



Outsourcing Tips For SMEs

A small business owner will know that a little help can go a long way. Outsourcing some services and tasks can free up time for in-house teams to concentrate on growing a business.

An SME will likely not have the resources or time needed to spend on repetitive but essential tasks, nor the luxury of employing new staff, especially given the uncertainty during the pandemic and the changes to the furlough scheme. Outsourcing can provide a range of benefits for business owners.

We have three tips to consider when looking to outsource.

1. Research Your Outsourcing Partners

To avoid making the mistake of partnering up with the wrong third-party organisations, it's vital to research and vet a company you're looking to outsource to before providing IT support, HR services, marketing, or more. Some outsourcing requirements may need a single freelancer or an entire firm.

Always keep in mind that the quality of your outsourcing partners will reflect and impact on your own business's reputation. It's essential that you hand over important projects to professionals that you trust entirely.

2. Communicate Clearly

All parties involved in a task or project must be on the same page. Important and relevant information can easily be lost or forgotten when remote teams need to collaborate.

It is imperative that SMEs establish clear lines of communication with outsourced colleagues, and that due dates and specific instructions are made clear. There are plenty of free online apps to boost collaboration.

3. Have a Backup Plan

As 2020 has demonstrated very well, the unexpected does and can happen, so successful SMEs must draw up a contingency plan. It would be foolish to rely totally on a third-party service to complete an essential project without having a backup strategy in place.

Maintain links and good working relationships with multiple third parties to protect your company should you ever need to outsource work quickly. Whatever your product or service, handing over some tasks such as admin and marketing can help your business flourish and grow.

Get in touch to see how we can help.