



How to immediately boost your billings with an offshore virtual assistant



toaglobal.com



Hello!
I'm Nick Sinclair,
founder of TOA Global.

TOA is 100% designed for accountants, enabling firms to scale, stay up to date, and service their clients with no limits, by supplying them with highly skilled people. These people include virtual assistants.

By doing the hiring, upskilling and resource management, we take the pressure off you so you can focus on responsiveness, servicing demand or growing your businesses without the concern for hiring, training, managing or deploying resources, especially in a highly competitive market for talent.

We know how busy you are. Too many accounting professionals are prevented from billing their potential because of low-value, administrative work. Tasks such as email management, calendar management and reporting tend to get in the way of much more exciting, valuable and strategic work.

Now, more and more accountants are delegating their admin burden to an offshore virtual assistant (VA). And while the cost may be as much as one-eighth of the cost of an onshore assistant, many accountants still want to know:

- + How will this work?
- + How can I ensure my VA is productive from Day 1?
- + What ROI can I really expect?
- + What will my clients think?
- + How do I explore this further?

This guide will answer all these questions and more.

Best wishes,

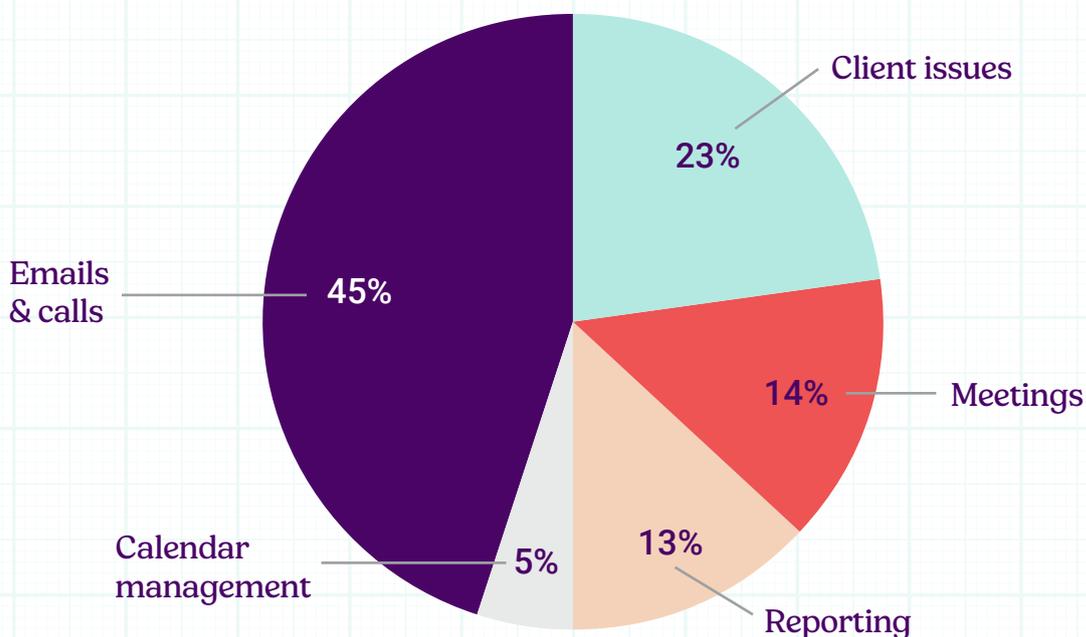
Nick Sinclair

The accounting leader's guide to driving productivity (without burning out)

Most accounting leaders are not as productive as they would like to be. We asked hundreds of accountants about their frustrations around time management and productivity and found the most common obstacles are:

- + Email and communication taking up far too much time (often 1.5 to 2 hours per day!)
- + Low-value busywork and administrative tasks leave little time for high-value deliverables
- + Working more hours to complete all work, to the detriment of work-life balance
- + Not having enough time for business development, or personal and professional development

Our findings reflect the results of a survey of 212 accountants. Those results revealed that simply responding to emails and phone calls accounted for 45% of accountants' daily work. Other time-consuming tasks those respondents cited include:



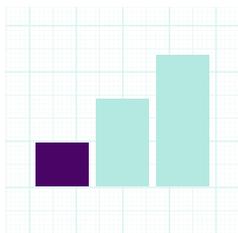
Many accountants who reported these challenges aren't doing badly. In fact, many are doing great work and are earning good incomes. Yet they're frustrated because they know they're capable of so much more.

Immediately boost your impact with an offshore virtual assistant

One way to increase your impact is to hire a virtual assistant to take on some of your work.

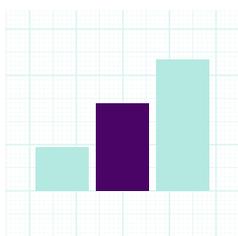
We recommend you start by delegating basic initiatives because these can create an immediate impact, with no need for specialized training or detailed systems.

+ Basic tasks (require little training or background knowledge): Save about 1-2 hours per day



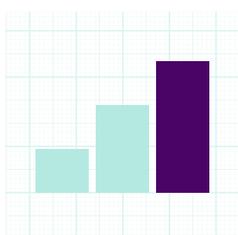
- + Managing your email inbox
- + Highlighting/flagging important items
- + Formulating basic replies (e.g., confirming a meeting time)
- + Filing reference items (e.g., email newsletters)
- + Deleting/unsubscribing from spam messages
- + Managing your calendar as per your ideal week
- + Taking and circulating minutes from meetings
- + Basic data entry

+ Intermediate tasks (require an understanding of specialized tools or systems. May have a low degree of client contact): Save about another hour per day



- + Generating weekly and monthly reports
- + Coordinating appointments with clients and partners
- + Collecting missing information from clients
- + Updating client database with new information
- + Preparing and sending mail/email merges
- + Preparing engagement letters
- + Creating tax office correspondence cover letters
- + Booking travel arrangements

+ Advanced tasks (require a higher degree of decision-making or client contact): Save about another hour per day



- + Managing the client onboarding process
- + Answering and returning phone calls
- + Handling liquidation, CAs and reimbursements
- + Training office support staff and trainees
- + Publishing social media updates
- + Event planning and coordination
- + Optimizing and updating workflows

Even if you delegate only “basic” initiatives, you’re already way ahead.

What's the return on investment?

Hiring an offshore virtual assistant - especially in the Philippines - provides a unique combination of talent and cost incentives for accounting professionals.

The salary of an VA in the Philippines is a fraction of the cost of hiring locally. You also save on local costs such as office space and equipment.

Local annual salary \$68,718	Philippine annual salary \$8,375
--	--

To calculate your additional revenue potential, refer to the matrix below. Just cross-reference your hourly rate by the number of hours saved per day.

Annual Potential Revenue Gain

Daily hours saved	Your hourly rate (\$)								
	\$100	\$150	\$200	\$250	\$300	\$350	\$400	\$450	\$500
0.5	\$12,750	\$19,125	\$25,500	\$31,875	\$38,250	\$44,625	\$51,000	\$57,375	\$63,750
1	\$25,500	\$38,250	\$51,000	\$63,750	\$76,500	\$89,250	\$102,000	\$114,750	\$127,500
1.5	\$38,250	\$57,375	\$76,500	\$95,625	\$114,750	\$133,875	\$153,000	\$172,125	\$191,250
2	\$51,000	\$76,500	\$102,000	\$127,500	\$153,000	\$178,500	\$204,000	\$229,500	\$255,000
2.5	\$63,750	\$95,625	\$127,500	\$159,375	\$191,250	\$223,125	\$255,000	\$286,875	\$318,750

Example:

Most accountants find they can free up 2 hours per day for higher-value activities. If you can bill \$300 per hour when you're doing your best work, then the potential revenue gain is \$178,500 per annum.

On paper, the outcomes look incredible.

And that's why more and more accountants are hiring an offshore VA with TOA Global. But many accountants also have questions about this strategy, which we'll address over the next few pages.

Frequently asked questions



Is it difficult to hire a VA?

It's important to approach this process with the same commitment and forethought as you would a local hire. In many respects, getting started is easier than hiring locally. Since you're not limited by the same geographic restrictions, you'll have a larger pool of qualified candidates to choose from. TOA Global takes care of the entire recruitment and hiring process for you.



Will this actually save me time?

Many of the most basic initiatives your VA will take care of require little to no oversight. So saving one to two hours per day is not only achievable, it's very conservative.



If this is so easy, why doesn't everyone do it?

Many firms do. According to CPA, 11.7% of firms are already using offshore outsourcing in one way or another. At TOA Global alone, we support more than 600 accounting firms with offshore staff.



Will my VA be easy to work with?

You will have a very qualified and experienced candidate pool to choose from. We have candidates available who will work similar work hours to your local hours.



What will my clients think?

The scope of work your VA takes care of is entirely up to you. You'll experience significant productivity gains, even without your VA working on a single client-facing task. Many accountants do decide to have their VAs work on simple client-facing tasks, such as scheduling appointments, document collection and so on. When you're able to provide more value to clients it's unlikely they'll protest.



How is data security managed?

We take data security very seriously and have implemented extensive measures to protect your privacy. Our measures include the use of secure devices, password management platforms, and mobile/camera-free work environments.



Remember, even a modest time saving each day can drive an impressive return on investment and a better work-life balance for you.

Follow this process to maximize the benefits from Day 1:

1



Hire carefully

We'll come up with a shortlist of vetted candidates for you to consider. The right VA can transform your firm.

2



Start simple

Initially, assign your VA low-complexity yet time-consuming tasks. Within 30 days, you should be saving at least 1 hour per day and possibly 2 hours.

3



Empower

As you get more comfortable with the relationship and your VA's skill set, you can look at expanding his or her responsibilities to include intermediate and advanced tasks.

4



Scale

Fill the time savings with higher-value activities that provide you with quality and scale, and great advice to your clients. Lift your billings per employee and profit per partner by supporting your senior staff with their own VAs.

Connecting you
to the accounting
people is connecting
you to scale, quality,
and time



Every day we're hearing stories of accounting teams who are using virtual assistants as an opportunity to serve, learn and grow.

Many firms have turned to outsourcing their work to global team members in order to scale. By doing the hiring, upskilling and resource management, TOA Global enables firms to focus on responsiveness, servicing demand or growing their businesses without the concern for hiring, training, managing or deploying resources, especially in a highly competitive market for talent.

If you'd like to explore how an outsourced virtual assistant can help you grow your practice, **book a free exploratory chat with one of our account executives today.** Because great accountants make the difference between good and great businesses.

toaglobal.com

TOA
GLOBAL