

# 4 Ways Virtual Assistants can Improve your Productivity and Help Manage your Business

with Molly Rose Speed, creator of Virtual Assistant Academy



- Have them do the tasks that will enable the team.
  - Approach this from two different angles: 1) Tasks that are distracting you or the team. 2) Tasks that can help boost yours and your team's success.
  - For tasks that are distracting the team, have people create a list (you included) of tasks that they are regularly doing which are not utilizing the talents for which they were hired. The most common are administrative tasks (i.e. calendar management, vetting vendors, etc), repetitive plug-and-play (i.e. reporting, newsletters, social posting, etc)...these are the tasks that someone has to do, so generally you spread them around. Or, the lowest person on the totem-pole gets volunteered.
  - For tasks that can help boost yours and your team's success, ask them to fill in the blank "If only I had this \_\_\_\_\_, I could be so much more successful".
  - It is not about whether your team can do it or not. It is more about whether they SHOULD do it.
- Have them do the tasks that disproportionately consume your attention.
  - How much time do you spend in your inbox? Email can be the biggest time and energy suck especially for those who are OCD and think their email inbox needs to be "clean". It is sometimes these mentalities that can be the biggest productivity suck as we think we are moving the business but in fact we are just managing other people's agendas. If you are living in your email, what aren't you doing?
  - What if you had a gate-keeper that can get rid of the junk and help you prioritize your inbox. Would that help? Why fight it if there is a simpler solution that makes you feel more confident?
  - Yes, you have to train them. And then stay close until you are on the same page. A few things may slip through the cracks, but what is the ratio of wasted time spent on email versus the things you actually missed that were important?
- Have them extend customer service in off-hours.
  - For most of us, we work in one time zone. But that doesn't mean business stops when we are "off-hours". And what's more, there maybe an opportunity to continue to sell in off-hours. For some businesses, they may hire call-centers to take on this role, but some may require something a bit lighter.
  - How much incremental value could you be providing if you extended your hours? Maybe you just need someone who will monitor your business general inbox for urgent requests and then funnel to the right person. Or at the very least respond that someone will be with them first thing in the morning, then funnel it to the right person. Which keeps your team from having to be "on" all the time and getting to enjoy much needed downtime.
  - If you sell globally, there are no off hours. In this case, maybe you need someone who serves as a customer service rep to field inquiries and questions on your social or through a 1-800 number...again when you aren't quite ready for a call-center or don't need one at its full capacity. Many of these folks can be set-up with a FAQ and a cascading level of response protocol (i.e. you have the authority to offer this, if that doesn't work, do this...).
- Choose the right VA for the job.
  - There have