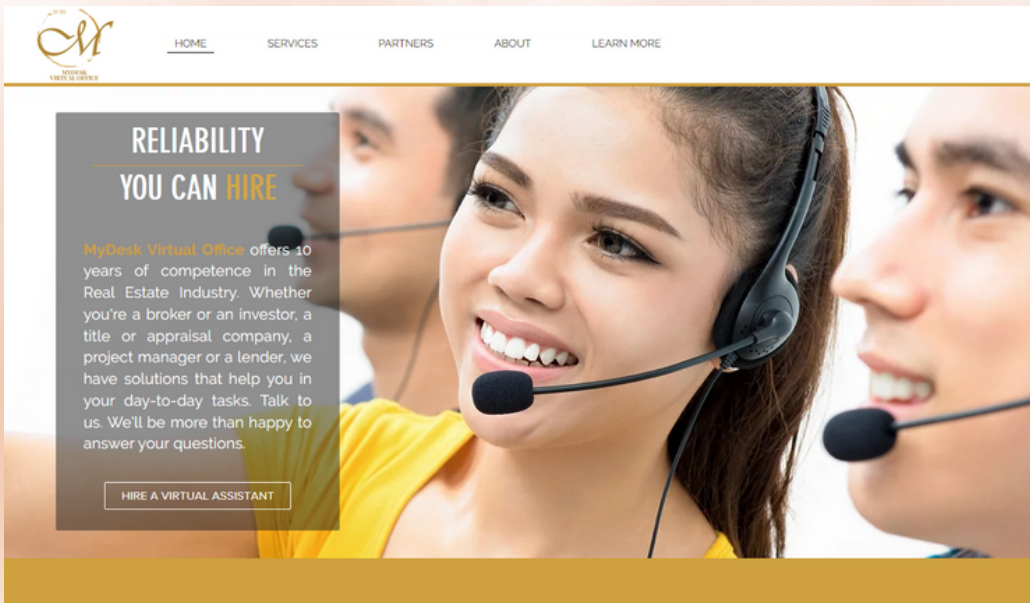


MYDESK VIRTUAL OFFICE

QUARTERLY NEWSLETTER

Volume 1



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MyDesk 2.0

Written by Carlo Peredo Funtanilla

You never judge a book by its cover but it doesn't hurt to look good.

We've given our website an update!

Through the 10 years of service, the portal has served as the primary causeway to our VA services, ushering and informing our clients of the efficiencies of hiring a VA. Never before has leveraging your time been more important and our website, dated as it was, continued to do its work of promoting our business. We owe it much and it's been a long time coming to give it a new look.

Well, we've gone and done it! We've spruced up the theme, redefined the palette, and streamlined the particulars. It is ready to continue its role as the landing pad for our clientele, a place where we show the international job market that we are fully capable professionals, with the aim of offering assistance to others.

Give us a call and
Communicate your needs.



All the pre-screening
happens at our end. Sit
back and relax.

Interview the most qualified
candidates. Choose the best fit.



Agree on your schedules,
communication channels, and
orientation days.

CONGRATULATIONS!

CLEAR CUT SERVICES

			
INSIDE SALES SOLUTIONS 	ADMINISTRATIVE SOLUTIONS 	MARKETING SOLUTIONS 	SERVICE AND SUPPORT SOLUTIONS 
<u>Inside Sales</u> Virtual Assistants <p>Generate, screen and qualify leads with our experts. Whether it's warm or cold calling, our experts are all kinds of ready to help you create opportunities and nurture clientele.</p>	<u>Administrative</u> Virtual Assistants <p>Our experts will free up your time letting you deal with the important stuff. From CRM and database management, calendar and correspondence coordination, to phone and reception support, bookkeeping and transcription work, we've got you covered.</p>	<u>Marketing</u> Virtual Assistants <p>Amplify and broaden your social media influence with customized strategies and tweaks for your online brand needs. Our experts provide video production and editing, graphic layout and design, website management and optimization, all tailored for your market.</p>	<u>Service and Support</u> Assistants <p>We recognize that these challenging times require specialized solutions and that's why we provide virtual business addresses to our clients if they so desire, helping maintain professional credibility and presence.</p>

We now have 4 clear categories of VAs. Hiring a VA specifically for the job has never been so easy.

The categories are Inside Sales VAs, Administrative VAs, Marketing VAs, and Service and Support VAs.

It's a good idea to remember that your VA is not limited by these classes. Understanding your needs and communicating them to your VA is always step 1.



SERVICE SPECIFICS

Workforce

Inside Sales

Administrative

Marketing

Sales & Support

WARM AND COLD CALLING

Perform reach outs and follow-ups with prospects from scraped or built lists with lead generation as a secondary focus and conversion into new deals and sales as the priority.

PROSPECT QUALIFICATION

With respect to your spiel and qualification checklist, our VAs will ascertain prospects and arrange appointments, allowing you to be more objective and focused with your time.

LEAD/CLIENT NURTURING

Your VA will identify qualified prospects and will target automated content (if present) and/or increase follow-up calls to make sure you're the business

FEEDBACK ASSESSMENT

Listening to what your clients have to say is a great way to understand your market. Your VA can assess and compile relevant feedback that can help you develop and/or maintain your business.

REMOTE OFFICE ADMINISTRATION

Your VA will manage emails and calendars, create spreadsheets, and presentations, run reports, update systems, transcribe minutes of a meeting, and act as a receptionist, screening calls and managing your phone system. Plus, if an ad hoc task arises that can be handled remotely, you're VA's on it.

ACCOUNTING AND BOOKKEEPING

Designate business related tasks such as maintaining financial records, tracking accounts payable/receivable, balancing bank statements, following-up on reimbursements, invoicing, and such.

TRANSACTION COORDINATION

Buying or selling property comes with a myriad of necessary paperwork, signatures, deadlines, communications, addendums, photographs, agreements, disclosures, documents...you get the idea. Our Transaction Coordination VAs are trained at guiding you through this whole process so it's quick and painless.

ONLINE MARKETING

Your marketing VA will work with you to ascertain that your strategies are relevant and effective, casting a wide net to attract your ideal customer profile.

ONLINE CONTENT

Your social media presence and what it stands for are what's most important to your VA. Your assistant will help you produce rich and captivating content that will paint your strategies in the best light, in addition to maintaining and updating your website/blog, keeping all listings current, and ensuring that all online interactions are maximized.

RESOURCE DEVELOPMENT

Your expert will develop direct mail material, flyers, posters, ads, and such.

REMOTE OFFICE ADMINISTRATION

Your VA will manage emails and calendars, run reports, update systems and databases, transcribe minutes of a meeting, and act as a receptionist, screening calls and managing your phone system. Plus, if an ad hoc task arises that can be handled remotely, you're VA's on it.

APPOINTMENT MANAGEMENT

Your expert will set appointments, track calendar days, and remind you of upcoming appointments. Sticking to your schedule and keeping your customer service on point has never been easier.



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"I find that having consistency in what you do is effortless if you trust your team."

- Kaye Estacio, MyDesk CEO



March Win!

Written by Lou Marie

Hire Smart.

Towards the beginning of the year, MyDesk has been continuously searching for additional talents that best reflect our core values. Our aim is to eradicate the mistakes of hiring, such as, inability to upgrade interview techniques, speedy interview process, or even underestimating the power of referrals. These mistakes can definitely take a toll on time and money.

Thus, **Hire Smart** was coined. We've upgraded our recruitment process to perfectly match the talent to the client. In a nutshell - analyze, identify and establish.

"A study by Leadership IQ found that failures exhibited by new employees may result from flawed interview processes. In the study, 82% of the 5,000 managers surveyed reported that the interviewers were too focused on other issues, too pressed for time, or lacked the confidence in their interviewing abilities to pay attention to red flags." - Business News Daily

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Recognizing that hiring new talent takes due diligence and process, and if possible, reconfiguring these processes that are unique to the business requirements can essentially build efficient recruitment.

www.mydeskvirtualoffice.com