

business trends

How Small Businesses Build Profits

(NAPSA)—Increasingly “in” among savvy small businesses looking for ways to grow and prosper, is the idea of outsourcing.

Tens of thousands of small business owners rely on specialty companies that find outsourcing referrals and get projects completed quickly and easily.

The primary advantage is financial. Outsourcing online can cost substantially less than searching for service contractors offline or hiring employees.

Pricing is competitive, often allowing business owners who thought they couldn't afford professionally created brochures or an e-commerce Web site to purchase the services they require to move their businesses forward.

Outsourcing Made Simple

The challenges associated with finding, evaluating and outsourcing to an expert can be daunting.

Traditionally, businesses have relied on personal networks or phone directories to find a good Web developer, accountant or designer. Shopping for services has typically meant multiple contacts and repeated project descriptions, followed by long waits for proposals.

These tasks tend to take time and attention away from what really matters to small business owners—customer service, product quality and other core-competency issues.

Since its inception, one company, Elance Online has connected nearly 100,000 businesses with service professionals based throughout the United States and the world. The platform that the



company provides, called “Everyday Outsourcing,” is free to business owners who want to hire outsourced expertise (buyers). The site charges a nominal fee to service professionals who wish to offer their services to buyers.

A free resource for buyers, the business model is based on a pool of qualified service professionals who subscribe to be listed.

The firm provides a simple way for buyers to publish their requirements and get competitive price quotes for their projects. Qualified service providers then review the project description, often within minutes of the posting, and place their bids. Before selecting a service provider buyers can browse portfolios and credentials or check feedback ratings left for providers by other buyers that have worked with them in the past.

The Bottom Line

For businesses interested in outsourcing professional services, the company offers an excellent means to support sustainable growth in an increasingly competitive business climate.

Learn More

You can get more information at www.elanceonline.com.