



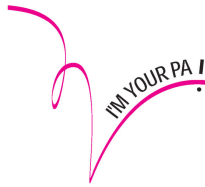
## **1-2-1 Toolkit**

### **What results do we deliver to our clients?**

- Allowing quality time with family - like holidays, school plays or sports days
- Freeing up clients time in order that they can work on their business
- Saving clients from being interrupted and ensuring opportunities are not lost by answering their telephones
- Preventing clients from being interrupted whilst working, managing time & ensuring journeys are planned efficiently by answering calls and booking appointments
- Ease cash flow by chasing outstanding debts
- Ensuring opportunities are not lost by chasing quotations
- Keeping in touch with clients customers and finding new opportunities by carrying out customer service calls
- Saving wasted time by filtering out sales calls
- Ensuring all marketing campaigns go to the relevant people by cleansing databases & updating data
- Freeing up secretarial time, or manager time if there is no secretary by typing up documents
- Supporting clients to use and manage their time more efficiently by setting up and managing simple customer relationship systems
- Getting rid of the buzzing in the bottom of the handbag!

### **What are my USPs? Why am I different?**

- No Long term Contract – Just 1 months notice required or even holiday cover if required
- Charge by the second – no minimum charge per call
- No remote workers, everyone based at our office.
- All work is professionally backed up, a system normally only associated with large call handling companies
- Supported by backup broadband, and spare computers and telephones, again normally only associated with large call handling companies
- Packages offered giving a fixed budget cover
- Staff recruited based on values
- Business run on values – Honesty, Kindness, Humour and Appreciation



### **What professions/categories do I want to talk to?**

- Printers – they have clients that are often setting up in business and not in a position to take on staff
- Accountants – they often come across clients that are setting up businesses that cannot afford to take on staff
- Business Advisors / Coaches – they often advise clients not to deal with taking calls – it is better for their clients to be working on sales
- Website developers – they come across people with on-line shops where we can act as the back office, also they have clients setting up in business
- Telephone system supply companies – they can advise clients to use our services to answer their calls when they can't
- Managed offices – they may supply a virtual reception – but rarely do they give total support for outgoing calls and diary management for their clients
- Roofers – They cannot answer their telephone whilst upon a roof
- Gas Engineers – taking calls whilst they work, scheduling annual services
- Estate/Letting Agents – (Office Manager) – answering calls whilst staff are on viewings or with clients, scheduling appointments for viewings
- Therapists/Alternative Practitioners – answering their calls whilst they are in treatments, booking appointments for them
- On-line shops with mobile phone numbers or where the owner is running them as their second income - I'm Your PA become the back office.
- Millionaires – they often like a private P.A. outside of work to organise their personal and family affairs

### **Questions to Ask...**

- Who normally answers their calls whilst they are with a Client?
- Who books their diary whilst they are working?
- Who chases their quotes whilst processing the next quote?
- Who chases their money whilst they are making more money?
- How often do they get home to have to start phoning back all the people that have left messages and start booking appointments?
- What happens when the receptionist is on holiday, off sick or just at lunch?
- What processes are in place for following through client enquiries?
- How many outstanding invoices do you have that haven't been paid?
- Who books that special surprise and keeps it a secret?



### How to introduce me?

- I know an excellent call handling company that are also proactive with calls, it means it is possible to focus and get on with tasks. Many of my networking group use her services.
- I know an excellent call handling company who I personally use, it allows me to focus on what I am doing or the meeting that I am in without worrying about the calls that I am missing.

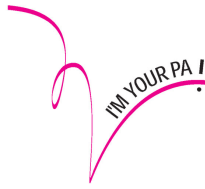
### Top 10 Companies - SPECIFIC

1	Connells Estate Agents, Wolverhampton
2	The Lettings Shop, West Bromwich
3	Edwards Moore Lettings, Walsall
4	Goodchilds Estate Agents, Walsall
5	AJR Heating & Plumbing, West Bromwich
6	Sanders & Son, Gas Engineers, Walsall
7	A.S. Heating & Plumbing Services, Smethwick
8	Sandwell Energy Assessors, Tipton
9	Paterson Heating, Bilston
10	A.R Plumbers, Halesowen

### When is it a referral?

What situations might people find themselves in where they can refer?

- If you hear someone complaining about missing calls – **Think I'm Your PA**
- If you hear someone saying they are short staffed – **Think I'm Your PA**
- If you know someone who has a member of admin staff going on Maternity/Paternity leave – **Think I'm Your PA**
- If you know someone who is looking for holiday cover – **Think I'm Your PA**
- If you know someone who is thinking of taking on a temporary or part time member of admin staff – **Think I'm Your PA**
- If you know someone who is struggling to chase their debts – **Think I'm Your PA**
- If you know someone who is struggling to follow up on their quotations – **Think I'm Your PA**  
If you know someone who has a large database, but thinks it is out of date - **Think I'm Your PA**
- If you know someone who diverts their calls to their mobile phone – **Think I'm Your PA**
- If you know someone who is not happy with their current answering service – **Think I'm Your PA**
- If you know someone who wants a system to manage their work – **Think I'm Your PA**



## What our clients say

### Testimonial 1

NM Finance

"I am writing to express my sincere thanks for the telephone service you provide. NM Finance has been using an out of office telephone service to answer our calls on evenings and weekends for some time now and I was surprised when you stated that the £350 we pay per month was rather expensive. I took the steps 12 months ago to change provider and not only is your service more professional, our clients have also noticed a difference in the quality and knowledge of the person answering their call outside of working hours. However I have to admit that the most pleasurable part of the transfer took place when I received our first invoice- The total cost for the whole month was £125 and savings over a 12 month period equate to £2700. Thank you so much we are delighted with the service you have provided and will continue to recommend you to everyone we know."

Max Mace  
NM Finance

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### Testimonial 2

Rooms To Let Birmingham Ltd

"You lot have provide a very professional service and have saved us 75% cost reduction in comparison to the PA we used previously! So thank you for providing such excellent service. What I appreciate most is how proactive and intuitive you are when dealing with difficult calls, very impressed indeed! I just get worried that I might be giving you lot too much work! :-) Onwards and upwards!"

Andrew Chan  
Rooms To Let Birmingham Ltd

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### Testimonial 3

Attik Designs

"We are a web design agency based in the West of Ireland and have been using Virtual PA for over 18 months. I cannot recommend them highly enough, they have given us back so much time and productivity by handling our calls, we are no longer interrupted every two minutes. In addition, their price scale is extremely competitive (especially compared to our local providers) and their staff have been extremely friendly and professional in all regards. Best of luck guys!"

Adrian Corcoran  
Attik Designs