



No Better Time To Hire A Virtual Assistant

Friday, 22 May, 2009 - 08:33 a.m.

With the recession causing many job redundancies, there has never been a better time to hire a Virtual Assistant, than right now.

Even though many small businesses and large corporations have been forced to reduce their on-site staff numbers, doesn't mean there isn't still work to be done. The trick is to make the most of remaining employees and to reduce costs by outsourcing wherever possible. That's where a Virtual Assistant steps in.

Virtual Assistant's can dramatically help almost any business grow, create marketplace competition and contribute to keeping companies afloat. Business savvy companies will be ready, waiting and already placed ahead of their competitors when the economy starts to pick up again. Enlisting the support of a Virtual Assistant now can increase a company's resilience ensuring they come out the other side unscathed.

Marion Jackson, owner and operator of Auckland based company, 'My Virtual Assistant', says: "The online solution is a popular and fast growing trend, what with things like virtual supermarket shopping, travel reservations and banking already being an acceptable and practical part of our daily lives. So it makes sense that it should be a relevant part of our business world, too."

Many Virtual Assistant's (commonly known as VA's) started out as corporate professionals, having spent a number of years working in the 'real' world and were looking for a flexible work-from-home solution. However, the Virtual Assistant industry in New Zealand is becoming a thriving, extremely valuable and very affordable resource for companies feeling the pinch in these uncertain times.

Not only can a company save significant costs when working with a Virtual Assistant, they will also find that VA's are efficient, knowledgeable, experienced, very dedicated and highly motivated people. Because VA's run their own businesses, they want to do a great job for their clients. Neither the location of a company or a VA is a barrier, because everything can be done online.