

Processes, Fulfillment & Outsourcing

WEEK 8

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Business Bait
How To Land Trophy Clients™



Webinar Agenda

- Action items & videos (5 min)
- Week 7 Questions? (5 min)
- Identifying & Creating Trophy Clients:
Processes, Fulfillment & Outsourcing (45 min)
- Review Action Items for Week 8 (5 min)
- Q&A (10 min)





WEEK 7: ACTION ITEMS

1. Identify clients that can benefit from your other services
2. Decide on strategies to create opportunities to share these services
3. Implement action plans to increase higher-value sales
4. Condition your mind and actions to BECOME a trusted business partner



WEEK 7: SUGGESTED VIDEOS

1. VIDEO: Business Analysis – How to Become the Trusted Partner
2. VIDEO: Business Coach – Why EVERY Business Needs One
3. VIDEO: [Immersion Coaching with Tony Robbins](#)

DO NOT DO THIS NOW! WAIT UNTIL AFTER THE TRAINING!



Week 7: Questions?

Keep your questions on target to the
content presented.

Section Timing: 10 Minutes



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Creating Scalable Processes

- Defining scalability
- Why you need scalable processes
- The processes to focus on
 - Lead generation
 - Client acquisition
 - Fulfillment
 - Staff / contractor management
 - Client satisfaction



Processes simplify your business
NOT MAKE IT HARDER!



It's All About Process

Outlining your process

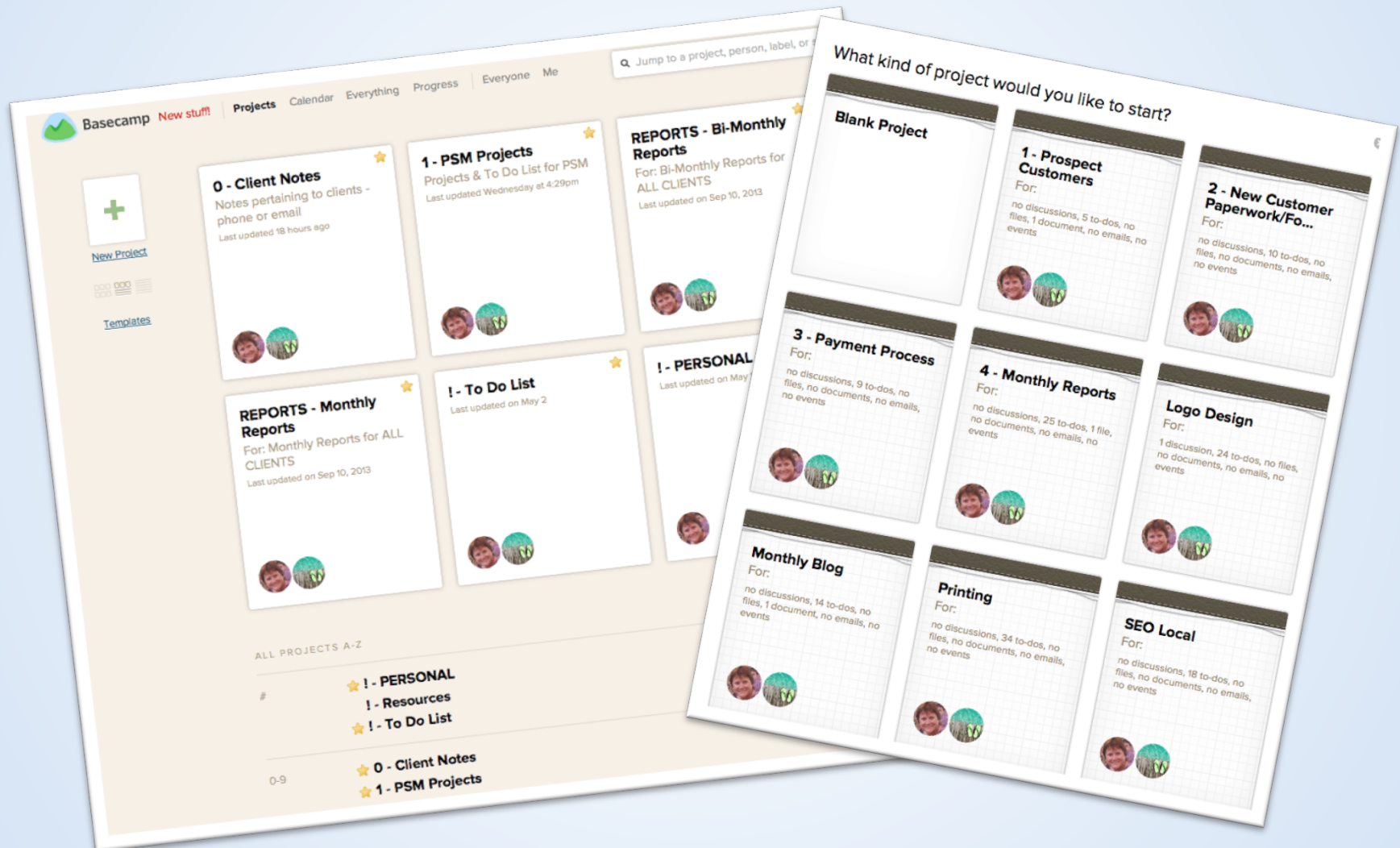
- Identify all tasks associated with a process
- Streamline processes that make sense
- Create documented steps for each task
- Create checks & balances for all tasks
- Tasks should be easily duplicated
- Create process maps where appropriate
- Review processes frequently



Too Many Services & Products Are Difficult to Scale



Project Management



In Sourcing & Outsourcing

Standard In Sourcing (doing within)

- Hire part-time or full-time staff
- Hire contractors
- Hire a service provider

Standard Outsourcing Models

- White Label Agreements
- Partnership & Referrals



Hiring Permanent Staff

- How it works:

- You hire a part-time or full-time person to work within your company
- You tell employee when and where to work
- You pay based on hours worked
- Federal and state laws apply

Things to consider:

- Taxes, Medicare, SS (up to 40% of salary)
- Workers compensation
- Office space
- Sick & vacation time
- Need to have enough work to fill hours
- Management of staff



Hiring Contractors

- How it works:

- You hire a contractor to work on specific tasks
- You DON'T tell employee when and where to work
- You pay based on agreed amount for project or task
- Federal and state laws apply

Things to consider:

- Project fee is typically only cost
- Most contractors will work with others
- Ensuring project is delivered on time
- Amount of work contractor can handle



Hiring Service Providers

- How it works:

- You hire a company to work on specific projects or tasks
- You pay based on agreed amount for project or task
- You have no control over workers or schedules

Things to consider:

- Project fee is typically only cost
- Not getting same person on project each time
- Fees typically higher
- You should not have to manage much
- Good agreement in place



White Label Agreements

- How it works:

- You sell the service as if YOU will be doing it
- You use a service provider to fulfill
- Client does not know the service provider exists
- You make a profit but only manage the client, not the work (in theory)

Things to consider:

- You take all the risk
- Your reputation is on the line
- If the service provider screws up, YOU are the one the client comes to
- You lose control of the processes in most cases



Partnerships & Referrals

- How it works:

- You find trusted partners to deliver the products you do not
- Make the introduction
- Collect referral fees
- Partner takes over and provides all work
- No management on your side

Things to consider:

- Find a partner you trust
- Outline fees up front
- Agree on what the partner should or should not offer the client
- Understand they are now THEIR client
- Check in with the client often

*Adhere to state and local laws in regards to referral fees (kickbacks)



Use Any Combination
**A blend is often the best
choice for most companies**



Finding Good People

Permanent Staff

- Hire based on core values of company
- Hire slowly to get the right fit
- Hire folks that get along with you and staff
- Fire quickly if not working out
- Don't hire friends/family

Contractors

- Look for contractors that specialize in your needs
- Require a portfolio or proof of skills
- Pay more for seasoned pros over newbies
- Fill their calendar when possible (so they don't go looking)



Finding Outsourcers

Individuals

- Look for excellent ratings or comments
- Ask for references
- Give small tasks to test before big jobs
- Compare 4-5 at once
- Be specific & direct
- You get what you pay for

Service Providers

- Understand what they provide
- Know exactly what you are paying for
- Ask for examples and references
- Give small projects to test before big ones
- Again, you get what you pay for



Managing People & Work Takes **AWAY** from **YOUR** sales and growth!



Outsource Solutions

OUR **DFY** SERVICES:

- Content Marketing
 - Blogs
 - Press Releases
 - Ebooks / White Papers
- Website Development
 - Standard websites
 - Ecommerce websites
 - Blogs
- Print Marketing
 - Standard printing
 - Marketing campaigns
 - For your company
 - For your clients
- Other resources
 - oDesk www.odesk.com
 - Guru www.guru.com



Don't want to do it yourself?
We offer this service as a DFY service.



Additional Tools We Use

Client & Company Management

Basecamp – project management

www.basecamp.com

Skype – communication

www.skype.com

ScreenFlow – video capture for Mac

YouTube / Vimeo – video sharing

Website Tools

Wordpress – website development

Woo Commerce – ecommerce

Udesign – base theme

Plugins – use various





WEEK 8: ACTION ITEMS

1. Define your core values
2. Establish & document your processes
3. Begin looking for strategic staffing or outsourcers
4. Implement this training!



WEEK 8: SUGGESTED VIDEOS

1. VIDEO: How to find the best contractors on oDesk or Guru
2. VIDEO: Would you like us to assist with your processes & growth?
3. VIDEO: Outsourcing with us

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Q & A

What questions do you have? Type them in the Question box please.



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Attract the right clients to build a scalable, sustainable business.

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