

## INTRODUCTION TO SYNERGY OUTSOURCING

### Synergy Outsourcing History

Synergy Outsourcing has been providing flexible staffing solutions for over 10 years to meet the needs of a rapidly changing, cost conscious NZ Healthcare Market.

Synergy Outsourcing is made up of people who understand the issues and problems the NZ Healthcare industry faces. We understand how to maximise cost to sales ratios and capitalise on business opportunities.

Our seconded employees and contractors are all skilled and experienced in their chosen fields so adding further value to your organisation. They have the flexibility and maturity to cope with the challenges of contracting and outsourcing.

### When to Outsource?

When you need to bring in additional skilled resource to achieve maximum results in fixed term periods.

For example:

- **Long Term Strategic Sales Partnership** – enhancing market access
- **Maintain Market Access** – within fixed headcount constraints
- **Tactical Temporary Sales** – increase the impact of new products
- **Parental and Special Leave Cover** – maintain territory relationships and sales
- **Disease Management Initiatives** - educating key medical professionals in a fixed time frame
- **Seasonal Promotions** – only employ reps when you need them
- **Product Launch** - marketing and sales
- **In-house Educators** – part-time staff to provide value add service
- **Co-promotion Partners** – share the cost of the call by promoting with a non-competing company's product
- **Target a Speciality** – optimise time with a particular audience
- **Back Up Admin Support** – during heavy workloads

### Why Outsource?

- Improve your cost to sales ratio
- Contractors not seen as a headcount
- Only utilise contractors when you need them
- No company car issues
- Compliance with NZ employment Law – invaluable if you don't have NZ based HR
- Simplicity of payment – 1 invoice no matter how many contractors
- Contractors are employed to focus on achieving set objectives
- Minimise administration and HR issues and costs
- Reduce your risk, improve your productivity and profitability
- Gain benefit of skills and services that may not be available internally
- Divest your resources, allowing you to focus on areas which create competitive advantage
- Take advantage of full and part time workers to maximise territory cover that matches the yield

### Why Chose Synergy Outsourcing?

- We are committed specifically to servicing NZ's commercial healthcare industry. Our well established database and connected networks gives you comprehensive access to specialist contractors with proven skills, commitment and passion for the industry
- We provide industry endorsed training courses to representatives hawking pharmaceuticals or promoting into DHBs
- Excellent knowledge of NZ employment law and how this applies to sales representatives
- Confidentiality is paramount – all Synergy Outsourcing agreements include intellectual property and confidentiality clauses
- We offer a flexible approach and will tailor make an outsourced solution that works for you

### Examples of Outsourced Solutions

#### A. A fully Synergy Outsourcing managed team of representatives:

- This option includes a Synergy Outsourcing Sales Manager working in the field to ensure the implementation of marketing and sales strategies and that goals and targets are met within the set timeframes
- Sales Manager oversees all paperwork including timesheets, expense and leave authorisation
- Team will carry your company cards and will appear, to your clients to be employed by you
- Representatives may be full time, part time or a combination of both

#### B. One or a team of Synergy Outsourcing representatives

- Representative/s are integrated into your existing team
- Representative/s are managed by your in-house Sales Manager

**Customised options available, CONTACT US to discuss your needs**

### What do Synergy Outsourcing Fees Cover?

- All leave entitlements, ACC levies and PAYE
- Payroll and Administration Costs
- Ongoing Synergy Consultant liaison
- Recruitment costs excluding Newspaper and Display Advertising
- Risk free full replacement guarantee for period of Contract for Service
- Easy contract extension
- Vehicle allowance and petrol costs for local territory travel – as negotiated
- Seconded employee or contractor salaries
- FBT, Kiwi Saver and Insurances

### Additional Options

- Mobile phones
- Business cards
- Fuel card management
- Business expense management

**NB: you are invoiced for DAYS WORKED ONLY**

### Formal Agreements

A Contract for Service will be provided in accordance with NZ Employment law. Service conditions will be clearly outlined including the terms for termination and notice required. Your agreement can be modified to align with your corporate employment policies.

Employment Agreements will be in place between Synergy Outsourcing and the seconded employees or contractors that clearly outline their employment conditions and expected responsibilities and performance levels.

**CONTACT US for further information on how we can provide an outsourced solution for you.**