



Ebusiness 101, Part 7: Finding People

As your business grows, so does your need for support staff. Whether that's professional project management, accounting, call center or distribution support, these new employees should align with your core business values and objectives.

Before you recruit employees, define your business vision and mission. Identify your ideal business culture. Do you support an open-door policy or a more formal structure? Do you want a casual atmosphere or conservative team? Are you looking for progressive or diversified employees? Hire right the first time to ensure long-term loyalty and minimal turn-over.

When you're first starting out, it's more financially feasible to outsource work. For instance web and graphic design, programming and IT, copy writing, legal and accounting/CPA/payroll are common services businesses outsource both at the outset and into establishment. Outsourcing eliminates payroll, annual salary increase, unemployment, insurance and retirement benefit, equipment and space expenses while offering improved experience and expertise. You gain the advantage of using services without a costly long-term commitment should your business slow.

Other alternatives include temporary staffing centers or employee leasing. Cash-strapped start-ups can even hiring paid or unpaid interns. Temporary staffing gives you immediate access, experienced personnel, lower training requirements and overtime fees plus reduced turnover. When your needs extend beyond six months, hire your new temp as a permanent employee, or recruit a long-term, permanent candidate.

When its in your best interest to expand your team, talk with friends, professional associates, customers, vendors, colleagues and others in your personal and professional network to get recommendations. You can also contact college, trade, vocational or high school placement offices and the local employment agency to find candidates. Trade or industry publications offer targeted advertising, while online job websites and newspaper advertisements are a more traditional and broad-reaching option.

Once you have a loyal and established employee base, save money on recruiting by implementing an employee referral program. These programs give employees cash bonuses for referrals resulting in a hire. You should also establish a competitive employee retention plan to sustain qualified workers, keep your recruiting expenses low and productivity high. Stay tuned for Part Eight: Planning and Building Your Online Storefront in this ten part series.

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