Be Bigger Than You Are: Finding/Using Virtual Partners

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“Virtual Partners” is used by permission – Roger Shapiro
What We’ll Discuss

• Answering questions like a Concierge
• Broadening your range of solutions
• Locating those who can help
• Becoming an Account Manager
• Obtaining retainers
• Engagement letters
• Billing for your time
Answering Like a Concierge

- Concierge = U da Wo/Man!
- Always calm
- Never says, “Yes” or “No”
- Always, “Let me see what I can do”
- Can do “the impossible” with enough $ 
- The Guest assigns the value
Broadening Your Solutions

- A product inquiry = A Project with ROI
- Determine the ENTIRE scope
- Make a list of functions
- Identify what you can do
- Find those who can do the rest
- Add an admin. charge to their work
- You do the billing/collecting
Locating Those Who Can Help

• Current project for a Law Firm:
  • “Joe, my web site sucks!”
• What do you want (The Vision)?
• Created an Engagement Letter
  – Or get one on-line or from an attorney
• Got paid a Project Management Fee
• Mark-up the web developer’s bills
Locating Those Who Can Help

• What kind of professionals could you use?
  – Videographer/Photographer
  – Printer with Variable Data capability
  – Public Relations firm
  – Web Designer/Social Media experts
  – e-mail marketer
  – Media Buyer
  – Event Coordinator
  – Don’t forget your Supplier Partners
Locating Those Who Can Help

• Who do you already have in your Network?
• Start asking now, before you need someone
• Get to know them and their capabilities
• Refer business (you might get some in return)
• Think about your untapped capabilities
• You may have Hidden Talents!
Becoming an Account Manager

• Understand the Client’s vision
• Be able to articulate it to them and others
• Execute an Engagement Letter/Retainer
• Select your Virtual Partners
• Delegate responsibilities
• Manage the process
• Bill & collect the fees
Obtaining Retainers

- Most projects run for several months
- Many clients prefer to pay monthly
- Keep track of billing vs. expense
- Be aware of “Change Orders”
- The Scope may change
- Be flexible
Engagement Letters

• A “Must-Have”
• Specify:
  – Scope of work
  – Schedule of deliverables
  – Payment schedule
  – Administrative fee and mark-up
  – Cancellation/ownership of intellectual property
Billing For Your Time

• How much is your time worth?
  – Take how much you would like to make/yr.
  – Divide it by 2,000 hours
  – That’s your hourly rate
  – Ad Agencies bill for:
    • Concepting (Brainstorming)
    • Graphic Design (Handling Logos)
    • Account Status Meetings (Stopping by to say, “Hi!”)
Case Study – Law Firm

Interactive Technology
Message Delivery
Digital Strategies
Web Design
e-Learning

Leer
COMMUNICATION & CONSULTANTS
Messaging
Message Delivery
Media Relations
Public Relations/Affairs
Crisis Management

S&A
Messaging
Interactive Marketing
Corporate Merchandise
Employee Recognition
Event Production

the evolution of a professional™
Case Study – Logistics Company

Advertising
Direct Marketing
Graphic Design
Copywriting
Creative

Messaging
Message Delivery
Media Relations
Public Relations/Affairs
Crisis Management

Interactive Marketing
Corporate Merchandise
Employee Recognition
Event Production
How Has This Changed Our Distributorship?

• As we have gotten better at asking questions and delivering results we have created in-house demand for:
  – Web Design
  – Graphic Design
  – Videography/Photography
  – Online Advertising
  – Social Media Marketing
  – Content Creation and Management
Case Study – Medical Clinic

Web and Graphic Design

Videography, Photography,
Direct Mail, Media Buying,
Social Media Marketing,
Online Advertising
Case Study – Mobile Hydraulics

Videography, Photography, Direct Mail, Media Buying, Social Media Marketing, Online Advertising, Web and Graphic Design
Going Completely Nuts

- We’ve been managing so much content and Social Media that we use Integrated Inbound Marketing tools to assist
  - HootSuite – Free
  - TweetDeck - Free
  - HubSpot - $700+/mo.
  - Optify - $700+/mo.
Deepening Client Relationships

• When you’re responsible for their Inbound Marketing – Massive Responsibility
  – You “hold their business in your hands”
  – You are building an asset
  – You are increasing the value of their business
  – You are increasing the value of your business
In the words of Rod Brown
CFO/Managing Director - MadeToOrder

• “If you’re not building something that you can sell and walk away from, you’re working in your business, not on your business.”
How Do You Do That?

• Give away the What, sell the How
  – After you understand the client’s Objective you can suggest What you can do to help them meet it.
  – The How is your Secret Sauce
Personal Concierge

• As your client relationships grow and you become a trusted business resource, you may find yourself becoming a personal resource

• I have helped my clients and their family members locate Doctors, Lawyers, I have arranged autograph sessions, assisted with musical instrument purchases…