

# **Business Growth and the Outsourcing Lifestyle**

**How to Work Less, Make More Money  
and Be Envied on the Golf Course!**



**By Chris C. Ducker**

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# Table of Contents

Introduction_____	4
Chapter 1 : What is Outsourcing and How Does it Work?_____	6
Chapter 2 : The Benefits of Outsourcing_____	9
Chapter 3 : What you should look for in an Outsourcing Partner_____	12
Chapter 4 : The Philippines: A World Class Outsourcing Destination_____	14
Chapter 5 : Top Ten Ways to Identify a Professional Outsourcing Partner_____	17
Chapter 6 : How to Get Started on your Outsourcing Lifestyle_____	20
Suggested Further Reading_____	23
About the Author_____	24

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# Introduction

**As a business owner and an entrepreneur myself**, I know how important it is to save money whenever possible. However, in our pursuit of magical penny-pinching and cost-cutting secrets, we can sometimes forget why we started our business in the first place.

Let's face it, as business owners; we all started out with dreams of growing our companies, from the ground up. In the beginning, rolling up our sleeves, getting our hands dirty and ultimately working our butts off – day in, day out – didn't bother us at all. In fact, we were ready for it. However, as time goes by and the long days turn into long nights, the plans of evolving into something bigger, more magnificent and something worth a lot more bragging rights on the golf course start to hit home a little more with every passing year. And those feelings stick there at the back of our minds. Sound familiar?

Welcome to the world of the Entrepreneur.

Saving money is important, of course. Especially in today's economic climate, but it shouldn't be the only thing you focus on. Regardless of what industry or market sector you're in, surely the real focus of any business, regardless of its size, should always be on growth.



My plan of action when I started the Live2Sell Group was no different, I can assure you, and it's been an interesting 5 years, to say the least. I've learned a lot, lost a certain amount and have had the chance to work with many, many interesting and some extremely successful business people as I have built the business into the successful outsourcing machine that it is today. But across the board, from everyone that I have worked with, one solid, non-negotiable point has stood out as the number one contributing factor in everyone's goals – the dream of growth.

Outsourcing gives the small business owner, or entrepreneur, the chance to grow their business with very little effort and at the right price. As long as you team up with a company that knows what they are doing and have the experience behind them to get the job done in a professional and positive manner, you can rarely go wrong when it comes to outsourcing certain, skill orientated tasks.

Within the pages of this e-Book I hope to be able to enlighten you on the importance of outsourcing in today's helter-skelter business world and the benefits that obviously come along with it. By the final page, if you decide that this isn't for you, then that's fine. However, if you do come to the conclusion that you can 'let go' a little and ultimately look to realizing those golf course dreams, then that means I've been able to hit this thing home a little, which would be fantastic.

Here's to your business and life success!

**Chris C. Ducker**  
Cebu City, Philippines  
August 18<sup>th</sup>, 2009



# Chapter 1 : What is Outsourcing and How Does it Work?

**Outsourcing is the process of hiring another individual or company, either domestically or internationally, to handle business activities for you.**

**Outsourcing, also known as Business Process Outsourcing (BPO)**, is the process of hiring another individual or company, either domestically or internationally, to handle business activities for you. It has become a common business practice that allows small and medium-sized businesses to gain services and skills they would usually find hard to develop, because of either financial or manpower restrictions, or possibly a combination of both.

It also allows your business to focus on core competencies and, more importantly, cut costs and improve efficiency, all very much hassle-free. As time has gone by over the last decade or so, business owners now realize that there are many reasons that companies, both big and small, outsource various jobs, but the most prominent advantage seems to be the fact that it saves money.

Many of the companies that provide outsourcing services are able to do the work for considerably less money, as they don't have to provide benefits to their workers, and have fewer overhead expenses to worry about, especially if they are based in a non-Western country, such as India, China or the Philippines.



**Outsourcing is a  
cost-effective way to  
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countries.**

Business Process Outsourcing also allows companies to focus on other business issues while having the details taken care of by outside experts. A perfect example would be knowing that telemarketing is the best way to get the word out in regards to a new product or service you're launching (either locally, nationally or internationally), but admitting that it's not really your forte. You can hire an outsourcing company that provides these services, whilst you concentrate on getting ready for the influx of inquiries as a result of the campaign.

It also means that a large amount of resources and attention that might fall on the shoulders of management professionals can be used for more important, broader issues within the company. The specialized company that handles the outsourced work is often streamlined and will normally have world-class capabilities and access to new technology that a growing company simply couldn't afford to invest in on their own. Plus, if a company is looking to expand, outsourcing is a cost-effective way to start building foundations in other countries, too.

Simply put, outsourcing will give away some of your business tasks that can easily be managed by an independent entity, making life easier for business owners. And most of the time, as well as being able to pass on these tasks to someone more experienced than yourself (or your company), you will also save money, against hiring someone locally to do the same job – sometimes as much as 60%!





Such tasks can be, but are not limited to roles such as accounting, bookkeeping, sales and marketing, administrative and back office assistance, customer service, web development and much more.

Nowadays, most outsourcing companies will fall into one of the following categories, in regards to the services that they provide their clients. Some will even offer several of these:

- **Inbound Customer Service**
- **Outbound Telemarketing**
- **Web Design & Development**
- **Back Office / Admin Support**
- **Virtual Assistant Services**
- **Marketing & Sales Support**

Regardless of what area of your business you might be thinking about outsourcing, the bottom line here is that taking part in this extremely worthwhile activity will give you the opportunity to expand your business at the same time as saving costs.





# Chapter 2 : The Benefits of Outsourcing

First up – the main reason why people outsource is because it definitely reduces your operating costs. It is affordable to outsource your business tasks to independent entities. You do not need to hire additional workers, thus decreasing overhead expenses in terms of employment, and all the glorious taxes, benefits, bonuses and commissions that go with full-time employees as well as the hassles of keeping them happy!

**Outsourcing is superlative in view of the fact that it allows you to concentrate further on the core functions of your business.**

Outsourcing is superlative in view of the fact that it allows you to concentrate further on the core functions of your business. The American Small Business Association says that the majority of business owners spend up to 40% of their day handling simple administrative tasks. Imagine being able to designate some of, if not all, of these tasks to an outsourcer! It would leave you with 40% more time for you to concentrate on providing better quality products and services to your customer base, just for starters!

All this leads to increased overall productivity of your business and makes a great deal of impact on the development of your ROI (Return on Investment).



Now to enumerate a little, here are a few proven benefits that I have seen materialize before my very eyes whilst working with clients in the USA, UK and Australia (our core service markets) and other countries:

*Cost Advantages* - Outsourcing to countries such as the Philippines can give you access to cost-effective services. The same services with the same level of quality are priced much, much higher in the Western world. This cost-advantage has increased the number of services that are being offered from Customer Service, Sales & Marketing, Technical Support and Email & Chat support alike.

*Savings of 60%* - You can save on every aspect of your business and increase your profits. When you outsource, you can save on time, effort, infrastructure and manpower. Since you don't have to invest in infrastructure, you can also save on making unnecessary fixed investments. You can save on capital expenditure such as on training costs, because you do not have to invest in manpower and you can save on investing in expensive software and technologies. All of these savings will help bring about definite increase in your revenue.

*Save Time* - Outsourcing enables you to create an abundance of extra time for you to work on other things that will ultimately make you more money. This additional time also enables you to de-stress, breathe and take it easier, so that your thought process as a business owner is clearer and more productive in general. Something that every entrepreneur I've ever met appreciates!

*Increase in your Business* - To see is to believe. Outsourcing can help you see an increase in almost every aspect of your business, and I'm talking across the board.

**When you outsource,  
you can save on time,  
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and manpower.**



Increase in profits, productivity, level of service to your clients, business value to everyone you work with, overall business performance and much more. Outsource certain tasks and see your organization experience an increase in every aspect leading to more growth and more profits.

*Concentrate on your Core Business* – Your organization will be free to concentrate on your core money-making activities. By outsourcing all your non-core functions, such as customer service or telemarketing, your employees can be put to better use and you will be able to see a huge growth in your core business aspects.

*Improved Customer Satisfaction* - With timely deliveries and high-quality services you can impress your customers. Outsourcing can help you benefit from increased customer satisfaction and your customers will remain loyal to your organization, as well as order your products or use your services more often – all leading to an increase in business revenue.

*Increased Efficiency* - Another benefit of outsourcing is increased efficiency. Your less important business functions will be performed efficiently by your outsourcing partner, while the central part of your business can be efficiently carried out in-house.

*Provides your Business a Competitive Edge* – Through outsourcing you can acquire access to specialized services for different business processes and thereby provide your customers with best-of breed services. Such strategic outsourcing will put your business on the cutting-edge among your peers and in the competitive worldwide market!

**Strategic  
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# Chapter 3 : What you should look for in an Outsourcing Partner

**Your outsourcing partner should be one that executes quality with flexibility.**

As an individual or company seriously looking into outsourcing some of your business routines, or perhaps even all of them, you basically have two pretty major options straight off the bat. Option one is to keep things a little closer to home and choose to outsource to a domestically-based company, in your own country. At first this might seem like the easier option – same time zone, same language, etc., however, the costing of this type of set-up isn't going to be all that different than doing things in-house yourself.

Some business owners, however, find it hard to let go, it's in our entrepreneurial blood, they say. So, if you simply don't want to rent additional space, or hire the people yourself (but still want or need the work to be done) then this might be your best option.

On the other hand, if you don't mind having part of your business at arm's length (it's tough, I know, but come on guys, let go already!), you can choose to go the route that a lot of people are and use an offshore outsourcing partner, in another country. This tends to be the more financially attractive option to most people.





Either way, you should pick a partner that enables revenue growth by accelerating market capture through modern strategies, or marketing in ways that are dedicated to your company vision and potentially with companies that provide results-driven professionals.

Your outsourcing partner should be one that executes quality with flexibility, whilst attaining pinnacle competencies without challenges that might affect your business growth. They should be a corporation that has a proven track record, working with a diverse selection of clients across the globe and on a number of different campaigns in numerous industries.

You should also look at teaming up with a corporation that consistently provides monthly, weekly, daily and hourly process-flow results and documentation from the beginning to the end of all parts of your operation. This is a real Golden Nugget. In this day and age, you shouldn't settle for anything less, either. This enables you to monitor, in real-time, the performances from each individual working on your outsourced project, as well as the whole operational campaign as a complete unit.



# Chapter 4 : The Philippines: A World Class Outsourcing Destination

**The skills and the personalities of the Filipino workers are said to be the most closely-aligned to that of Americans.**

I have lived in the Philippines for many, many years. The country is beautiful, the people are friendly and the humidity requires air conditioning like you wouldn't believe it! However, it's given me my wife, my children, my business and the lifestyle that I craved for so long, whilst enduring a chaotic existence in the City of London.

But there is more to the Philippines than this Englishman simply making it his home.

The BPO industry in the Philippines grew steadily for many of the later years in the 90's and early into this century. However, over the last five to six years it has seen growth spurts like you wouldn't imagine, with more and more businesses shifting their customer service and technical support departments over to large contact centers at a drastic pace.

Here in 2009, it remains unshakeable in spite of the global economic crisis that has slowed down most of the other front running countries in the industry, like India, for example. In fact, reports show that growth for this year alone is expected to hit a massive 35% across the country!



**Without a doubt, the Philippines is the fastest growing country in the outsourcing industry.**

This is all due to the lower cost and reliable information and communication technology services that Philippine outsourcing partners have to offer. The skills and the personalities of the Filipino workers are said to be the most closely-aligned to that of Americans; both business and personal worlds. It's also worth noting that the Philippines were under American rule in the time of the Spanish-American war decades ago.

This proficient nation, the third largest English speaking country in the world, is hired by American and European based companies due to their almost ideal American-influence, enabling them to be dubbed the most Americanized nation in Asia – possibly even outside of the United States, period. They even have the American flag on their one-hundred peso bill.

And here's something that a lot of people do not know. The Filipino education system is almost a blue print of the American education system. Not only do they embrace American-style diction and pronunciation of the English language, they also prefer to use terms such as 'Grade' and 'College' instead of 'Classes' and 'Houses', like in the UK, for example.

These skilled professionals can converse with Americans and Europeans alike in the most natural way, facilitating and carrying out instructions and issuing understanding with ease. Not only this, but it's all done in a first-class manner.



This south-east Asian country with 7,107 islands in total has now been at the forefront of the BPO industry for over a decade and is known by Fortune 500 companies and other organizations to offer a top caliber labor force, especially when it comes to voice-based campaigns. To prove this overall standpoint, research was performed by top North American universities, confirming that Philippine outsourcing employees work harder, with higher degrees of skill and will factors, thus enabling them to exceed expectations and be dedicated in what they do, each and every day.

Without a doubt, the Philippines is the fastest growing country in the outsourcing industry, and quickly becoming the destination of choice for individuals and companies in the West that are looking to outsource parts of, if not the entirety of their customer service, admin support and sales workforce!





# Chapter 5 : Top Ten Ways to Identify a Professional Outsourcing Partner

**1. Results Driven** – A company that can help you reduce costs and increase customer satisfaction, at the same time. One that can set a goal that is achievable within a specific time frame.

**2. Partnership** – A company that shares your common goals and values. In which, performance is the key point among staff, the community and the managing company.

**3. Innovative** – A company that can execute on its own across the board. One that can provide a great deal of benefits to you and your business with modernized technology and more.

**4. Flexibility** – A company that is run by management that truly offer customized and tailored services, always keeping in mind the needs of you and your customers, first and foremost.



**5. Modifiable Management** – A company that can swiftly manage changes when necessary for achieving your performance improvement goals without negative impact. A corporation that can prepare staff members for a change without flaw and deliver change in a positive, productive and professional manner.

**6. Benchmarking** – A company that can provide comparison data to ensure that your customers are receiving the highest quality of service. Offering measurable success to customer's and employee's satisfaction, creating more growth and profit potential for everyone involved.

**7. Resourceful** – A corporation that attains depth, with an extensiveness of experience in the long-term market and is able to offer resources specifically fitting your goals and vision.

**8. Employee Development** – Your outsourcing partner should be able to provide comprehensive and ongoing training, as well as overall professional development for all employees, at all levels of the corporate ladder in relation to your outsourced campaign.

**9. Continuous Improvement on Quality** – Your partner should always take things to the next level and raise the bar higher for every goal that is achieved; this enables you to get closer and closer to perfection. They should also encompass the willingness and ability to meet both short and long term goals.



**10. Proven Record** – Above all, your outsourcing partner should have a successful, professional proven track record. They should be able to provide you with references and testimonials if you feel they are required. If a company, particularly one overseas, cannot do this one simple thing then simply stay clear of them.



# Chapter 6 : How to Get Started on your Outsourcing Lifestyle

If the contents of this e-Book have turned you on to the idea of potentially outsourcing some of your business tasks, then I have succeeded at doing what I set out to do in writing it. Let's face it though, it doesn't take a rocket scientist to work out that working less, whilst making more money is a good thing, right!?

**It doesn't take a rocket scientist to work out that working less, whilst making more money is a good thing.**

There are basically only two ways to get started in regards to making your life easier, more productive and generally less stressful than ever before.

You can either get onto Google and start looking for individual service providers that are nine times out of ten, home-based call center agents or virtual assistants (although going this route does have its pitfalls such as communication problems caused by internet connectivity problems and a general lack of supervision), or if you prefer, you can look for a company that provides the services that you might be looking to free yourself of, such as:

## **Virtual Assistant Support**

- **Superior Internet and Computer Skills**
- **Online Research Tasks**





- MS Office proficiency; creating PowerPoint Presentations
- Email Support and Inbox Filtering
- Billing and Invoicing
- Blog and Website Content Management
- Appointment Scheduling
- Calendar Management
- Travel and Hotel Itineraries

## **Inbound Customer Support Services**

- Phone and Online Customer Support
- Inbound Sales
- Email and Chat Support
- Customer Support Services
- Technical Support Services
- Maximizing Customer Satisfaction
- Financial Support Services
- Lead to Sales Conversion

## **Outbound Telemarketing**

- Product Sales / Up Sell / Cross Sell Campaigns
- Customer Support
- Order Fulfillment



- **Product Promotion**
- **Lead Generation**
- **Appointment Setting**
- **Database Cleansing**
- **Market Intelligence**

Understand that working with a company, instead of a home-based employee, does have its advantages, although it's usually a little more expensive because of the additional infrastructure and generally professional set-up.

Either way, the fact that you're ready and willing to take the jump into the wonderful world of outsourcing is the first step towards a lifestyle that will leave you feeling more independent, professional, exhilarated about business and just plain excited about life in general, than ever before.

Good luck – I'm 100% positive you'll enjoy your outsourcing journey and being the envy of all your golf buddies!



# Suggested Further Reading

At the risk of going into too much of a self-pitching throw down of gobbledygook, I would sensibly like to turn your attention to the Live2Sell Group website at [www.live2sellgroup.com](http://www.live2sellgroup.com), which will give you more information on outsourcing in general as well as links to various subsidiaries that focus on all of the topics I have discussed in this e-Book, plus many more. You may also contact our team of outsourcing professionals, toll-free, at 1-888-301-1249.

Also, please stop by and check out my personal blog aimed towards bringing together entrepreneurs and business owners of all walks of life, to be able to talk about and share their feelings and stories on outsourcing. Simply visit [www.outsourcinglifestyle.com](http://www.outsourcinglifestyle.com).



# About the Author

Chris C. Ducker is a sales and marketing veteran and entrepreneur originally from London, England. Throughout his extensive eighteen-year career, he has worked at virtually every level of the corporate ladder and won several awards along the way.

A member of the International Association of Outsourcing Professionals (IAOP), Chris has trained close to 10,000 professionals on the subject of telemarketing, as well as worked with some of the world's largest corporations as a consultant in regards to their PR, marketing and sales strategies.

He has appreciated every gate-keeper, prospect, customer, supplier, co-worker, partner and boss that he has ever had the pleasure of working with.

You can connect with Chris via Twitter at [@chrisducker](https://twitter.com/chrisducker).

