

ADMINISTRATIVE VIEWS

Accurate Business Services (Contact: Jeannine@Accbizsvcs.com)

Summer 2002

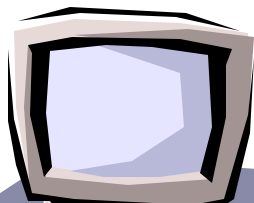
Volunteer Work

If you're like me, you've probably gotten involved in volunteer boards. Whether it's for a business association, or a non-profit organization, the fun usually wears off when you find out the administrative work involved in participating on a Board of Directors.

We can help take the burden out of your hands, and allow you the time necessary to do what you had thought you were volunteering to do: make important decisions on the development, growth and planning for the organization.

Some areas we can assist you include:

- Meeting minutes
- Event/Conference Planning (*)



Administrative Costs
\$2,100.00/year
Recruiting - hiring -
training - record
maintenance - severance
pay! *



* Source: U.S. Chamber of Commerce

- Banking & Treasurer's Reports
- Meeting Notices
- Monthly/Quarterly/Yearly Newsletters
- Database Management
- Membership Packets - renewals, etc.

“So, the next time you try to avoid making eye contact when they're asking for administrative volunteers...”

- Respond to e-mails & maintain website

(*) Includes location, meals, registration, name badges, programs, every detail necessary to make it an enjoyable event.

So, the next time you try to avoid making eye contact when they're asking for administrative volunteers, open the discussion to the benefits of outsourcing to a qualified VA. Help make your Board more effective and organized.

Why Outsource?

As entrepreneurs reposition themselves worldwide, they find themselves looking to focus more time and employee efforts into expanding their client base, and utilizing employees to handle core functions of the business, leaving little or no time to take care of noncore operations.

That's where outsourcing can play a major role in staying a step ahead of your competition.

Outsourcing has become a billion dollar industry in just a few short years. Here are a few reasons that this strategy pays big dividends:

1. Enhance your ability to handle core functions.
2. No training needed.
3. Less risk, and expense of insurance and taxes.
4. Pay only for time spent on the specific project.
5. Up-to-date equipment and technology.
6. Lower overhead - no equipment, space or supplies.

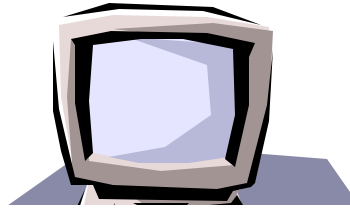
These are just a few of the advantages to outsourcing. In looking to choose a VA, ask for

Ten Important Hints for Increasing Sales

This article by Dr. Robert Sullivan gives some interesting insights into things customers look for when making their purchasing decisions. Although they don't all work for a "service" type business, as mine is, they are certainly something to

think about!

1. Accept credit cards for payment. (Did you know that Accurate Business Services accepts credit cards?)
2. Provide a money-back, no-questions asked return policy. (We provide a 100% satisfaction guarantee)
3. Distribute free catalogs - but include a "price" on the cover.
4. Get an 800 number for sales and service. (Ours is 888-547-6392)
5. Provide a strong guarantee for your product or service. If possible, "lifetime" guarantees.



**"Give away something
free from time to
time."**

delivery)

6. Give away something free from time to time. (We offer new clients their FIRST HOUR FREE, and a 20% DISCOUNT for the first 6 months.)
7. If you're in retail, maintain store hours in evenings and on weekends.
8. Provide a delivery service or service at the customer's location. (We provide local pick-up and
9. Follow up sales to the extent possible. Personal calls for big ticket sales or a returnable postcard for higher volume sales make a lasting impression. (My preference - handwritten cards/notes)
10. Have a "preferred customer" sale. (I provide a gift certificate to clients around the holidays)

I hope you will find these suggestions useful in marketing your business.

Robert Sullivan is the author of The Small Business Start-up Guide, and United States Government - New Customer!. He frequently lectures on starting small businesses and appears on CNBC's "Minding Your Business" as a small business expert. His books may be ordered toll-free by calling 1-800-375-8439.

Robert also developed and maintains an extensive award-winning Internet website. "The Small Business Advisor" at <http://www.isquare.com>.

Business Ethics in a Wired World.

Although the Internet has created a wonderful vehicle for information and the purchase of quality products and services, we still find it difficult to identify those at the top of their field.

As with any industry, there are good providers, and not-so-good providers. The challenge of the Internet is finding ways to distinguish between the two.

A comprehensive website that makes all the promises we need, and says everything we want to hear, doesn't tell us they can truly deliver what they say they can.

Look for service providers that have achieved industry certifications, and are involved in groups that promote good business practices. Don't be afraid to ask questions and establish a clear picture of their business ethics. After all, they'll be providing services that reflect your company's image. Be

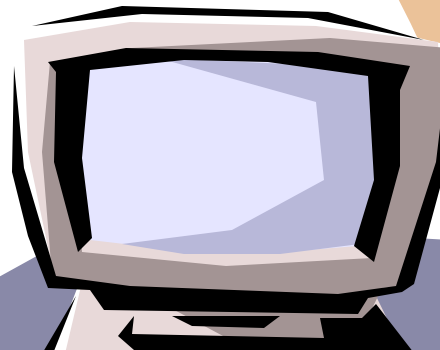
What Are Business Support Services?

Like our clients, Business Support Service (BSS) providers are highly skilled professionals who can make a huge impact on your productivity levels. In an age when technology has made the world a much smaller place, the need for an assistant has become global.

This concept works so well that

businesses of all sizes and shapes can utilize these "as needed" services to keep ahead of the game, and without the expense of hiring and training additional staff or personnel.

Projects can be communicated by e-mail, phone, fax, mail, disc transfer,



"In an age when technology has made the world a much smaller place..."



or by appointment for those who live near a BSS specialist. Services can be limited to the provider's specialty, or a full array of administrative functions for one-stop service.

BSS providers who provide services in a single area of expertise, will usually be able to refer you to someone who can handle almost any task.

BSS providers are also business owners, and can give you more business perspective than an employee ever could. You can look to them to provide insight on what's happening in the business world, and they can listen and support you through the ups and downs every business professional faces at one stage or another.

So, the next time you put an administrative task on the "back burner", call a BSS specialist instead, and let them show you how to find the bottom of your "in" box.

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Did you know we accept all
major credit cards?



Focus on the things that you get paid
well for doing...
Hire a VA
Let them do the paperwork!

What's inside:

- Volunteer Work
- Why Outsource?
- Business Ethics in a Wired World
- Ten Important Hints for Increasing Sales
- What are Business Support Services?

Internet Finds

Here are some great
Websites:
Copywriting & Market-
ing Assistance :
www.writing-etc.com
The Marketing Minute:
www.yudkin.com/marketing.htm
Fax to your e-mail with:
www.efax.com
International Virtual Assistants

Association:
www.ivaa.org
Create an e-mail newsletter at:
www.zinebook.com
Info about government business:
www.business.gov
Planning a trip?
www.expedia.com
Public information about busi-
nesses:

www.knowx.com
Sales tools, tips and training:
www.salesdoctors.com
Favorite search engines:
www.google.com
www.dogpile.com
www.yahoo.com

