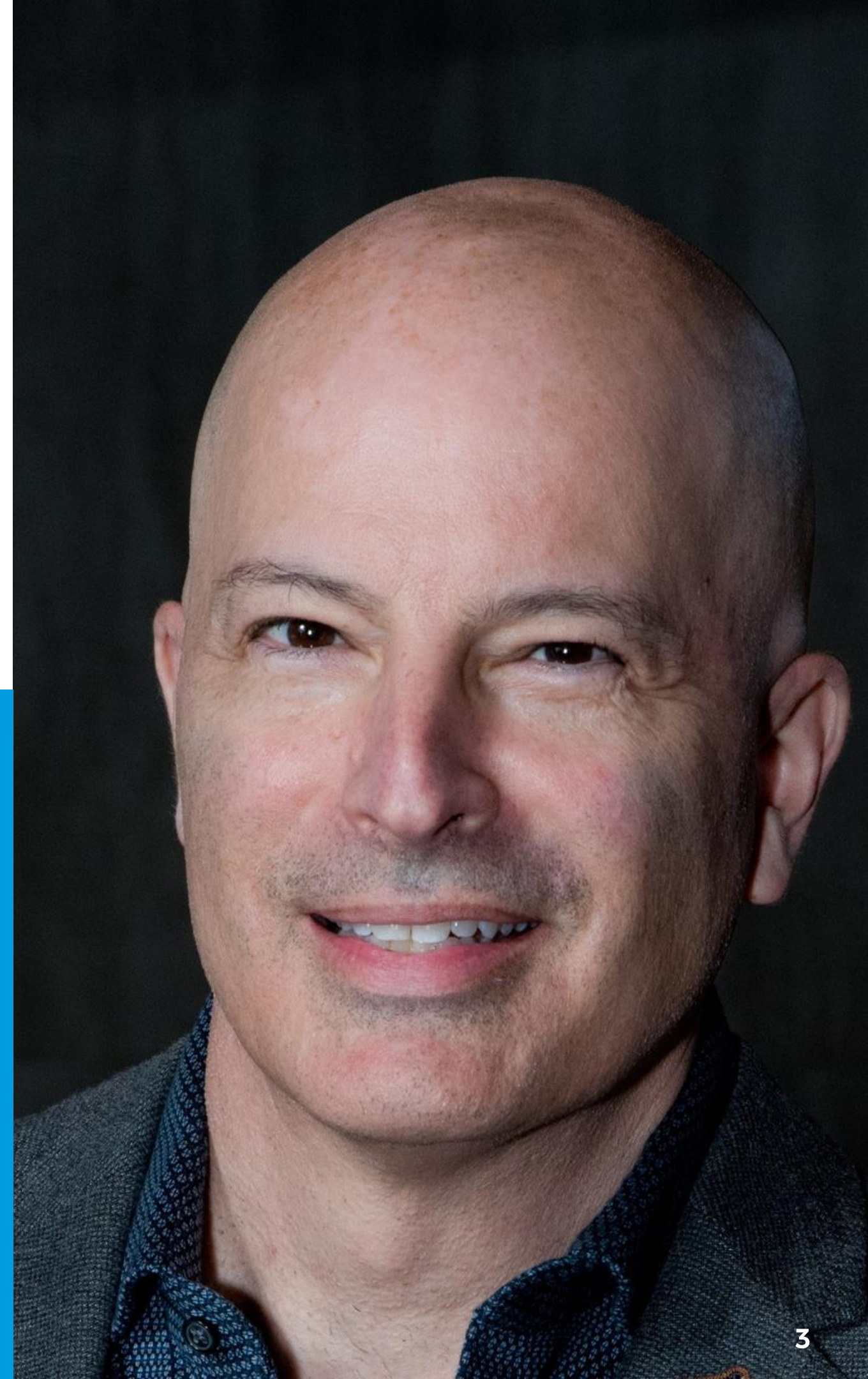




Unleash Your Company with LATAM-Based Talent

About Rob Levin

- Currently own 3 businesses
- Founder and Publisher of The New York Enterprise Report
- Has run several fast-growing businesses
- MBA & Big 6 CPA



BUSINESS TODAY

This is a very interesting time:



Growth/recession



Huge customer expectations



Employee expectations



Increasing marketing channels... changing buying habits

Many of us need more talent to grow our businesses

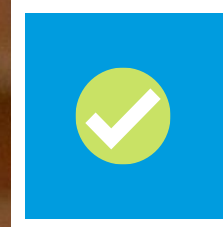
BUT IT IS HARDER THAN EVER TO HIRE...

- ✓ It takes a company **42 days** (on average) to fill a position. (LinkedIn survey, 2022).
 - ✓ We all know how much salaries have increased over the past year.
 - ✓ Federal/State/City governments are making it harder to hire.
- ✓ The average cost of a bad hiring decision is at least 30 percent of the individual's first year expected earnings. (LinkedIn survey, 2022).
 - ✓ Bad hires can result in a 32% drop in employee morale, and a 36% drop in productivity. (LinkedIn survey, 2022).

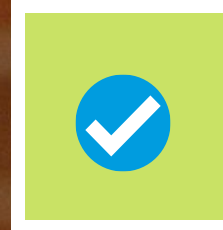


IS HIRING **LATAM-BASED** **TALENT** THE ANSWER?

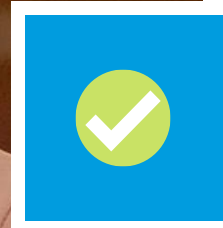
WHY LATAM TALENT?



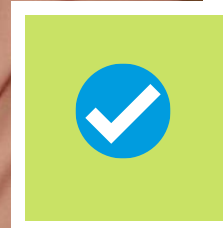
Incredible experience & great attitude



Cultural similarities



Time-zone alignment



Strong English abilities



Very favorable cost of living differential

WHAT CAN LATAM TALENT DO?

Some of the roles that our clients have recently filled with LATAM talent:



Facundo B.
Marketing coordinator



Victor B.
Administrative assistant



Berenice P.
Project manager



Maricarmen C.
Customer service rep



Roxana V.
Executive assistant



Danielle R.
Sales development coordinator

Actual WBN VAs with their roles



**WHAT HAVE OUR CLIENTS BEEN
ABLE TO **ACHIEVE:****



"I would say 3 months ago, I was still doing probably 70 or 80% of the client work. Whereas now Isamarys (WBN VA) is actually able to do 60 to 70% of some of that client work. So, the end result is more strategic time with my clients and more business development for me as well".

JULIE CRUIT
Managing partner
Industry: Business services



Isamarys H.
Marketing Associate



"My WBN VAs are doing the high value work. I'm really focused on how do I get my revenue to employee ratio up and I think having them in here is going to up that number for us and our productivity. And so it's giving me flexibility and available bandwidth to help negotiate new deals for us."

THERESA CARAGOL

CEO
Industry: Business services



Kira J
Executive Assistant



Kyra M.
Coordinator/ Education team



"For nearly two years I have utilized the services of WBN. We started with one associate and now have four. WBN was able to source excellent candidates that were perfect for our company's roles. Two of our [WBN] associates are Client Managers for some of our largest Fortune 500 accounts, one is super data analyst and the fourth is both an administrative assistant and telephone interviewer. WBN has revolutionized how we manage and staff our business. We could not be happier!"

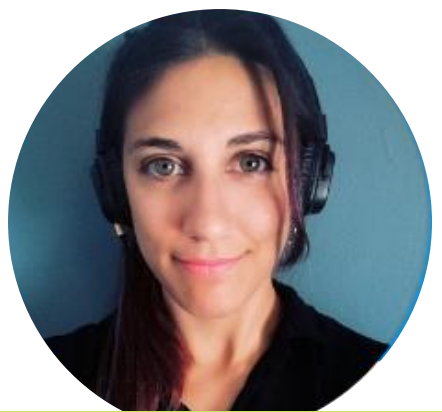
RICHARD SHAPIRO

Founder & President
Industry: Research Services

TCFCR CUSTOMIZED SURVEY PROGRAMS
THE CENTER FOR CLIENT RETENTION



Rodrigo R. - Client Manager



María B. - Assistant Account Manager



Xavier Z. - Data Analyst



Leah B. - Administrative Assistant





“I currently have 7 virtual “assistants working” for me from WBN. The incredible level of talent goes way beyond “assistants”. I am using WBN talent for roles such as inbound sales, customer service and courier recruiting, just to name a few.

Work Better Now and their team of talent is transforming my business every day. I only wish I knew about WBN and its amazing people 20 years ago.”

LARRY ZOGBY

President
Industry: Logistics and Transportation



Sofia D. -
Sales Representative



Ana B. -
Administrative assistant



Nicolas B. -
Dispatch Support



Carmen P. -
Customer Support



Ana J. -
Property Manager



Gabriela P. -
Community Manager



Javier R. -
Customer Support

COMMON QUESTIONS



- ✔ Security
- ✔ How to pay them
- ✔ How is their English?
- ✔ How to onboard

Great place to start...

- ✓ Remember all those changes going on?
- ✓ Well it's the business owner/CEO's job to lead the company through those issues
- ✓ Hard to do when mired in administrative activities
- ✓ Stop paying \$100/hour to do your admin!
- ✓ LATAM talent is perfect for the **executive assistant role (most of our clients start here)**

"If you don't have an assistant, you are one". - Jack Daly

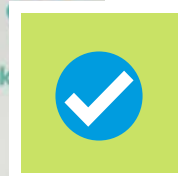
ABOUT WBN

From executive assistants to project managers, WBN provides custom-matched, full-time top talent from Latin America.

When you work with WBN



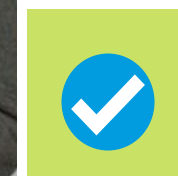
You have a new top member for your team in 2 weeks (not the 2.5 months it usually takes to hire)



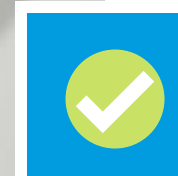
You lower the risk of making a bad hire



You get a dedicated success coach to help you support onboarding (and beyond)



There are no long-term contracts



\$2100/mo for each dedicated, full-time assistant.

Ready to start Working Better Now?

