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Itâ€™s an old adage in the business world, and still one that holds true - you have to let people do what they do well, if you want your business to do well. This, of course, means getting the best people to do your fulfilment for you in just the same way as you may get people to do your prototype manufacturing, or your computer support.

In other words: wherever an operation central to your business, would be better done by a completely separate business whose whole professional life is centred around that task or service â€“ then thatâ€™s what you should do.

When you use fulfilment services, for example, you get the specialist benefits of all their experience plus all their established contacts. You gain using their superior warehousing facilities and stock control programmes and their workforce effectively becomes your own, so you have the exact right number of people working on picking and packing your products and orders any time of the year.

With outsourced fulfilment services you also have the bargaining power, through your fulfilment services, to get the best prices for freight all over the world or to be able to marry your small consignment with a load of other small consignments, so the overall cost borne by each business is minimal.

It can be helpful, actually, to think of a fulfilment partner in the same way you might think about a recruitment partner or an outsourced HR department. The recruitment partner has an existing book full of contacts, people whose skills and experience can be used to put your own business into its next and its best incarnations.

A fulfilment services partner has its own contact book, and relationships potentially stretching back for years with global counterparts able to keep your deliveries running smoothly and on time no matter where they have to go or how peculiar the circumstances are in which they must get there.

The key to your fulfilment is often independence. If you work with an independent partner you always get the best deals because the partner isnâ€™t tied by a contract or some kind of commission deal. They will have forged a reputation for quality and trustworthiness on their own merits, rather than through associating with specific big name brand freight loaders or haulage companies.

By the same token, fulfilment services have relationships with all kinds of independent hauliers and small freight businesses, from which they can select the perfect rate and product for your immediate or long term needs.

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