



Marketing Mindset

Today's Trends With Analysis

A Kore Access Publication

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Print this E-zine and use the checklist questions as points of discussion and as tools for your marketing planning.

In This Issue

Dear **Marketing Mindset** Reader,

If you are looking for ways to realize cost savings, to perform tasks more effectively or efficiently, or to create the opportunity for your employees to focus on organizational core competencies, you may want to consider outsourcing.

The practice of business outsourcing—the use of an individual or an organization to perform a function, process or service on your behalf—began about 50 years ago in the manufacturing industry as a means to reduce costs and, therefore, to improve profit margins. The trend toward outsourcing has continued and has expanded to include entire business processes such as human resources and customer support services.

Read this issue of **Marketing Mindset** and the recommended white paper in order to explore the right outsourcing strategy for your organization.

Wishing You Marketing Success,

Maria Pinochet, Publisher and Author
Contact Us



Today's Trend – Companies Turn to Collaborative Outsourcing Agreements to Increase Success

In today's fast-paced and competitive environment, outsourcing can provide a unique competitive advantage. If you approach outsourcing with caution and with clearly defined objectives, your company can realize benefits such as cost savings, improved service and quality, achievement of its growth goals, rapid international expansion and increased flexibility in the management of key resources. Also, if you focus on the creation of a partnership with your supplier, you can do more than just accomplish your business goals. A collaborative arrangement that includes clearly defined objectives, provides good communication tracks and shares risks and rewards also serves to create the guidelines that will establish a partnership that can quickly meet the inevitable changes and demands of the marketplace. Additionally, a collaborative agreement accommodates future business objectives.



Collaborative outsourcing agreements allow for quick responses to shifts in market activity.



Qualifying Question

Can outsourcing achieve significant financial and efficiency results for your organization? Yes No

If Yes,

Relevance to Your Marketing Strategy: High Medium Low

Priority for Your Planning: Short-Term Mid-Term Long-Term

Define the strategy and the scope of the outsourcing project. Have you defined, in detail, the project scope and the overall direction of your outsourcing strategy? Are you using the details to clearly define your expectations and to communicate them to your outsourcing service provider?



Evaluate and select the best-fit outsourcing company. Have you determined enough about your outsourcing strategy that your search for providers and the evaluation of the options they provide will be efficient and productive? Have you considered, no matter which service you seek, all the following in your search for a provider: a) culture and fit, b) customer service and responsiveness and c) experience and scope?



Develop and define the contract. Do you have a good understanding of your business needs so that you can negotiate terms that lead to both a professional and a mutually beneficial relationship with your supplier? Have you considered, during this process, how each component will affect your business and how it will lead to a successful partnership with your supplier?



Manage the relationship. Have both parties emphasized open communication, the establishment of guidelines and the commitment to achieve common goals? Are you determined, through the proper management of the relationship, to not only achieve your goals, but to exceed them?



Checklist

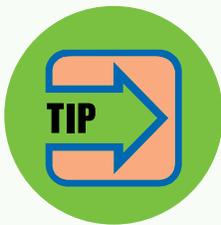


Recommended Resource

Are You on the Path to Successful Outsourcing?

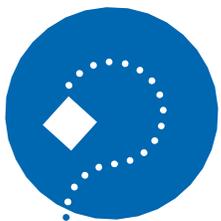
Managers have begun to realize that they can achieve far more with an outsourcing partnership than they can on their own. Successful outsourcing initiatives allow companies to access talent, to take advantage of economies of scale, to accomplish growth goals, or to achieve a myriad of other objectives. In addition, managers are more able to focus on their core competencies and to provide excellent customer service.

To learn more about how to create a successful outsourcing plan, and about how to achieve a sustainable competitive advantage not easily duplicated by others, read **“Outsourcing to Succeed in Any Economy,”** a Kore Access white paper. To read the full white paper - [click here.](#)



*** Focus on your core competencies.** Work with your Kore Access colleagues in a collaborative partnership to create and execute your next commercially successful project. Utilize our expertise and resources to more effectively and efficiently meet your project goals, timeline and budget. Remember, Kore Access has a cooperative and flexible process that invites client input and collaboration. Our energetic and punctual work habits deliver a quality project on time and on budget.

To set up your initial, complimentary consultation and to get a customized project quote, [contact us](#) today.



Kore Access

www.koreaccess.com • info@koreaccess.com • (850) 341-9075

*For additional marketing resources,
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