

— THE  
ULTIMATE  
GUIDE TO  
HIRING YOUR  
FIRST;

• ACCOUNT MANAGER

• AGENCY SALES REP

• MARKETING ASSISTANT



RepStack

# The Ultimate Guide to Hiring your First;

- Account Manager

- Agency Sales Rep

- Marketing Assistant

## The pressing need to hire!

If you are an agency owner who is still doing account management and sales right now let us break it down for you!

Let's say your agency has sales of \$250,000/ year and you are making \$120,000 for yourself. So if you are doing account management, sales and simple marketing related tasks all day every day, then congratulations you are an extremely well paid Account Manager!

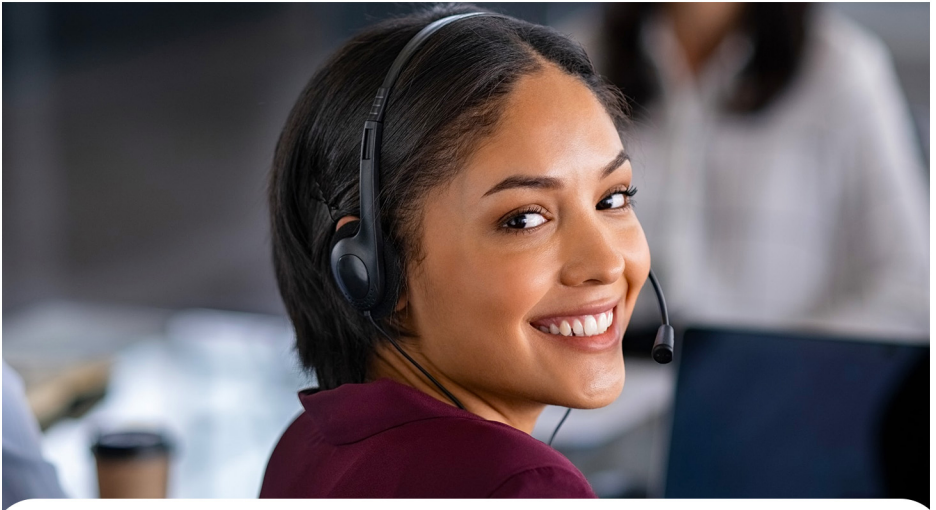
If you hired a local account manager today at \$45,000/ year you will save \$75,000. And if you hired a VA Account Manager or Sales rep at \$19,000 you just saved \$100K + Here is the punchline "You have completely freed yourself up from the day to day of your agency".

You are now ready to build the agency of your dreams!

Now that we are clear that we need to hire help to free us up, we need to figure out which position we should hire for right now. This will depend on where you are spending most of your time on a daily basis.

If you are still under \$250,000 in annual revenue, then you can even hire one VA and cross train them in multiple roles sort of like what you are doing now.

In any case you will need to hire one or all 3 of the following entry level agency positions to achieve freedom from the work you are doing now!



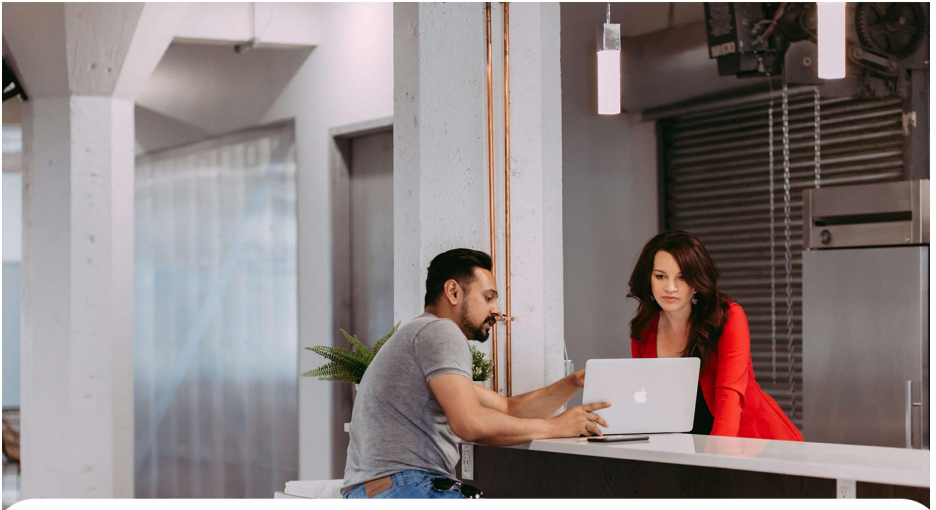
## The Account Manager Advantage!

As an agency owner we spend so much time working directly with our clients. We really love taking care of our clients and be there for them when they call or email. But if we can dropping the important things every time there is an email from Joe asking to change the picture on his contact page then.....you get the picture.

Here is a solution, hire a fresh college graduate who is keen on learning new skills and get them to communicate with your clients on your behalf. You can get them to do everything you were doing and more while at the same time you step back from client relations. You are still there in the background making

sure your account manager is doing her job but now you just bought the luxury of staying behind the scenes.

After you hire your account manager ease them into the role over the next 4 weeks. Give them a solid orientation the first few days. Let them train on some training that you put together for them may be even get them to do some small projects. Get them started on light account management work from week two and so on. Remember if you don't set them up for success who will, the new VA is walking in fresh ready to be molded into a role of a lifetime, help them achieve this by being the leader you are.



## The Agency Sales Closer

If someone told me 5 years ago that I can hire a sales person who can understand my service offering and then go and sell that 5 figure contract without me being part of the sale I would have laughed them out of the room and shut that door hard behind them.

In my head a well-groomed business school graduate who can sell a service offering like mine over and over again was

- a. too expensive, most of them starting out at \$40,000+ or
- b. the cheaper options of outsourced VA, with thick accents who could not even schedule a discovery call was the other option.

However now I know that a virtual assistant with perfect English and college degree if trained properly on our complex offerings can close multiple 5 figure deals. In fact, these superstar VAs can perform at the same level or higher when compared to a local hire. The big difference is that they only cost \$19,000 to start.



## The Ninja Marketing Assistant

After 15 years of putting sales presentations together I truly enjoyed the break from this work. In addition, a younger person doing simple creative tasks coming from our vision as an owner is a lot better. These small supporting tasks made huge impact in the long run while at the same time freeing you up.

Once we hired our own marketing assistant, all of sudden we could do so many more sales and marketing supporting tasks at an ongoing basis.

## Achieving base line automation for your agency

These 3 jobs when filled at your agency will achieve a basic level of automation for you where you do not have to make the sales, do client facing work or simple marketing tasks. You are now ready to talk strategy, launch new campaigns to grow your agency or even give more time to the family!