

# CUTTING COSTS WITH OUTSOURCING

Super Niche Conference  
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# 7 TIPS FOR CUTTING COST WITH OUTSOURCING



BUSINESS  
SOLUTIONS



# 1. What Do They Cost!



Three Outbound Telemarketing Sales  
Averaging 30 calls per day per rep



100 Outbound Telemarketing Sales  
Averaging 150 calls per day

**OFFSHORE COST ARE ABOUT THIRD OF US SALARIES**



# 1. What Do They Cost!



Graphic Designer

Social Media Manager

eCommerce Assistant

Video Editor

Bookkeeper



**OFFSHORE COST ARE ABOUT THIRD OF US SALARIES**





# 2. Remote Staffing

- **Labor Shortage**
  - 10.9 Million open jobs in the US on July 31 (US Bureau of Labor)
    - Health Care, Social Assistance, Finance and Insurance, Restaurant/Hotels
  - Hires was reported at 6.7 million in July
- **The Great Resignation**
  - 2.7 Million people quit their job in April
  - Greener Pastures
- **Fill Your Gaps**
  - EO Members are looking for solution
  - Work from anywhere





# 2. Remote Staffing

## FREELANCING **VS** OUTSOURCING



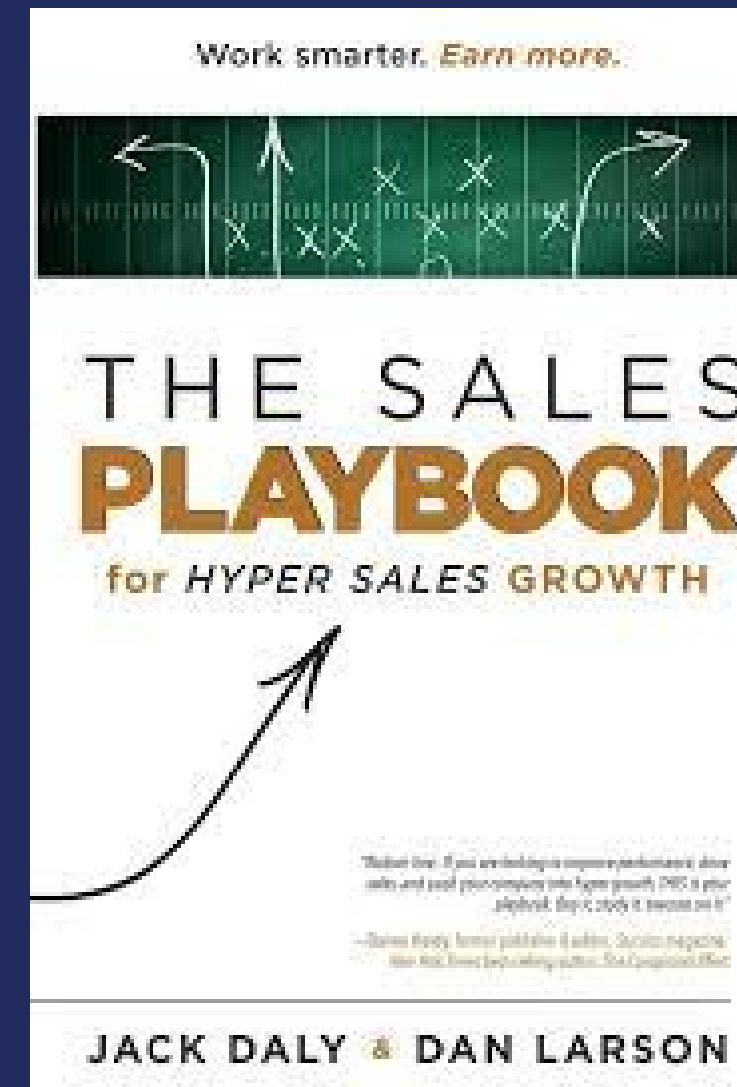
# 3. The New Virtual World



- Home Office (Can Be Anywhere!)
- Widen Your Talent Pool!
  - Technology
  - Zoom/Skype
  - Dropbox/Google Drive
  - Bandwidth
  - Adobe Creative Cloud
- Turn Your Camera On!

# 4. High Pay Off Activity

- **From Jack Daly's "The Sales Playbook"**
- **Do What You Do Best!**
  - Stop Doing
  - Data Entry
  - Invoicing
  - Proposals
  - Graphic Design
- **It's Not Faster if YOU do it!**
  - GM Photography





# 5. Herding Cats – What Outsourcing Can Do!



- Executive Assistants
- Production/Project Coordinator
- Admin Assistant/Customer Service
- Accounts Receivable

# 6. Typical Jobs To Outsource



- Bookkeepers
- Technical Support
- Social Media Specialist
- eCommerce Admin
- Customer Service
  - Inbound/Outbound
  - Email Support
  - Chat Support



- Photo Editing
- Graphic Designers
- Data Research
  - Recruiting
  - List Building/Lead Gen
- Admin
  - Assistant
  - Data Entry
  - Project Managers

# 7. Typical Projects



- **1940 Events Listed**
  - Research Local Entertainment Events and data to list on website.
  - •\$500
- **19,348 Audio Visual Technicians Found**
  - Increase circulation to target market by researching LinkedIn.
  - \$5000
- **39% Cost Savings**
  - Outsource production department to publish 200 bi-monthly pages

