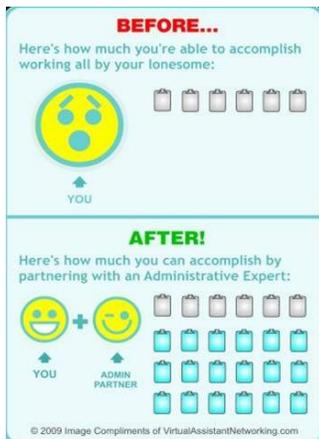




## So, How Does Someone Use an Administrative Consultant?



I see this question almost every day and asked in many different ways...How do I use an Administrative Consultant or Virtual Assistant? Or, how do I help a potential client understand what I do?

I think there are a couple things that need to be addressed here. First and foremost, you have to present yourself as a business owner. You are not just another assistant or a replacement for an employee. You are in business to assist other business owners yes, but that doesn't mean you are "just an assistant" and should be treated as such. As a business OWNER, you need to present your services with the expectation of being treated as a business owner. To gain the respect of other business owners, you need to make sure they understand you and your business.

That leads to the second aspect of this question. When you are contacted by a prospective client, they already know they need help or they wouldn't have called. Their real question is "what can you do for me?" I think business owners who make the initial call know they need help they just don't understand how we, as Administrative Consultants, are able to conduct business without actually "being on site." So many folks I speak with cannot grasp the concept. It's better than it was 10 or even 5 years ago, but they just aren't sure about the technology that's available today.

When I first speak with a potential client, I begin by asking about their typical day, week, and month. What are the struggle points with which they feel they need the most assistance? I sometimes ask them to keep a simple log for a few days before we meet in order to better identify items that may be a task I can perform in their stead. **Together** we create a support plan that best suits their needs. Please note how I said together.

I can't stress enough how important it is you understand how PARTNERING with your client is what you and your business is all about. As an Administrative Consultant, you offer a variety of services but each client will be different and that difference is how you show off your expertise. You show them how sharing tasks allows them to grow their business.

Everyone has something they either don't like to do, don't have time to do, or don't know how to do. You are tasked with creating a rapport and trust which allows them to feel comfortable letting go of those tasks which they don't like, don't have time for, or don't know how to accomplish themselves. It's not about teaching them how to use an Administrative Consultant; it's about creating an environment in which they are able to trust you with their business.