




# S.O.S FRAMEWORK

SOS stands for the three key parts of the process:

**SYSTEMISE**  
**OUTSOURCE**  
**SCALE**



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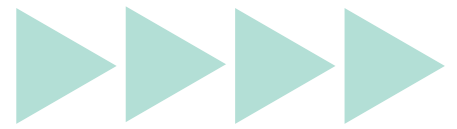
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## INTRODUCTION

When someone decides to live life as an entrepreneur, it likely materialises in their mind as a glamorous experience. And honestly, it should be. Once the HIPPO Bullseye has opened your mind to the possibilities, it becomes clear that you can work all the exciting parts of your business without the drudge-work dragging you down. But the Bullseye is only the first step down the path of truly owning your business. The second part is where things get real: with the SOS Framework.

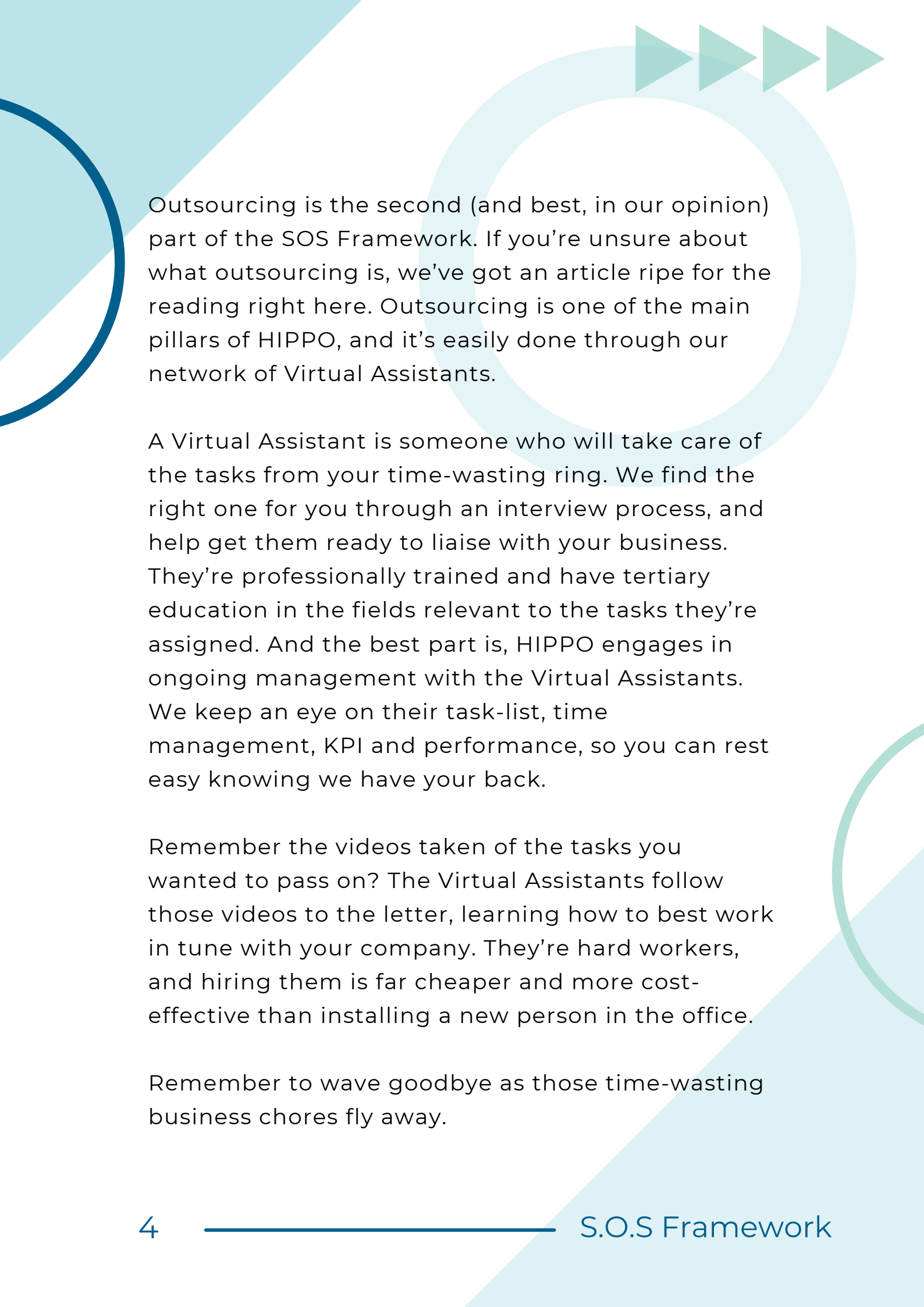
The SOS Framework, like the Bullseye, is a unique HIPPO formula created by our founders (some smart guys). It's how we move everything from the time-wasting part of your Bullseye off your plate and open up time for you to do what you love. SOS stands for the three key parts of the process: Systemise, Outsource, and Scale.



Systemising is the first thing we do for your company. It starts with a business health check, where we analyse your honest opinion on the state of your company. This will assess things like staff performance, cash flow, consistency in performance, and financial production. There are more, but we can't go revealing all our secrets now, can we? The business health check is necessary, as it shows us where we can help improve the company, and what to pass on to the Virtual Assistant.

Next, we make flow charts for each task you wish to remove from your business schedule. This means making a step-by-step process of how these tasks are done. Then, as they're being completed, each task is filmed. This'll likely be one of the last times you do any of them - how great is that?

Each of these videos is then assembled and ready to send to your new Virtual Assistant.

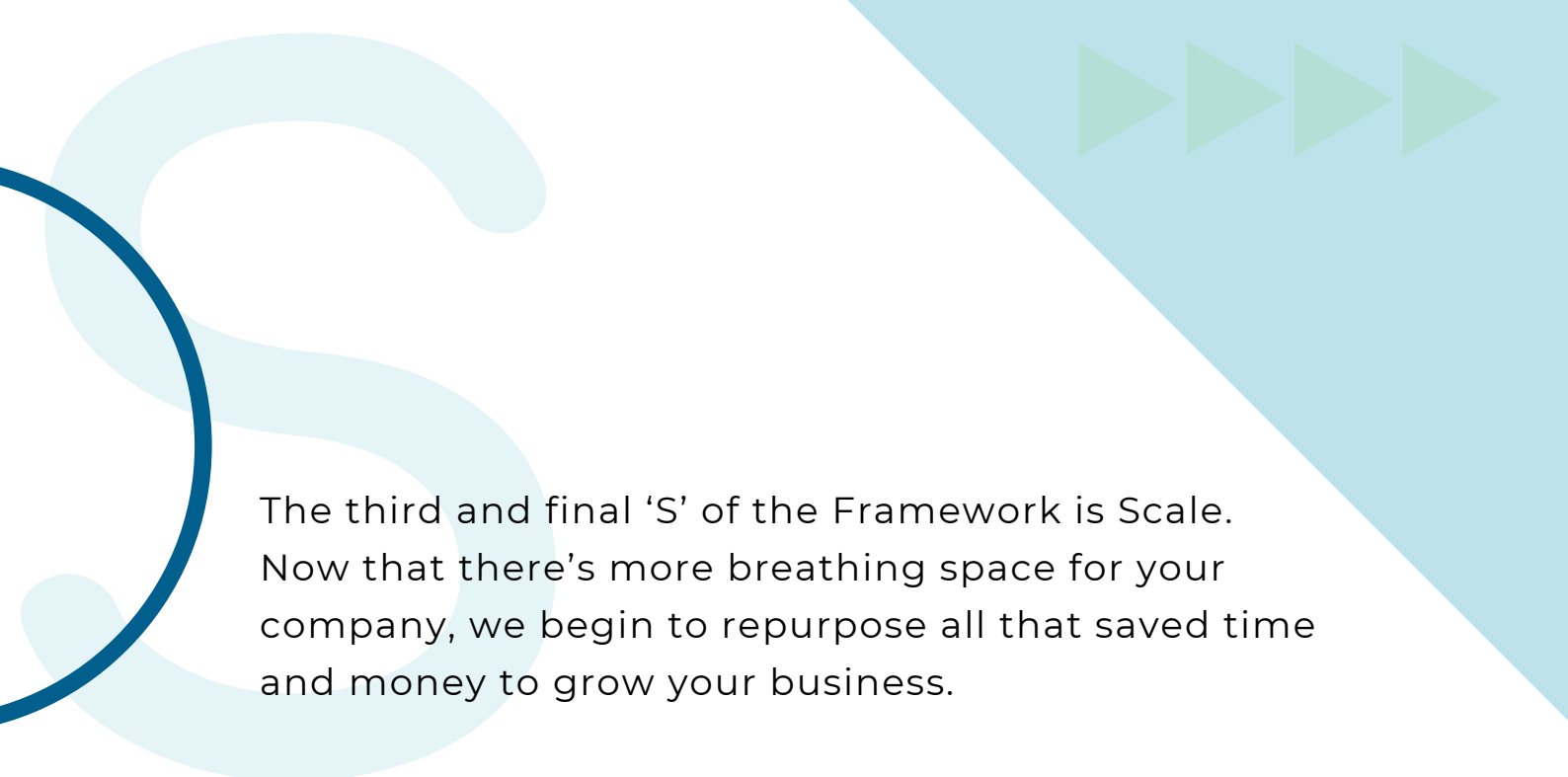


Outsourcing is the second (and best, in our opinion) part of the SOS Framework. If you're unsure about what outsourcing is, we've got an article ripe for the reading right here. Outsourcing is one of the main pillars of HIPPO, and it's easily done through our network of Virtual Assistants.

A Virtual Assistant is someone who will take care of the tasks from your time-wasting ring. We find the right one for you through an interview process, and help get them ready to liaise with your business. They're professionally trained and have tertiary education in the fields relevant to the tasks they're assigned. And the best part is, HIPPO engages in ongoing management with the Virtual Assistants. We keep an eye on their task-list, time management, KPI and performance, so you can rest easy knowing we have your back.

Remember the videos taken of the tasks you wanted to pass on? The Virtual Assistants follow those videos to the letter, learning how to best work in tune with your company. They're hard workers, and hiring them is far cheaper and more cost-effective than installing a new person in the office.

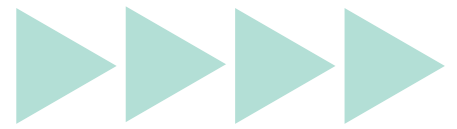
Remember to wave goodbye as those time-wasting business chores fly away.



The third and final 'S' of the Framework is Scale. Now that there's more breathing space for your company, we begin to repurpose all that saved time and money to grow your business.

HIPPO's Scale scheme is, essentially, us doing the leg-work in order for you to comfortably expand. We use our extensive database to help companies generate leads for business-to-business sales. We then use our customer contact officers to call these potential clients on your behalf and set up meetings. Then, it's up to you to close the appointments and gather new clients. 80% of HIPPO's lead generation is geared towards business-to-business sales; while we do engage in business-to-consumer sales, it's a much smaller part of our program.

Our Scaling can be broken down into this: we collect data on companies, call the companies, then set appointments between our clients and said companies to help their businesses expand. It's all about helping you grow and gain connections.



## CONCLUSION

Et voila! Our SOS Framework explained. This is a more complex scheme than the Bullseye, as it's what HIPPO thrives off of. If you'd like more detail, there's an SOS Masterclass available on the HIPPO website.



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