

# **Core Competencies for Emerging VAs (Second Edition)**

**Alliance for Virtual Businesses**  
Core Competency Committee

## **Professional Skills:**

### **Client Success:**

- Drive and determination to see their clients succeed
- Understands their target market client and how their strengths can greatly improve the ideal client's life and business
- Puts the client first by being very resourceful in finding appropriate solutions for the client, whether those solutions include the VA or not
- Good fit for their client

### **Collaboration:**

- Ability to work as part of a team
- Can effectively contribute solutions/suggestions/make recommendations to arising problems

### **Communication:**

- Excellent customer service skills
- Excellent verbal, non-verbal and written communication skills with the ability to drive a discussion to a positive outcome
- Excellent listening skills

### **Delegation:**

- The ability to accept and delegate effectively and wisely

### **Established Productivity:**

- Quality of the work
- Testimonials
- Verifiable References

### **Executive Presence:**

- The ability to be professional (both in person and virtually)

### **Professional Attitude and Aptitude**

- A basic understanding of business operation
- Budgeting
- Creating a business plan
- Creating a marketing plan
- Basic understanding of bookkeeping/ability to maintain accurate records
- Contracts and agreements
- Time management

### **Professional Integrity:**

- Abide by a set of ethics binding on your conscience
- Communicates well with clients, subcontractors and project managers
- Willingness to admit and correct mistakes
- Outsource or pass on a client/clients who require services you lack the skills to provide
- Never knowingly take another VA's client or subcontracted client
- Never discuss subcontracted rates with contractor's client
- Respect copyright of colleagues.
- Be respectful of others' intellectual property (i.e. plagiarism, software piracy, etc.)
- Uphold strict client and colleague confidentiality

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## **Personal Skills:**

### **Competent with Skill Set:**

- High level of proficiency of the services in their chosen niche
- Good organization skills
- Good spelling, grammar and punctuation skills
- Understanding of basic web and computer technology

## **People Skills:**

- Articulate
- Respectful
- Tactful
- Confident
- Passionate

## **Education:**

### **Structured:**

- Five years of relevant work experience or completion of a recognized virtual assistant training program
- Basic office skills
- Continuing education for professional development
- Proficient with software programs used
- Proficient with email, Internet and instant messaging (IM)

### **Education of Marketplace:**

- Willing to share their knowledge with the VA community

## **Office Standards:**

### **Basics:**

- A reliable computer
- Internet connection
- Phone
- Currently accepted and widely used business software programs/suite
- Antivirus software