

## SKILLS AND EXPERIENCE YOU CAN **BANK ON**

Having the right people, with the right experience, in the right roles is crucial to any aspect of your company. The problem is, even when you start with the right people, the role itself can grow beyond their talents, or expand beyond their capacity. The right person for the job yesterday isn't always the right person today, much less tomorrow.

Accounting is a prime example. When you're just starting out, all you're really looking for is someone with a fundamental proficiency in basic transactional processes. You need someone to manage your cash flow and ensure that your accounts are up-to-date. As ten clients become one hundred, your revenue will start to add a few more zeroes onto the end. At this point, you not only need someone who can do more, but also somebody who can do it better.

It's when you start trying to recruit that someone that you realize what you really need is several skill sets, and a wider range of experience than one person can bring. Even if you hire a bookkeeper, financial accountant, management accountant, tax accountant and more, all as part-time roles, those dedicated costs add up quickly. What's more, when they're individuals working their own hours, you're not realizing their true value.

When you choose to outsource, you get the skills and the experience you need - from data entry, to auditing, to planning - with a cohesive team that will manage your business together. They may not be located in the same office, or even the same country, but they share a common process and philosophy. They are a virtual team, working on your behalf, and their efforts feed one another as much as they do you.

Outsourcing ensures you are only paying for what you need, when you need it. There are no employees sitting idle in your office, or frantically trying to squeeze in extra hours from home. Each hour of outsourced accounting represents an hour of skill, an hour of experience, and an hour of results. Cost savings may be secondary to getting the job done right, but in a competitive business landscape, every dollar counts.