



THE HR AGENT ADMIN

# 4 Ways Hiring A Virtual Assistant Can Increase Profits

**WELCOME TO THE HR AGENT ADMIN!**

# Hello!

Thank you for choosing to download our new eBook, 4 Ways Hiring a Virtual Assistant Can Improve Profits!

If we had to guess, you are a small business owner who is contemplating hiring a Virtual Assistant to transition some of your administrative tasks.

Or maybe you're a Virtual Assistant trying to refine your pitch, showcase your value, and sign more clients.

Luckily for you, this eBook was written to explore how adding a Virtual Assistant to your team can improve your company, and ultimately increase your profits.

So let's dive in, and we can connect at the end of the book. Talk soon!

Your partners in success,  
**The HR Agent Team**

# #1 — Customer Service and Satisfaction

## OVERVIEW

Your customers are the lifeblood of your business. Without them, there is very little point in showing up every day. At first, as an owner, managing your customer base is your responsibility. However, as your company grows and your customers increase, this will need to be transitioned to someone else. You might not be there yet, but it is better to hire someone early on and satisfy your clients as opposed to hiring someone after you have lost them.

## ORDER PROCESSING

At last count, Amazon Prime had over [112 million users](#). Why are we telling you this? It's relevant because today's consumers have a certain expectation when it comes to ordering online. It might not be possible to match Prime's two-day shipping, but customers will notice if it takes 7-10 days to receive something that could be ordered and delivered quickly through Amazon.

According to a [report produced by Comscore](#), nearly 40% of abandoned carts resulted from an estimated delivery time of at least eight days. That same report stated that 15% of abandoned carts resulted from an estimated delivery time of 5-7 days. It's reasonable to believe that once they leave their cart on your site, they will buy that product somewhere else with shorter shipping times.

Hiring a Virtual Assistant solves this problem in a multitude of ways. First, they can take over your entire order processing system. Depending on your company size, they may be able to spend 1-2 hours each afternoon shipping out orders received in the previous 24 hours. If your operation is a larger one, your Virtual Assistant can set up a process that ensures orders are being processed and shipped on time.

## **CUSTOMER RESPONSE**

Not only do consumers expect expediency from companies, they expect attention as well. According to HubSpot, a whopping 90% of Americans use customer service as a factor in deciding whether or not to do business with a company. Furthermore, nearly half of American shoppers switched companies last year due to poor customer service. In terms of impact on repeat business, the same report shows that 73% of customers remain loyal to a brand because of friendly customer service.

Now with all that being said, isn't it worth investing in someone whose primary job is responding to customers' questions, concerns, and feedback? Instead of cramming this vital task onto your already full plate, transition it to a Virtual Assistant to ensure it gets the time and attention it deserves. Your new VA can craft a personal response to each e-mail, form submission, and social media post that gets sent in. Think about all the customers who will stay with you because you make them feel heard and important.

# **#2 — Long-Term Sales Strategy**

## **OVERVIEW**

In the beginning, your sales strategy is pretty simple. Make enough sales to keep the lights on. It makes sense. As a new business owner, you have so much going on that you are just trying to make as many sales as possible to keep the train moving. However, if it hasn't happened already, you will reach a point where you need a real, long-term sales strategy.

## **USP'S AND BUYER PERSONAS**

It's one thing to have a line of products and services and task a team to go out and sell them. That strategy might work for a little while. However, if you are going to attain long-term growth, your sales strategy must be more refined and personal. What are your unique selling points? Why should someone buy from your company over your competitors? Who are your buyer personas? Who is your team selling to? How should they refine their pitch based on your audience?

These are questions that deserve thoughtful consideration, and they cannot be answered after a ten-minute brainstorm. If you don't have a concrete solution already, it's probably because you have been too busy handling a million other things to keep your business afloat. A Virtual Assistant won't be able to craft a sales strategy for you. However, they can take the weight of various administrative tasks off of you so you can sit down, use your expertise, and craft a plan for yourself.

## **SALES TARGETS**

As we established earlier, when you start selling a product, you are just focused on getting someone to buy it and making that sale. You may have had sales goals, but they were most likely hastily put together. Even if you did put significant time into crafting them, they will begin to evolve as your business begins to grow. When you start incurring additional expenses like new staff, your sales targets must increase to match.

As with a strategy for sales, a Virtual Assistant cannot devise new sales targets for you. Nonetheless, when they take over the various day-to-day activities, you will be surprised by how much free time you now have. You can revisit your sales targets and ensure they match up with your company's goals and objectives. In addition, assigning specific, data-backed targets to your sales team will motivate them to go above and beyond to hit those targets, achieve their bonuses, and keep pushing the company forward.

# #3 — Reduce Employee Turnover

## OVERVIEW

According to a study completed by the Society for Human Resource Management, it costs companies \$4,129 for each new employee hired. It's safe to say that it is much more cost-effective to keep the employees you have versus hiring new ones every 6-12 months. The key to keeping employee turnover low is improving their work experience and creating a productive and enjoyable work environment.

## ONBOARDING

According to SHRM, 69% of new employees are more likely to stay with a company for three years if they experienced great onboarding. In addition, a report produced by Glassdoor states that companies can improve retention by 82% by providing great onboarding when hired. As we have already established how much money employee retention can save a company, investing in your onboarding process should become a top priority.

Once again, the right VA can step in and make a huge impact, as they can put in motion numerous processes to promote positive onboarding. They can create surveys to send out to current employees about their onboarding experience and what needs to be improved upon. They can design an onboarding system that includes platform logins, program tutorials, company directory, and department-specific processes. The goal is to prevent new hires from feeling overwhelmed and confused. This will motivate them to stick around and prevent them from making costly mistakes early on.

## COMPANY CULTURE

According to the [Mission and Culture Survey 2019](#) released by Glassdoor, an overwhelming 77% of respondents stated that they would consider a company's culture before applying. Over 65% of millennials indicated that they cared more about work culture than salary. Considering that millennials will become a larger and more experienced part of the workforce over the next ten years, it is worth taking their thoughts seriously.

Also, the idea that today's employees value work culture over salary can work to your benefit when trying to attract top talent. You might not always be able to compete with other companies in your industry when it comes to compensation, but you can outperform them in company culture. Your new VA can plan employee appreciation events, coordinate office perks, monitor employee satisfaction, and be responsible for coming up with new and exciting opportunities for your teams to take advantage of. By putting someone in charge of your company culture, you can ensure it grows to become something that all employees enjoy being a part of.

# #4 — Improve Your Mental Health

## OVERVIEW

As a business leader, you must be on top of your game at all times. You are the one who needs to be focused on the big picture, developing new strategies and making sure all areas of your company are operating in unison. On top of that, you have to sit in on meetings, close deals, work with investors, and manage your teams. When you try to wedge in administrative tasks, it becomes too much, and your mental health begins to suffer.

## **AVOID BURNOUT**

Burnout is real, and it can happen to anyone regardless of their passion for what they are doing. According to [an article from Entrepreneur.com](#), 50% of entrepreneurs experience burnout. Burnout is brought on by several factors, including chronic stress, poor diet, overworking, and lack of sleep. These are all common side effects of being a business owner who feels they must do everything to get the job done.

At some point, you need to stop and re-examine how your work is impacting your health. It is time to start transitioning some of those time-consuming tasks over to someone else. Your company needs you to be a reliable and focused leader. They are counting on you to lead them with sound strategies and innovative ideas. You cannot accomplish this if you are burned out and unable to focus.

## **REDISCOVER YOUR PASSION**

The excitement of starting your own business is special. You finally turn that idea into a reality. Then, everything else comes into play. You go from selling an idea to performing mundane tasks such as processing orders, filing paperwork, sending out invoices, and collecting payments. That fire inside of you starts to die out. If you are going to take your brand to the next level, you must ignite that fire and rediscover your passion.

When you no longer have to complete these routine tasks, it is amazing how your overall mindset will begin to change. Your days will once again be filled with essential, engaging projects and meaningful work. You will quickly remember what motivated you to start your company in the first place. You can also rest easy, knowing so many vital parts of your business are being handled by someone with years of training and experience.

# What's Next?

## HI AGAIN!

We hope you learned a thing or two about the impact a Virtual Assistant can have on your company and the bottom line.

If you are ready to explore adding a trained and experienced VA to your team, we would love to talk to you about it.

Please send us an e-mail at [contact@thehragentadmin.com](mailto:contact@thehragentadmin.com) to set up your FREE introductory call.

We look forward to working with you!

All the Best,  
Your Friends at The HR Agent Admin

