



THE HR AGENT ADMIN

# 4 Things To Improve When Your Company Begins To Grow

## **WELCOME TO THE HR AGENT ADMIN!**

# **Hello!**

Thank you for downloading our new eBook, **4 Things To Improve When Your Company Begins To Grow** presented by The HR Agent Admin!

We have a lot of experience working with emerging businesses that are looking to build upon their initial success. Therefore, we know exactly what businesses need in order to move into the next phase of growth and development.

This book takes a good look at where companies can improve upon as they begin to scale. Don't get us wrong, we know some companies already have a pretty good mastery of the items listed below. This book is designed to explore ways you can even further improve by implementing new processes, and even hiring help to take things off of your plate.

Once you are done enjoying this content, we will pop back at the end to wrap things up. Enjoy!

**The HR Agent Admin Team**

# #1-Hiring & Onboarding

## OVERVIEW

Did you know that it costs between \$4,000 and \$7,000 to replace a departing employee with a new one? We point this out to underline how crucial it is to hire and retain the right individuals. In order to avoid high turnover, it's paramount that you review your hiring and onboarding processes at least every six months. This practice will help you understand if you are creating accurate job descriptions, conducting thorough interviews, and properly onboarding new talent.

## HIRING

As a super busy business owner, creating job descriptions is just one more thing added to your already overcrowded plate. Unfortunately, this means that when you have to write one, it may not get the time and attention it deserves. Even worse, it may not be as accurate as it should be. If you need to hire someone in marketing but spend all your time focused on sales, you might not know what the marketing team actually needs.

Creating an accurate job description requires input from several parties. This includes the relevant department to understand responsibilities, finance to confirm the salary range, and HR to provide information about benefits and perks. You may not have time to corral all these individuals together, but a virtual assistant will. By delegating this to an experienced VA, you are improving your odds of hiring the right person the first time around and avoiding any misunderstandings or bad hires.

## **ONBOARDING**

Starting a new job can be an overwhelming experience. You have to get used to a new commute, different office, and co-workers you have never met before. You also have to familiarize yourself with process, procedures, and the various products or services your new company sells. As an owner or manager, it's up to you to ensure the onboarding process is efficient and useful. Every new hire should end their first day feeling confident they made the right choice.

A virtual assistant can be in charge of the entire onboarding processes and ensure it is executed properly each time a new employee is brought onboard. Before your new hire's first day, your VA can confirm the correct equipment has been set up or shipped out. The last thing you want is to force a new employee to be unable to start working because they were not given the laptop they needed. Second, they will coordinate with the rest of the team to ensure all logins for relevant programs have been created. Lastly, they will help coordinate one-on-one meetings with key personnel in various departments.

# **#2-Customer Service**

## **OVERVIEW**

Your customers are the lifeblood of your entire organization, but you already know this. However, what happens when you acquire more customers than you can handle? In theory, this sounds like a good problem to have. However, if you are not prepared, you could lose not only your existing customers but prevent your new ones from ever coming back. The old ways of communicating with and serving your customers will have to change if you are going to scale your business.

## **ORDER PROCESSING**

Thanks to Amazon, consumer expectations when it comes to ordering and shipping are at an all-time high. They expect to receive their order in a fast and efficient manner. If you delay fulfilling an order, or worse, send the wrong product altogether, you can almost guarantee that the customer will be looking elsewhere next time. If you are using Amazon as an option for your customers to buy your products, that is an additional process that needs to be managed carefully.

The person bringing in the sales should not be the one fulfilling the orders. Since order processing is tied directly to revenue, this needs to be assigned to a professional. By delegating your order processing and fulfillment processes to a well-trained VA, you can ensure that your customers will get their products on time, every time. Your VA can also keep track of all your orders, in case a customer calls with a question or concern.

## **BILLING AND INVOICING**

No one starts their own business to be their own accountant. However, someone has to make sure you are getting paid on time. Someone also has to make sure you are paying your vendors to ensure your services are not halted. Very few customers will go out of their way to remind you that you haven't billed them. On the flip side, your vendors will be very quick to withhold services if you fall behind on your bills.

Billing and invoicing is not a complicated process, but it is one with a high volume department that needs careful attention. The right VA can make sure that everything is an order and prevent things like cash flow problems, tax issues, or late commission checks for your sales team. It will be incredibly helpful to have a singular point person to go to when you need an update or when your accountant comes calling with a question or concern.

# #3-Internal & External Communication

## OVERVIEW

During the early stages of most companies, the employees you have are so busy working to keep the lights on, there is very little time for anything else. You are a tight-knit group and therefore it is easy to keep everyone informed. However, once you begin to grow, it is harder to manage the flow of information and knowledge. Unfortunately, most companies do not realize this is a problem until something goes wrong and they are forced to address it.

## INFORMATION FLOW

When something changes in your company, your first thought is how can I ensure this does not impact my bottom line? However, your second thought should be, who else needs this information to do their jobs? If you are a company that routinely launches new products, you should have a process in place to educate the rest of your team on what they need to know. If your organization is making a significant change, it is up to you to ensure that your team understands the new direction and answer any questions they may have.

The easiest way to control the information flow is to meet with your managers and department heads once a week and provide company updates. Then, they should meet with their teams once a week to relay that information to their direct reports. Lastly, each employee should meet with their supervisor on a weekly basis to ask questions and voice concerns. Since this type of information flow has several avenues, it's important to assign a point person to ensure nothing falls through the cracks.

### **MEETING MINUTES**

We know very few people who enjoy attending meetings. This is because they have become synonymous with being unproductive and a waste of time. Meeting minutes is a common but often overlooked process that keeps track of everything presented at a meeting. When it is one person's job to record and type the minutes, it frees up the rest of the team to focus on what is being said and what needs to be accomplished.

Having your VA record meeting minutes is a lot more than just taking notes. Once the meeting is completed, they will send those minutes out to everyone who attended. That e-mail will summarize what was covered and what deliverables were assigned to each individual. It can also call out the deadline for those deliverables so everyone knows what they are responsible for moving forward. This communication acts as a point of reference in case there are any disputes about the project or what was decided upon in the meeting.

## **#4-Marketing & Branding**

### **OVERVIEW**

As much as you love your current customers, you will need to constantly be acquiring new ones in order to grow. Also, you need a mechanism in place to persuade your current clientele to continue purchasing your products and services. The right type of marketing and branding tactics can make sure you are always top-of-mind and are your customers' first thought when it comes time to buy.

## **SOCIAL MEDIA**

Today's consumer uses social media to research new brands and make purchasing decisions. Your brand must be live and active on the various social channels your target audience uses. This includes posting consistent and valuable content daily. This content can include advice, product launches, and announcements of upcoming sales and discounts. The key is to consistently appear in your audience's feeds with information that positions you as the expert.

If you are going to be engaging with customers through social channels, someone must be in charge of responding to their comments, questions, and direct messages. Your VA can monitor all of your accounts and respond to inquiries as they come in. To make the processes more streamlined, you can provide your VA with an internal FAQ sheet so they know how to answer most questions that come in.

## **NEWSLETTER**

A weekly or monthly newsletter is the ideal vessel for relaying important company information to your customers. This is where you can share stories of past satisfied customers or provide an inside look into what goes on throughout your company. It is also the easiest way to announce the launch of new products and share discount codes or sales information.

A consistent newsletter will require gathering information from various departments throughout the company. The same person who is in charge of your social media can also help coordinate your newsletter as well. By putting a VA in charge of these two marketing tactics, you are increasing your reach, enhancing your brand, and providing new and exciting ways for customers to spend money on your brand.

# Conclusion

## **HI AGAIN!**

As you can see, growing your business is a complicated and ongoing process. It's important that you understand what needs to be improved upon as your brand and customer list begin to grow.

To recap, you will need to review and possibly improve fundamental processes such as hiring, onboarding, and order fulfillment. You may also want to find ways to improve the management of both your information and cash flow. Lastly, you need to put an emphasis on organic marketing strategy to keep your customers engaged with your brand.

We hope this eBook has helped you start to prioritize your strategy and push your company to the next level!

All the Best,  
Your Friends at The HR Agent Admin

## **LET'S TALK**

Ready to start considering hiring a Virtual Assistant to help handle the day-to-day tasks associated with an emerging company? You came to the right place!

Send us a note at [contact@thehragentadmin.com](mailto:contact@thehragentadmin.com) to claim your FREE introductory session!

