



5 Tips For Having A Great Membership Support Team

1. Pay the right wage.

When paying your staff, you want to take a couple of things into consideration:

Exclusivity - Do you want them working only for you? If so, naturally you want to pay enough so that they don't need or want to take on a second job. Otherwise, a contractual or part-time setup might better suit your purpose.

Cost of living - Be aware of how much it takes financially to sustain a household. In countries such as the Philippines, one person may be working to provide not just for themselves and a family, but for siblings and extended family as well. Consider, too, the cost of reliable internet and decent living conditions.

2. Know your indicators of good work.

You don't need screen capture software or micromanagement to get results from your team. What you need is a general pulse to tell you whether the output you get is fair versus the pay you give. You might have regular task reporting, i.e. at the beginning and end of each day. Keep track as well of the key metrics in your business, such as site visits and number of paying members. Also be aware of the responsiveness and initiative of your staff.

3. Match the right job with the right person.

Team members will perform better when they're doing tasks that interest, challenge and fulfill them. As much as possible, allow your staff to gravitate within the business to jobs that they do well and that they enjoy doing.

4. Bring on people with support mentality.

A successful paid community needs good support, and what you might not know is that a large percentage of sales can come from your support desk. Look for team members with a strong customer service or product support background. A good source is VisionFind.com.

5. Good documentation is a must.

Anything in your business that you do more than once must be documented in an SOP that will allow anyone to take over the task and perform it, with a little training. And you needn't be the one to create SOPs. Once your team members start creating and updating processes themselves, they can do the documentation.

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