



- Strategic Website Development ■
- Innovative Database Development ■
- Customized Software Solutions ■
- Dynamic Internet Consulting ■

## Sub-Contracting

Facilitated by Pamela Grover of Design Tech Consulting, Inc.

### Sub-Contractor Defined

Dictionary.com says: *One that enters into a subcontract and assumes some of the obligations of the primary contractor*

Design Tech Consulting says: *A trusted partner*

### Benefits to Contractor

- Frees up time to concentrate on doing what you enjoy most
- Frees up time to concentrate on increasing sales
- Increases productivity (able to get more done in less time)
- Able to offer higher quality expertise
- Able to offer wider variety of services (become "the" source for clients)

### Qualities of Sub-Contractor

- Good at *what you ask* them to do (not just good at what they do)
- Track record of delivering quality results on time
- Competitively priced
- Relationship important

### Things I've Learned

- Communication is KEY
  - Open communication on all fronts from project to payment
  - Obtain accurate estimates from sub-contractors
  - When specifications change, communicate with sub-contractor
  - Give subs the big picture along with the details of their part
- Capitalize on the interests & strengths of sub-contractors
  - Learn what they like to do best and they'll do their best for you
  - Match up the sub-contractor to the project/client
- Don't become dependent on a sub-contractor
  - Have a network of professionals as backups
  - Obtain access info, program info, original artwork, etc.
- Although I relinquish control of the process, it's also a benefit of working with a sub-contractor – knowing that it will get done & get done right
- Perform due diligence by speaking with current clients, check out their portfolio, meet/speak with them – here are some questions I ask of graphic designers I want to pull in on a Web project:
  - What special skills do you have?
  - What aspect of Web development do you enjoy most?
  - What level of user are you with FrontPage and Dreamweaver?
  - What development process do you follow with a Web site project?
  - What are some URLs to sites where you've created the artwork?