

Six Essential Considerations in Choosing the “Right” Virtual Assistant for Your Business

1. Experience- More “Bang For Your Buck”

Has the VA recently graduated from an administrative/secretarial course, or do they have valuable knowledge from years of experience in a supporting or managing roll? Depending on the needs of your new or expanding business, your VA should already know how to efficiently and expediently deliver the product (remember, you’re essentially paying **by the hour** even with retainer packages) but they should also be able to offer valuable information that will benefit the growth of your business.

2. Dedication/Commitment- Identifying Their Goals

Do they belong to a “pool”? Are they working for a paycheck or do they have a vested interest in the success of your business?

3. Technical Qualifications- Accessing Requirements For The Job

Are you looking for just a Receptionist, a general Administrative Assistant, an Executive Assistant or Project Manager? Identifying the skill set required avoids wasted money and valuable time, unless of course, you have extra time in your day for training.

4. Soft Skills- Customer Retention

How important is customer retention to your business success? Often times, your VA is the first point of contact for your business. Soft skills (e.g., ability to work well with social diversity, client service skills) are an important part of your business success. Your clients/customers may not be aware of the technical aspect of the product or service that you provide, but they definitely know how they are treated. In accessing your business, what is your customer’s first impression?

5. Accessibility- Hours of Operation

No doubt about it, your highly qualified VA will be an invaluable tool in accomplishing your growing “to do” list, or setting up your virtual office and completing your professional image, but what good is hiring a VA if they don’t work when you do? Make sure they are available when you need them.

6. Working Conditions- A Wise Investment

Are there distractions or other obligations during work hours? Consider your options carefully.