisions that impact the overall operations of your company. Using outside agents to promote your

presence and to stimulate sales makes it possible for you to do what owners need to do, which is grow the companies roster of goods and services.

Last, outsourcing allows you to not get bogged down with employee taxes, withholding and providing a benefit package. When you outsource to an agency or to another individual, they will not expect a benefit package to go along with their pay.

You will save a great deal of time and money on accounting functions; these savings can be pumped right back into your business and used for expansion.

Outsourcing is a great way to expand your online company without undue stress on your resources. Why not look at your present situation and see if you would benefit from outsourcing a function or two?

1.2 Outsourcing: Now or Later?

If you have a business, there are probably a number of day to day functions that could be outsourced to great advantage right this minute. Here are a few examples.

Outsourcing your sales efforts can be great for your business on several levels. First, by outsourcing to independent agents, you do not have to worry about salaries, benefit packages or taxes.

Structure the agent program properly and you will not have to pay commissions until you receive payments from the customers your agents bring into the fold.

Everyone knows that the invoicing process can eat up a lot of resources. Outsource your invoicing to an independent firm that specializes in doing the billing for small businesses.

Make sure they use a program that is compatible with the software you use to track your AR and AP reconciliation, so you can upload everything into your system when they close out a billing period.

You can also get the service to handle the distribution of the invoices to your customers.

For a modest fee, they will even handle emailing your invoices as PDF documents or print and mail them for you. You can use the electronic files you get at the end of the billing cycle to upload into your system and then post payments as you receive them.

Customer care is another important function that you can outsource. Make sure you get people who know your business and also have a background in providing excellent customer service via the phone and online methods.

They use their own computers at home, which means you do not have to maintain a large inventory of equipment in an office somewhere. All you do is point a toll free number to them, set up access to a central customer service email box and you are good to go.

Keep in mind that when you outsource for just about any function within your company, you do not provide full-blown employee benefits. Your outsource provider is an independent contractor and as such will be responsible for handling their own taxes, insurance and vacation time.

You supply them with work and whatever compensation the two of you have agreed upon. All the money you would normally sink into benefits for full time employees can be funneled into other aspects of your company, which ultimately will benefit everyone.

1.3 Full Time Staff versus Outsourcing to Agents – Pros and Cons



Outsourcing various functions with your company can be a great thing, given certain circumstances. Here are a few examples of when outsourcing may be to your advantage, as well as some ideas of when you might be better off with a full time staff.

For businesses that have a national or international client base, outsourcing such functions as customer care and sales only make sense.

This allows you to engage the services of persons in a number of different locations that can speak to the needs of a growing clientele in various geographic locations without the need to actually open a branch office there.

If your business is more of a local nature and there is a chance that clients will drop by rather than phone or email, then you will present a much better image by having someone at a desk that your customers can relate to.

Public Relations is another area where there may or may not be a reason to outsource. Again, if your company has a focus on providing a local service, chances are you can devote some time to developing the materials associated with your local advertising campaign.

But if you need a full media approach that would cover a larger geographic area than fifty or so miles, chances are you will be much better served by outsourcing to a public relations firm and let them develop the strategy for you, then implement it using their contacts.

Both full time staff and remote agents may handle clerical tasks, such as taking orders, handling correspondence, and setting appointments very efficiently.

The thing to consider again is the size of your business and if there is the chance that your customers will be coming into the office to drop off documents and arrange appointments.

If this is not the case, then any small or large business can benefit from having someone perform those functions in a virtual environment. There is no office to rent, and no facility to keep up, which saves your company a great deal of money.

When it comes for being able to do the job, you can find qualified persons who are happy to work in a brick and mortar office or a virtual one. The trick is to determine which model is best for the way you run your business and how you want to interact with your client base.

Once you have answered those two questions, you will quickly see whether a full time employed staff or an outsourcing staff of agents will be the best idea for your business model.

2.0 Tasks You Can Outsource

2.1 Outsourcing Your Advertising and Marketing Needs

If you have a small or mid-sized business, chances are that you can maximize the use of your resources by utilizing an outside agency to handle your advertising and marketing needs.

Here are some tips on how to find reputable firms and agents, what you can expect to pay, and how much lead time you should give when it comes to individual projects.

Excellent quality advertising and marketing agencies are probably no further away than your phone book. Just about any city with a population in excess of 40,000 will have a few agencies to choose from.

In some cases, they will be locally run agencies that know the business climate very well. In other cases, the agencies will be part of a national organization, and be in a great position to provide you with national exposure. Depending on what your company does, one type may be a better choice over the other.

If the local agencies don't ring any chimes for you, then take to the Internet. You will find web sites for a number of advertising agencies across the globe that will also help to design sales and marketing pieces for you, set up advertising campaigns, and in general make you look very good to the consumer market.

Many of these firms will want you to sign a contract of some duration, normally at least a year.

You may have a monthly fee you pay; in some cases, it may be a matter of providing the agency with a fixed percentage of the billed revenue generated as a result of their efforts on your part. In some cases, it may be a combination of

the two. Depending on the nature of your business, you can anticipate a minimum charge of \$10,000 annually if you engage an agency.

When deciding on an agency to outsource all your advertising and marketing needs to, make sure you see story boards of other campaigns they have done and get some references. You want to know how easy these people are to work with, and if you will get your money's worth from them.

The idea is to have someone reliable that will come up with great ideas that make your company desirable to new customers, and help you increase your net profits. With a little work, you can find an agency that has all these characteristics.

2.2 Why Outsource Your Content Writing?



If you have a web site, newsletter, or marketing materials, chances are you need good writers. While you can hire full time writers to join your staff and produce for

you as needed, there is another option. You can outsource your content writing needs when and as you require a project.

There are several advantages to outsourcing your content writing assignments. Chief among these is the immediate savings on benefits and salary that you enjoy.

Unless you are a large corporation that requires a constant feed of content for your various marketing and PR functions, engaging a writer on a per project basis just makes sense.

Second, no single writer is an expert in all things. When you choose to outsource your content writing projects, you have the opportunity to find someone who is both a competent writer and very has first hand knowledge in the subject matter. This can lead to a piece that has a believability that may be lacking in content written by someone who did some quick research but has no real affinity with the subject.

Of course, you will need to begin searching for competent freelancers several weeks before you need the actual content.

This not only will ensure you have time to properly consider any responses to your ads, but it also will allow the writer or writers you choose to have a decent amount of time to write, submit and also handle any rewrites you may require before your deadline.

Pay is very important to both you and to the content writer. Generally, a fixed rate per word with a minimum amount of words required works very well for the writer.

Depending on the type of content you require, along with the amount of time it will take the writer to compose the pieces, the rate per word may be relatively low.

SEO articles, as an example, usually take less time to write, and will usually net a lower rate of pay. Content for magazines, newsletters, and print media will usually be in excess of \$0.40 USD per word.

Finding quality writers for your content writing needs is easier than ever. A number of freelance writing sites online allow companies to post job ads that are seen by thousands of writers every day.

In addition to online sources, you can also check with local agents who will represent a number of writers skilled in writing short informative pieces. Don't discount contacting and state level writer's associations as well. Most of these will be connected to a national writer's association of some kind, which means you can broadcast your offer for freelance work far and wide.

2.3 Finding a Competent Graphic Designer for Your Next Project

Any company that has a marketing and sales arm will need the help of a good graphic designer from time to time. This is true for print projects as well as web sites, online ads, and other types of electronic public relations.

Still, you may find that outsourcing would be more cost effective for your situation, rather than keeping someone on staff to handle graphic design. If that is the case, here is some information to help you outsource your graphic design needs to the right person.

Finding a competent person or persons to handle your graphic design projects may be as simple as checking with a local graphic design company. For a monthly fee, you can open and maintain an account with one of these firms.

In exchange, they will support your graphic design needs within a specified set of perimeters. You would also be entitled to discount rates for any projects that fall outside the scope of the basic services. Depending on your location, the monthly fee could be anywhere from a few hundred dollars to around \$1,000.00 per month.

Independent graphic designers are also found via the Internet as well. A query for graphic designers will turn up not only a bevy of web sites advertising graphic designers, but also several job boards that you can use to advertise for a specific project.

Most of these sites will have guidelines about what to put in the ads, so you will be able to supply the right information to attract quality applicants. Depending on the complexity of the project, you can expect to spend anywhere from a few hundred dollars up to several thousand dollars.

It is important to remember that you will be at a distinct disadvantage if you wait until the last minute to advertise for help with a graphic design project. If at all possible, begin the process at least one to two months before you need the final product delivered.

That gives you plenty of time to evaluate each application as well as allowing the graphic designer of your choice the time to thoroughly complete your project.

2.4 Finding a Great Virtual Assistant

With so many people working from home these days, the concept of having a virtual assistant is a great way to convey the sense of a brick and mortar office when the reality is that you are actually on the go. Here are some guidelines to help you outsource your personal assistant needs into a virtual environment.

Modern telephony and Internet applications make it possible for people to work just about anywhere. The result is that you can find a qualified virtual assistant who can keep your appointment calendar, handle projects, book flights and do just about everything but make you a cup of coffee.

The best part is that you can find a number of persons who have excellent administrative and clerical abilities that want to work from home.

While the average pay for a virtual assistant will vary, based on the tasks assigned to your assistant, you can have an excellent assistant for anywhere from \$15.00 to \$30.00 per hour, with no benefits as part of the agreement. All it takes is a little effort on your part to connect with qualified candidates.

Employment agencies in your city may be a great way to find persons locally that are more than happy to put in a full day for you in their own space. Many of these persons will have impressive credentials when it comes to office management and various clerical and computer skills.

An employment agency also offers the security of a screening process, so you can depend on the credentials being valid.

Online opportunities to hire a virtual assistant are also expanding. Again, you can find people who have functioned successfully in brick and mortar businesses for years but now wish to telecommute.

Depending on the job responsibilities and the part of the country where the person lives, you may be able to strike an hourly or weekly rate that is cost effective for you and still agreeable to your virtual assistant.

A virtual assistant is a great way to make life easier for you, especially when there are other tasks that need your attention. Check into the possibility of hiring a virtual assistant today.

2.5 Getting Help with Your Blogging

So you have great ideas for several blogs, but don't have the time to handle them all yourself? No problem. What you need is some expert bloggers who have both the knowledge and the time to make your blogging sites shine.

Here are some tips to help you find these experts, what you can expect to pay for them, and how you should structure deadlines for blogging copy.

Online writing opportunities are attractive to great many writers these days. With a blog, there is the unique opportunity to focus on subjects that are of especial interest to the writer.

When you are looking for persons who can write creative and informative blog entries, you want to advertise for persons with some background the subject of your blog, either due to long standing interests or actual education or business experience.

Rest assured there will be several persons respond who will do a great job. Make sure when you compose the ad that you include expectations for the blog entries, such as word count, the number of blog articles per day or week, and whether you will assign topics or if they should be cleared with you first.

Pay for blogging is often done on a per word basis, with paydays offered either when the blogger meets a minimum amount that is due or on some type of weekly or monthly basis.

Per word rates for blogging will depend on a lot of things, including your ability to pay and the type of subject matter of the blogs. You can expect to pay anywhere from \$0.10 to \$0.25 USD per word for an expert blogger.

The best chances of advertising for quality bloggers will be at online job sites. Pay special attention to sites that allow job postings for freelance writers. Here you will find people who actively want to work in an online environment and are most likely used to meeting daily or weekly deadlines with no delays.

It is always a good idea to provide deadlines for each blog article. In general, try to give at least three to five days between assigning the article and having the finished product ready to go live. Some bloggers like to have several articles in the pipeline in advance, just in case of illness or other unexpected situation.

2.6 Outsourcing Your Copywriting Projects

For people that own and are trying to run a business, writing copy for the web site, the brochures, catalogs, and other documents may be the last thing you want to do. If that is the case, then outsourcing your copywriting needs may be just what you need to do.

But where do you find good writers that can handle your copywriting needs? And what should you pay them? Here are some tips to help you with those questions.

The first thing you will need to do is be very clear on what you want from the project. No copywriter is a mind reader. If you have specific objectives for the copywriting project, specific angles you want to highlight, then make sure those elements are part of the copywriting project.

You want to draft the specifications for your project before you begin to advertise for copywriters. Your specs do not have to be perfect, but they should be

comprehensive enough that you only get responses from qualified writers that have that know enough to ask you clarifying questions.

When it comes to pay for a copywriting project, you can try one of two methods. The first would be to offer a flat fee for the project, based on a minimum word count. This should be a fee for delivery of the finished project, not for any drafts that are done prior to your final acceptance.

The second model would be to include a range of word count for the finished project, including a minimum and maximum amount of words, with a rate per word.

Even if you are a small company or a non-profit, keep in mind you get what you pay for. Offering a rate of \$0.10 per word or more will generally attract persons who take their craft seriously.

Finding an excellent copywriter can be done in several ways. One is word of mouth. Ask other business professionals of your acquaintance if they use freelance copywriters. If so, ask them for recommendations. A second excellent source is one of the writer's message boards on the Internet.

Many of these sites allow companies and organizations to post ads for paying assignments at no charge. Do not discount print media as a source for finding the right copywriter, either.

Magazines devoted to writers are not only a great place to advertise your needs, but you may find an ad placed by a copywriter that appears to be a good fit for your project.

As a final word, don't expect the writer to do good work on the spur of the moment. Like most things, good writing takes a little time.

Advertise your copywriting projects so that there is at least a couple of weeks before you need even a thousand word copywriting assignment completed. This give the writer time to do his or her thing and you plenty of time to see if there is anything you need the writer to change.

2.7 Programming Needs and How to Outsource Them

Your company may not yet be large enough to justify the expense of a full time programmer on the payroll. If that is the case, you are in luck. Freelance programmers are ready, willing, and able to handle your projects.

The trick is to find the right programmer for your project, still keep within budget, and have the project completed in a reasonable amount of time.

Here are some tips to help you accomplish all three goals.

Before you ever begin to search for a freelance programmer, be clear on the goal of the project. Any programmer that has a specific set of goals in mind can ask you the right questions to develop a decent quote for your project.

Think about how you want the new programming to interact with other software and devices you have in house already.

As an example, would you like the sales database to automatically create a profile complete with rates in your billing database? If so, then make sure the programmer knows this is one of your goals for the project.

When it comes to pricing out a programming project, one big factor will be what you can reasonably budget for the project. If you know you only have \$1,000.00 for the project, and then don't waffle on your ceiling price.

Asking for bids from persons who respond to your ad will help you see if the funds on hand are sufficient or not. You will soon be able to know if you will need a larger budget to cover the expenses of the project or not.

When it comes to locating freelance programmers, there are a number of programmer job listing sites on the Internet. In addition, you can use your browser to locate the web sites of freelance programmers in your city or state.

Often, the web sites will provide some information about the type of projects the programmer has done in the past, and may even include some general pricing as well. Many freelance programmers will also advertise

in the local newspapers and city magazines. Checking with the local Chamber of Commerce may also turn up several competent programmers as well.

As with any business project, you do not want to wait until the eleventh hour. Your project may be one that will require very little time or it may be one that will take several weeks or months to complete.

Begin to look for qualified freelance programmers as soon as you decide that the project will enhance your business and include a reasonable deadline in your advertising.

2.8 Need a Book Ghostwriter?

You have a great idea for a book, but simply do not have the literary prowess or talent to transfer your idea to the written page. If that is the case, you need the

services of a good ghostwriter. Here are some ideas on where to find ghostwriters and how to enter into a business arrangement with one.

Book ghostwriting requires someone who has a writing style that compliments the tone and feels that you anticipate with the finished work.

That means you want someone who has a demonstrated track record with ghostwriting and someone who understands where you are coming from.

The right ghostwriter will be someone who can ideally spend time with you and talk with you about your hopes and dreams for the project, as well as help organize your thoughts and edit them into a cohesive work worthy of publication.

Finding the right ghostwriter requires that you first look in the right places and then do some interviewing of your own. A good way to start is to contact agents who represent successful ghostwriters and arrange to meet with writers who have experience with the type of book you want to write.

Keep in mind you will pay top dollar when going through an agent, but the end result is that you may very well have an agent who is willing to pitch the finished product to the appropriate publishing houses.

You can also advertise for book ghostwriters online at various web sites devoted to writers and freelance writing projects.

Chances are you will encounter persons who are just beginning to break into the ghostwriting end of the profession. The advantages are those persons will likely be very eager to succeed and be quite willing to work with you.

They will also often be willing to work for a flat fee or at least a more modest weekly stipend. Pay will depend a great deal on how much work is involved.

Be prepared to pay at least a few hundred dollars for relatively light projects and several thousand dollars for more comprehensive projects, plus expenses if airfare or other matters come into play.

2.9 Farming out Editing Jobs

Many people have a gift of writing great copy, but are not so great when it comes to editing his or her own work.



If you fall into that category, then you may want to outsource your editing needs to a freelance editor. Here are some ideas on how to find the right candidates for your editing jobs, how much to pay, and what type of turnaround you should expect.

With the work at home movement in full swing, there are a number of freelance editors who are able to work with copy for just about anything from brochures to

web sites to print media. When you are talking about hiring a freelance editor on a per project basis, chances are you will pay at least \$25.00 per billable hour.

Make sure you have a ceiling for the number of hours that you will fund for the project. An alternative is to offer a per page rate, or even a flat rate for the project.

Regardless of the way you choose to structure the compensation, make sure you always include a deadline that is reasonable and will still allow you time to work your magic at your end.

Finding qualified persons to do your editing can be done online or off-line. Advertising locally will probably provide you with persons who can pick up a manuscript and return it with you with corrections and notes personally. The advantage of this arrangement is that the two of you can discuss any changes face to face if necessary.

Online, you can engage with a number of services for anything from a flat monthly fee to a per project fee. There are also job boards online where you can advertise for freelance editors, either for an ongoing working relationship or for a specific project.

However you choose to advertise the availability of your editing project, make sure your ad sets reasonable expectations as far as the type of project, the amount of time it will take, and the pay.

Being clear on the perimeters for the project will allow interested persons to determine if they are qualified and if they can deliver the finished edits in the time frame you require.

2.10 Going the Agent Route with Your Sales Initiative

In more than one industry, the trend is to outsource the sales function to independent agents who handle the task of securing new customers. This works very well in many fields, and also helps to decrease expenses for the company, while still providing excellent pay for the agents, who also have the privilege of working for themselves.

For many independent sales agents, the pay structure often involves a buy rate. In effect, the service provider handles the billing and supplies the service. The agent sets the rate to the customer. When the client pays for services rendered, the agent receives the difference between the quoted rate and the buy rate.

This model is increasingly being used in a number of fields, such as teleconferencing, and allows the agent to make his or her own judgment call on how much of a profit to make off each unit of usage.

Another model is based on generated revenue rather than paid revenue. In this scenario, the agent is paid a percentage of the revenue generated by his or her efforts in a given period of time, such as a month or quarter. It is not unusual in some industries for the percentage in this type of arrangement to be between five and ten percent.

Finding qualified sales persons is not hard to do. In some cases, you can find qualified sale agents through trade shows, local chamber gatherings, and job fairs. Another avenue is to advertise on your web site, outlining the basics of your agent program and allowing interested persons to apply.

Make sure to set your basic criteria, such as some experience with your industry type, background on sales generated as well as what type of support the agent can expect from your firm.

Agent agreements are often for a specified amount of time and are typically open to review by the company on annual or biannual basis.

This means if things are just not working out, your company does not have to hang on to an agent that is not performing. The good news is that since you do not have salary and benefits invested in the agent, replacing him or her is less of a financial burden to the organization.

3.0 How to Negotiate Outsourcing Deals

3.1 Negotiating Your Outsourcing Deal

For many companies, the decision to outsource certain major business activities can be a difficult one. Hiring another company to perform certain functions, be they services or manufacturing, off the premises, often in another country, is a difficult decision.

It does not matter that it has become a common practice or that it has been a successful method of cutting costs and upping profits. It is still a business decision that companies do not take lightly.

So, when a company has decided that for its financial health outsourcing a product or service would be beneficial there are many things to consider.

To begin with one needs to find companies who can perform the job they need done. This in itself can take a long time of searching. Then one needs to evaluate their abilities; can they do the job.

You will want to carefully check this out and make use the quality of their work is excellent as they will be representing your company in whatever area you have decided to outsource to them.

When you have decided on which company you think you want to deal with, after doing a comprehensive background check, a quality control check and a financial check, it is time to enter into negotiations.

This process in itself may require using another company as the go-between to get the negotiations where you want them. It is not usual to make use of a company whose sole business function is to negotiate contracts for businesses that want to outsource certain products or services.

Whether it is financial and accounting work, manufacturing, information technology or office functions the need to have a company who knows what you want, how to bring the other side to the table and eventually to sign a deal can be a big benefit to the success of your company and how outsourcing works.

Hiring a firm to negotiate for you may be the fastest and most efficient way to get the right deal. There are many companies who offer this service.

See what their success rate is and what type of companies they have represented and this will help you to find the right company to represent you. It may cost a little more than doing it yourself, but it should save you in the long run.

3.2 Outsourcing Definitely Shows Company Benefits



The benefits of outsourcing have been studied by many researchers. These benefits are not just limited to getting a job done that was not otherwise being taken care of but have been shown to give an overall advantage to the entire company.

A study conducted a few years ago showed that although many companies have used outsourcing for IT based services, many others outsource other aspects of business including training, accounting, customer relations and manufacturing.

The most interesting result of the study conducted was that so many companies felt that there were marked improvements in the ways their companies ran immediately after they started to outsource certain functions.

Of the companies who replied to surveys over half stated that they saw big differences in the overall performance of their companies after the first six months of outsourcing.

They were so impressed with the benefits they saw to their company that they stated they would not only continue to outsource whatever product or service they already were but they would also consider outsourcing other aspects of their businesses.

This practice is becoming very common in both the United States and in Europe. Of the many aspects of outsourcing that are available to the average company the one that is most used is definitely the IT functions.

Forty three percent of companies answering surveys said that was what they used.

But thirty six percent are also using supply chain management, the implementation of selling from a product's inception to its final delivery, to fill their

needs. Still another thirty one percent said that they were using sources outside their company to help with training.

Company executives believe that outsourcing, using other companies to do a portion of their work, builds a stronger company, takes the pressure off of growing companies, delivers superior products or services for a better price and a better profit.

With the growing interest in using other companies as an extended workforce outsourcing is finding more and more people willing to give it a try.

3.3 Choosing an Outsourcing Company to Handle the Your Phone Needs

Outsourcing does not always mean leaving the country to get the services or products you need. It may just mean that your company needs to subcontract to another company to get the work done.

Depending on the type of business you have and how many employees are on your staff, you may find that many of the office type practices would be better done by a company that provides outsourcing services.

The concern here is that you need to ensure that you will find a company that provides these services in the way that you want to present yourselves to the customers who will call into your offices.

Can they take orders over the phone? Will they understand enough about your products? Do they have the skills to make it appear that they are part of the company and not solely an outsourcing service?

The right company will make the answers to all of your questions a resounding yes!

The way to discover if the company will do the job you the way need it done is to set up an evaluation process to ensure you will be satisfied with these services. This can be done initially by checking references.

The opinions of others who use this outsourcing service will be very helpful to you in seeing if the company you are evaluating has the skills you want.

If the references you get are satisfactorily try getting them to show you how they will handling the incoming phone traffic. You do not want to have to worry if the company handling the interface with your clients will do the job you need.

Outsourcing the client care of a company is becoming very common. Many businesses prefer to worry about developing their products and ensuring the quality of what they make and sell instead of spending time on the phones.

That is why these outsourcing companies have become so popular. They take the mundane day to day services and handle them giving your business the opportunity to concentrate on making money.

3.4 Even Online Businesses Use Outsourcing

The ability to get your company to perform certain tasks can sometimes depend on the ability of other companies. This is no different if you are operating a retail store, manufacturing company or an internet based business.

The fact is that all too often what you need to get done to be successful requires learning about companies that outsource services or products and how to strike a deal with them. Many web based companies sell products.

These can be anything from books to furniture, clothing, and entertainment products or just about anything else that you can put in a box and deliver.

These web based companies are among some of the fastest growing markets in the United States. The question is where do they get their products from?

For some they simply buy an item for a company and then resell it. This is pretty standard practice. Others will manufacture their own goods and sell them over the Internet. But, many such companies have their products made in countries where it will cost them less to manufacture even when the cost of shipping is added in.

Some webs based businesses actually run only their website from the United States and have their manufacturing and shipping operations out of the country. They often charge their customers only what they would pay for shipping in America and pick up the rest of the cost themselves.

This still turns out to be cheaper for the company to sell that way.

Still others will have their product manufactured by outsourcing the job, but they then pay to have the products shipped to their warehouse. Outsourcing does not always mean dealing with a company that is not in the same country.

It is true that dealing with many companies that are based in developing countries means cheaper labor and cheaper materials.

This can be a huge savings to any business. But, outsourcing can also mean that a small company with good product ideas cannot afford the ability to set up a manufacturing facility to make their own products.

In this case they may find another American company to produce limited numbers of a certain product and then sell them as their own line of goods.

Or perhaps the web based company is very small and needs to have other functions, accounting for example, outsourced so that they need not hire more staff than they want.

3.5 Outsourcing Contracts Can Be Confusing

When beginning to develop a written contract for an outsourcing deal you must first determine what type of relationship you are working towards. If the company you are looking to work with is going to only do one project for you that will require a very different contract then if you are looking at a long term relationship.

The problem is that you do not want to commit to anything long term until you have seen if the company you are thinking of outsourcing with can provide the product or service that you are looking for.

There are two options in preparing contracts at this point. One is to simply write a contract based on a trial period to see if the other company can perform to the standards you are looking for.

This can be done if it is clear that the deal is limited to one run of a product or a certain period of service. The other option is to make a long term contract but to be careful not to be too specific in the terms. This may sound odd but truthfully it may be the only way to do it.

Contracts are supposed to be binding agreements, but what if the arrangements you want to make do not reflect clearly where the business will go. Obviously you will have goals in mind but nonetheless as the business relationship proceeds the goals may change.

If they do your contract could be too binding and therefore make it more difficult to do business instead of easier. This can cause legal issues to become more time consuming then doing the business.

Outsourcing contracts have one other potential difficulty. If you own a company in the United States and are outsourcing your product or service to a company in India, China or any other country you must consider that your protection in business might be hindered by which country's laws the contracts are written up in.

You will need to determine if you can you use American contract law or must you use that of the country you are dealing with. Be certain to have explored this very important point before you begin having your contracts written.

4.0 Outsourcing – Tips and Tricks

4.1 Outsourcing Tips and Tricks



Once you have made the decision to outsource various functions of your company, there are a few areas that you need to make sure are clear cut and agreeable to all persons involved. Here are a few tricks to help you be successful with the use of outsourced assistance.

The first thing that must be addressed is communication. Define what avenues will be used to communicate with your virtual staff members. Will the chief means be email?

Perhaps you have a virtual office set up on the Internet and everyone is able to communicate through this medium, including leaving messages for other persons associated with the company.

Would a weekly conference call with all virtual staff members be in order? You will need to decide on the communication devices that are to be used and make sure everyone understands how and why they will be used.

Second, there is the matter of accountability. What means will you use to measure the productivity of any virtual staff member? Will there be a weekly status report that must be filed? Perhaps there are specific tasks that must be completed on a daily or weekly basis.

Having those tasks in on time certainly is one way to measure productivity. Keep in mind that by having accountability measures in place, you are helping your virtual staff to think about how to get the work done in reasonable time increments. Don't think of accountability as punitive, but as a support mechanism.

Last, allow for coverage when one of your virtual staff needs time off. Even persons who are working on outsourced projects get sick, or need time off for some reason.

Make sure there are resources available to meet those needs, just as you would do if you were employing a full time staff at a central office.

The key to successfully outsourcing functions is to make sure you understand what to expect and the outsource provider understands what to deliver. Once you have that handled, then you can work through just about anything.

4.2 Outsourcing: Project Planning and Completion

One of the reasons you look for outsourcing is so that you can handle a specific project without having to pull away other employees from the tasks they are already deeply involved in handling.

However, if you are going to successfully execute and complete a project using an outsourcing provider, there are a few things you should keep in mind.

First, you must define the nature and the perimeters of the project with your outsourcing provider. There is no way that your provider can accomplish the job for you without understanding what you need, how you want it done, and when the deadline for completion is set.

By going over the over all scheme for the project, including the delivery date, you give the provider the tools needed. Your provider can come back to you with a more precise step by step list of action items, the completion date for each of those action items and ultimately meeting the deadline set by you.

Second, it is imperative that you and the provider speak regularly about the progress on the project. There is no such thing as a project that goes off without some sort of hitch.

At some point in the process, there will need to be modifications to the original model for some reason. The more open and consistent the communication flow between you and the provider, the quicker these small bumps in the road can be addressed and resolved.

Last, build into the action items the opportunity for you to see drafts of any necessary documents long before the project completion date. Just like the regular communications, a quick review of the first draft of the documents will help to keep both you and the provider on track with your vision.

You do not want to wait until the last minute to review the documents, especially if one builds on the next. To do so could mean a lot of last minute scrambling, thus this will do no one any good.

Solid communication coupled with clear and concise action items leading to the completion of the project will help to keep everything running at a brisk pace, even when there are little things that need to be adjusted.

Recommended Resources

Recommended Resale Rights Membership

MasterResaleRights.com/club – Are you looking for a membership that can supply you with all the resell products you will ever need, and really over-deliver? Then the membership over at MRR could be what you're looking for, MRR has got to be one of the fastest new product turnaround memberships online today!

Recommended Reading

[Edmund Loh's 8 Profit-Pulling PLR Strategies That Really Work!](#) – unlock the secrets to making money with Private Label Rights using 8 totally unique, killer strategies!

[19 Internet Business Models](#) – eliminate guesswork and discover what makes the world go round for Internet Entrepreneurs and copy their success business systems for your own in a flash – low cost, high profit!

All-in-One E-Commerce Solutions

[SOLOBIS](#) – all-in-one solution comes with unlimited web hosting, domain name, unlimited auto responders, broadcast feature, custom web builder, file manager, link cloakers, JV manager, 500+ beautiful web templates, online support team, and many more. No HTML and programming knowledge required.

Recommended Payment Processors

2CheckOut.com – start accepting credit card payments from customers from several parts of the world!

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