

DRIVE YOUR BUSINESS NOW



WHY OUTSOURCING IS FOR YOU

yokly.
lessening your burdens



Drive your Business Now: Why Outsourcing is for You
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ABOUT YOKLY

Lessening your Burdens.

Yokly is an outsourcing company that is committed to helping businesses and communities. We provide and manage top-notch virtual talents who can support any business need.

We are an international team of experts whose passion is to drive growth to your business while giving back to the community. We are based in California, USA with our rockstar virtual talents located in the Philippines.

WHY CHOOSE YOKLY



FLEXIBLE HELP



**EXCEPTIONAL
STAFF**



\$5 PER HOUR



NO EXTRA FEES

YOKLIFY NOW



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PREFACE

Outsourcing may be one of the best business strategies in the 21st century. It is not just about convenience, but about being smart and efficient.

Every business has its fair share of hurdles. No matter which industry your business is in, there comes a time when it needs to scrimp and save while sustaining a high quality of service. Other days will push you to speed up your processes so that you can deliver what you promised to your customers. Whether it is about manpower or efficiency, outsourcing is something to chew over.

The advantage of outsourcing is that you thrive in the momentum of quality. Many businesses that are new to this concept are afraid to try it because of fearing quality trade-offs. That should not be the case because outsourcing has proven to do wonders for a company's success with its versatility and benefits.

Today, there are a lot of international firms and platforms that can match you with highly skilled global talents. Outsourcing through virtual support has been in demand because of the comfort and economical value it brings. It lets you delegate tasks to talents who work remotely. It may come as a surprise to know that businesses can outsource virtual talents for half the price without a worry about quality.

Outsourcing can give you the edge to achieve success and rise over your competitors. There are countless [reasons](#) why outsourcing for virtual support can benefit you. Before you start researching more about it, learn valuable things about outsourcing here so that you can make the best-informed decision for your business.

CHAPTER 1: BACK TO BASICS



WHAT IS OUTSOURCING?

Outsourcing is becoming a household name in the business industries. You surely have heard it before and are interested in digging deeper about it.

Outsourcing is a staffing method where a particular task or job function is assigned to an outside party. It is formally known as business process outsourcing (BPO). This company-contractor relationship is formed to fit the needs of a business pertaining to a project's scope of work, resources, and timeline that a contractor can do.

There are several types of outsourcing. Offshoring, nearshoring, and insourcing are well-known solutions. Off-shore outsourcing has been the ideal pick where companies outsource from distant countries. This type of outsourcing lets a business work with excellent foreign talents who can deliver optimal results at low costs.

Companies opt for outsourcing because they value having more time on their hands for tasks that require longer duration or higher skills. Western companies have been particularly outsourcing jobs to the Philippines. The country remains to be one of the leading runners that get the job done cost-effectively.

Outsourcing is all about business process outsourcing. At first thought, a majority think of customer service and call center when they stumble upon the phrase. These terms are interchangeably used, but have a slight difference. Call centers are like BPOs where a company outsources a part of the job like customer service to a third party. However, that is just the surface level of outsourcing. Companies can have anything outsourced from administration, sales, IT, and such to reduce the work that their in-house staff needs to do.

Every business can create its criteria to help it decide the tasks or functions that can be outsourced. The basics to consider are operational costs, process efficiency, and time management. Once you do outsource, you reap merits for your company.

- You increase the efficiency of your business
- You and your in-house staff can focus on core areas
- You have time for innovation and special projects
- You gain 60% savings in expenditure
- You eliminate costs in infrastructure and technology

WHEN DID OUTSOURCING START?

It is hard to say the time and place that outsourcing began. It is an effect of the extensive work delegation that could have happened at any point in history. If we were to go back in the past and trace it, here is what we have observed.

Businesses have been trying to increase their competitive edge for profits since the Industrial Revolution. After the two World Wars, a mass of men returned from the battlefield. They needed work and had expertise in mechanics and engineering. With a large pool available for work, it signaled a big shift in the composition of the workforce.

Companies that gathered workforce to be outsourced soon rose. They wanted to help workers find jobs and companies find workers. For instance, a US company called ADP was founded in 1949 which had the goal to offer payroll-related services. A little over a decade later, another US company called EDS was founded to do IT outsourcing. More companies then started to help out bigger and established companies with their outsourcing needs.

Industries sought diversification so that they can turn the available workforces in the growing economies to good use. The idea of multi-layered management made it easy for them while costing it lower than they previously had. By the 1970s, companies that were not agile were weighed down by their dense management structure. They refused to be flexible and creative despite the need for better ways of carrying out their vision.

The idea of getting external help was sought when the tasks at hand were essential, but a business did not have the manpower to do it. That could be assessed as the starting point of outsourcing. Through the 1990s, more companies opted for outsourcing to get jobs done and save money at the same time. Managers were hired, and they decided to delegate jobs related to administration, accounting, and security to third-party contractors.

Now, outsourcing has a key role in every industry. It started with the tedious tasks that ate much of the time like executive assistance, database building, and customer support. These somehow transitioned into core tasks that required dedicated staff addressing these. Companies realized that it would be easier to outsource people who can do these for them.

The tasks being outsourced diversified too as time passed. From simple tasks, companies have been more open in outsourcing technical skills and special projects. Companies sought help in sales, marketing, and IT. These opened opportunities for highly-skilled talents to a good pay as well as for companies to save on costs. Soon enough, delegating to virtual talents became the solution that businesses need.

CHAPTER 2: DELEGATING TASKS



DELEGATING TASKS

Once you understand the benefit of outsourcing, the next move is to determine what tasks and functions will be outsourced. You have to first evaluate the competencies and skills of your in-house employees. That will give you a picture of your company's strengths, and help you identify the priority in-house functions. Ideally, you need to keep your best resources routed towards tasks that excite your in-house employees. The rest can go to contractors who know and enjoy the job.

This is your best-case scenario of growing your business through outsourcing. Thanks to many firms and virtual talents out there, you have plenty of ways to increase the productivity and success of your business. Let's see what jobs can be taken off your hands.

ADMINISTRATION

Studies have shown that about 40% of employees spend their time on assignments related to administration. This is the kind of labor-intensive work that can be outsourced to virtual talents. They are better talents than part-time admin clerks and can divert your in-house employees into doing critical and specialized tasks.

You can outsource any administrative function from a firm that can train someone to do it for lower labor costs. Partnering with the right firm will prepare the suitable staff to meet your needs. You can ask them to lead and coordinate a variety of areas.

- Managing and organizing files and calendar
- Making travel arrangements
- Proofreading important documents and emails
- Transcribing video and audio material/taking notes during a meeting
- Managing your social media accounts
- Data mining and processing

ACCOUNTING

Accounting could be a daunting task especially when it's about the financial bookkeeping requirements of your business. These documents must be consistently organized and maintained. That is why accounting is one of the time-consuming functions, but you don't have to solely take care of it. You can entrust it to an experienced bookkeeper to avoid being problems during tax season.

Getting virtual support to do your everyday bookkeeping is wise as it comes in handy in the long run. It spares you and your in-house employees from comprehensive financial tasks. You can also save overhead costs because the outsourced talent can be hired on a seasonal basis compared to a full-time accountant.

This grants you your go-to person for accounting matters. There is always someone who you can reach out to when there is a financial question in your mind. You stay out of trouble, get the job done, and save cost than what your more traditional counterparts are doing.

SALES

Contracting out any sales function is an easy decision for a manager to make. As an example, doing sales calls is typically about the number of calls that you can make in a given period. Anyone in sales will tell you that more calls mean more sales - and more sales mean more leads.

You need a salesperson who can handle your clients and close those sales effectively. It takes a good amount of skills and the right attitude to do that. If you don't have that yet or don't have enough people, it's a no-sweat to outsource someone who can do it for you. Aside from telemarketing, you can also have them do these tasks for you:

- Setting sales appointments
- Researching leads
- Handling customer service
- Capturing notes and updating CRM
- Creating sales reports

MARKETING

Marketing is often a tough call for small businesses to outsource. In the beginning, it is relatively easy to sell yourself and your brand because there isn't much momentum yet. You will then see that your business starts to pick up as soon as the results pour in. This is a critical stage in marketing because small businesses tend to lose focus when there is no one to assist them in delivering their brand's promise to their customers.

You can avoid this problem with the simple solution of outsourcing the marketing necessities of your brand and product to someone who can knock off obstacles. Kickoff with a marketing strategy in mind, and divide it into segments that you can outsource. You are there to oversee it while your plans are being flawlessly executed by the talent. You can even outsource virtual marketing specialists who can do content writing, graphics design, advertising, and social media management.

IT

Quite the technical function, IT is popularly handed over to third-party talents. It is an easy call to make for company executives and business owners. If you are not a tech-savvy individual, you don't have to spend the next three months teaching yourself the fundamentals as the learning curve is a bit steep. You are better off putting that effort somewhere else more important. There are pro virtual talents who can do this for you for a fraction of what it will cost to hire an IT expert in your area.

There is an assortment of IT services that can be outsourced: programming, cybersecurity, website development, and software development. Have them guard and update your website. They will help you in hosting and moving files there securely. The best thing about virtual IT professionals is that they have high-grade devices and software that you no longer need to purchase.

CHAPTER 3: ALL ABOUT COSTS



ALL ABOUT COSTS

We have talked about the what and why of outsourcing. And while we have emphasized its cost-effectiveness, we haven't laid down how outsourcing works. This is the key to most business decisions because every business owner and entrepreneur has to understand the process and costs involved.

This plays a critical role when it comes to selecting the ideal outsourcing firm or talent. You also need to understand the industry well to narrow down your options and pick the one that balances quality with cost.

It can be a bit tricky to figure out the specifics because the way it works may be different in every outsourcing firm. Sometimes, it is the amount you pay based on a bid while others charge incrementally. The best tip is to be aware of the kind of structure that you will deal with rather than looking at the figures of each firm.

DIRECT COSTS

Any costs incurred in the cost object of a product or service is called direct cost. A direct cost includes direct labor, rate wages, and commissions. These are costs that you have to consider when outsourcing.

The compensation that you offer to the outsourced individual or team is a direct cost. The labor rate that you plan to offer depends on the number of people and the amount of work that the task or project requires. You will have to decide if the project will be 100% handled by them or will be in collaboration with in-house employees. These are few questions that you will have to answer before you jump into an agreement. Let's see a sample of what you can expect when outsourcing administration.

Getting a third-party talent who can manage your admin work is a great idea if you are a solopreneur or have a small business. You can discuss the remuneration per hour or per month. You can settle on a long-term contract with a negotiated labor rate. It can cost you anywhere from \$300 to \$1,000 monthly depending on the working hours when dealing with an outsourcing firm or directly with the talent.

It can be a remote job as well. In this way, you don't have to worry about them being unproductive with unwanted breaks. Your administrative assistant will just meet the deadline and will work according to your requirements.

If you want a bigger team for more diverse administrative tasks, hiring a fully remote team is the best choice. This works for all kinds of virtual specialists. This kind of set-up spares you from spending a penny on their workspace, hardware, and connectivity. All you need to do is provide your idea and requirements to an outsourcing firm. They will respond with a quote, and the team will be set up as simple as that. Now, you can manage them remotely.

You can further research the salaries of the specific talents you want to outsource. Gather this information and compare it with your budget. The same can be applied if you want your in-house team to have external support while working on a tight budget. You will definitely find a dedicated team that works without giving you a headache.

AD HOC COSTS

After direct costs, you may deal with some expenditures that will arise while the project is ongoing. These are ad hoc costs which can be fixed costs, capital costs, or variable costs incurred in any business project. These are often referred to as out-of-pocket costs like these examples in administration.

- Project management tools
- Customer Management Relationship (CRM) software
- Online community access fees

Ad hoc costs differ on every project. You have to consider these as part of your planning to ensure that your budget is on track. Preparing for ad hoc costs will remove any headaches as the project progresses too.

HIDDEN COSTS

Hidden costs should not slip away when planning for outsourcing. This type of cost could mean two things: a financial cost that is not shown upfront, or a resource that you need to have an extra of. Matters like selecting the outsourcing firm, interviewing the talent, and finalizing the contract are phases that you essentially have to go through. Whether it is money or time, these are all assets that must be accounted for.

A lot of businesses think that paying for a third-party talent is the only resource that they have to shell out. It is favorable to be straightforward when partnering with an outsourcing firm. Ask all the costs involved from talent fee, management fee, set-up fee, and cancellation policies. Knowing these will help you manage your budget and contract.

When outsourcing a job, you must consider the time it takes to write a proposal, finding the talent, discussing terms and conditions; and, knowledge transfer. Each phase demands time that you need to invest in to successfully outsource a job.

If you are targeting to launch digital operations for your business, you must ensure that the nitty-gritty tasks are all covered. Get the better of it by setting two parallel deadlines - one for your checklist completion, and another for system checking. This eliminates setbacks in your database and infrastructure which you can prepare beforehand.

A lot of outsourcing firms and platforms are present today. When you find the one that you match well with, tell them about you and your company. Provide them enough information so that they can understand and recommend solutions to your business. They will then connect you with a virtual talent who best suits your profile and requirements.

Lastly, review the contract to check all agreement terms and costs.

CHAPTER 4: TALENT FORERUNNERS



TALENT FORERUNNERS

A highly-rated benefit of outsourcing is its cost-effectiveness. It promises flexibility and efficiency in both manpower and operations. Truthfully, pricing is the main reason for companies to choose outsourcing, especially in digital operations.

Companies in developed countries have been eyeing countries like India, Philippines, and Ukraine for outsourcing. You get hooked with top-quality services at low costs. From administration to specialized functions, there is hardly any limit to what services can be outsourced to the talents of these countries.

Their workforce is more affordable than their counterparts in the US and UK. That is because their minimum wage requirements and standard of living are different compared to the West. To boot, all these global talents deliver the same quality of output that reassures you of optimal results.

INDIA

Outsourcing has its roots in India where it first started among few other countries. India has the second-largest pool of young and highly skilled professionals next to China. Indians excel in a multitude of IT disciplines that are particularly in demand in fintech companies. Notably, India is the second-largest English-speaking country so communicating with Indian talents is smooth.

The average hourly rate of Indian talents is between \$5 to \$25. With their large working population, finding the right talent is no sweat. It is an ideal source for Western companies to outsource their web and software development needs.

Aside from the high-value skills of [Indian talents](#), they are known for their creativity and innovation. They are committed to helping you develop your business too.

PHILIPPINES

The Philippines is a diverse country that has been making noise for its rising professionals. Filipino talents have a comprehensive set of skills like marketing, sales, and IT. They have excellent English proficiency and neutral accents that make communication flawless if you are looking for voice-based tasks. In addition, they have many experience administrative assistants who have multiple disciplines.

Pricing drives the choice for outsourcing Filipino talents. Their cost of labor is about half of that in the US and UK. Studies show that about 60% of your business expenditure can be cut by outsourcing to the Philippines.

What makes them stand out are their determination and positive attitude. They will go out of their way to help you which is why Filipino virtual assistants continue to be the [top choice](#) for virtual support.

UKRAINE

A western country like Ukraine has shown to be a contending nation in outsourcing. The majority of the Ukrainian workforce is made up of top IT and research professionals. Because of the country's strong educational system, it prepares Ukrainian talents for international standards.

Having talent outsourced from Ukraine is beneficial for Western companies. Being a European country, their timezone is the same or near to companies that outsource them. This makes remote work all the better because you can closely communicate without the worry of drastic time differences.

Ukraine is a [worthy choice](#) if your company has a European branch. They have a rich supply of high-quality labor with a mature IT market. Working with Ukrainian talents is also easy because they are straightforward and friendly.

CHAPTER 5: PARTNERS TO TRUST



PARTNERS TO ENTRUST

At this moment, you are more aware of how outsourcing works. It is now time to search for a firm or platform that can provide you with the best outsourcing solution for virtual support. With several available options out there, there is always someone you can trust to partner with for your business needs.

YOKLY

There are only 24 hours a day and no matter how efficient you are, there is only so much you can do. You would be happy to know that a US-based outsourcing firm like Yokly is there to help you.

Yokly understands that running a business is not a piece of cake. Their philosophy is built around their purpose to lessen the burdens and bring value to their clients. They are dedicated to providing businesses, entrepreneurs, and professionals with excellent Filipino virtual talents for administrative and specialized functions.

Yokly virtual talents will help you with your daily tasks. Whatever task it may be, a Yokly VA will strike the items off your to-do list. This saves you a lot of time and energy so you and your in-house employees can concentrate on high-level decisions and functions.

All the VAs that come through Yokly are carefully selected. Each has a remarkable track record and warm personality that makes working with a Yokly VA a joy. Their ability to communicate, pick up on details, and creativity are all tested to make sure you get the best. Yokly also manages all its talents from recruitment to performance monitoring so you can focus on growing your business.

Start by having a conversation with a Yokly Account Representative. With 3 easy steps, you can get remote help:

- Share information about you and your company
- Give the job responsibilities that you require
- Interview the Yokly VA who suits your profile

Yokly also offers a 1-week free trial before proceeding to the paid service. What's more, partnering with them lets you also create a social impact as they allocate 5% of their gross revenue to initiatives that support basic human needs in the US and Philippines.

UPWORK

If you want to connect with freelancers, Upwork is up to your alley. Upwork is a widely-known platform that links businesses with freelance professionals. It gathers a large number of global talents who are actively looking for opportunities to contribute to businesses.

Upwork may have the largest database of freelancers to date. That assures you that there is a talent out there who can solve your problems and innovate according to your needs. You have more freedom in finding talents and directly negotiate with them on the project details.

To start using Upwork, you need to create an account as a client so you can post a job. You will see a page called 'Post a Job' where you fill in all the details of the job from its category, description, timeline, required experience level, and pricing. Be as clear and informative as you can so you can attract the right kind of talent. Once you complete all the details, you can post it and wait for the freelance talents to review and apply.

You will receive proposals from freelancers who are interested in your job post. All you have to do is go through each proposal, and choose who best fits your requirements. Because Upwork has a large database, it is best to set a time for screening all the proposals. That means that you or your in-house employees will be the ones to conduct due diligence per freelancer to avoid getting the risk of unsuitable talents.

Upwork is for you if you want to be hands-on in searching for talents. They also provide ratings and feedback for clients and talents which will come in handy when screening. Note that you will have to pay a fee to Upwork as well for using their service.

FIVERR

Fiverr rounds up our final recommendation. Similar to Upwork, it is a marketplace where businesses can connect with talents who offer freelance services. It acts more like a directory of freelancers who typically are in the creatives industry.

The platform aims to be one of the largest marketplaces for the digital workforce. Freelancers are considered sellers while clients are buyers. As a client or buyer, you can count on a ton of options coming your way. You start with creating an account to view the profiles and ratings of freelancers. Afterward, request a service from the selected freelancer and describe the project details.

Fiverr is proud of the quality of services they offer for the prices. No matter how small or big your project is, they will find something to suit your needs. The platform promises that it can hook you up with freelancers who can start working right away. It is important to note that they don't do hourly rates. Everything is done on a project-by-project basis.

A project may require you to pay upfront for the project cost. It will be fully released when you have approved the work done by the freelancer. That makes Fiverr a neutral observer. They also have a support team that is available 24/7.

Fiverr is perfect if you want to have an immediate list of available freelance talents. You will also have to be the one to scout and screen each talent. It's a win-win for everyone involved because Fiverr offers no-frills in communication and convenience. You can even try to request a trial from a freelancer before the formal project starts.

GET STARTED NOW

We hope you found our guide to be a great starting point for growing your business. Many of you might not have considered outsourcing before due to misconceptions or lack of information. But now, you have a better grasp of outsourcing - how it works, what tasks you can delegate, and who you can partner with.

Take some key points that we have shared here. You may want to start evaluating your current business needs and assess the type of talent that you need. With the shift to digital operations, it may be high time for you to consider remote support starting off with an administrative assistant. You will see how it will improve the productivity and success of your business.

Now is the time to drive your business with outsourcing through virtual support!



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