


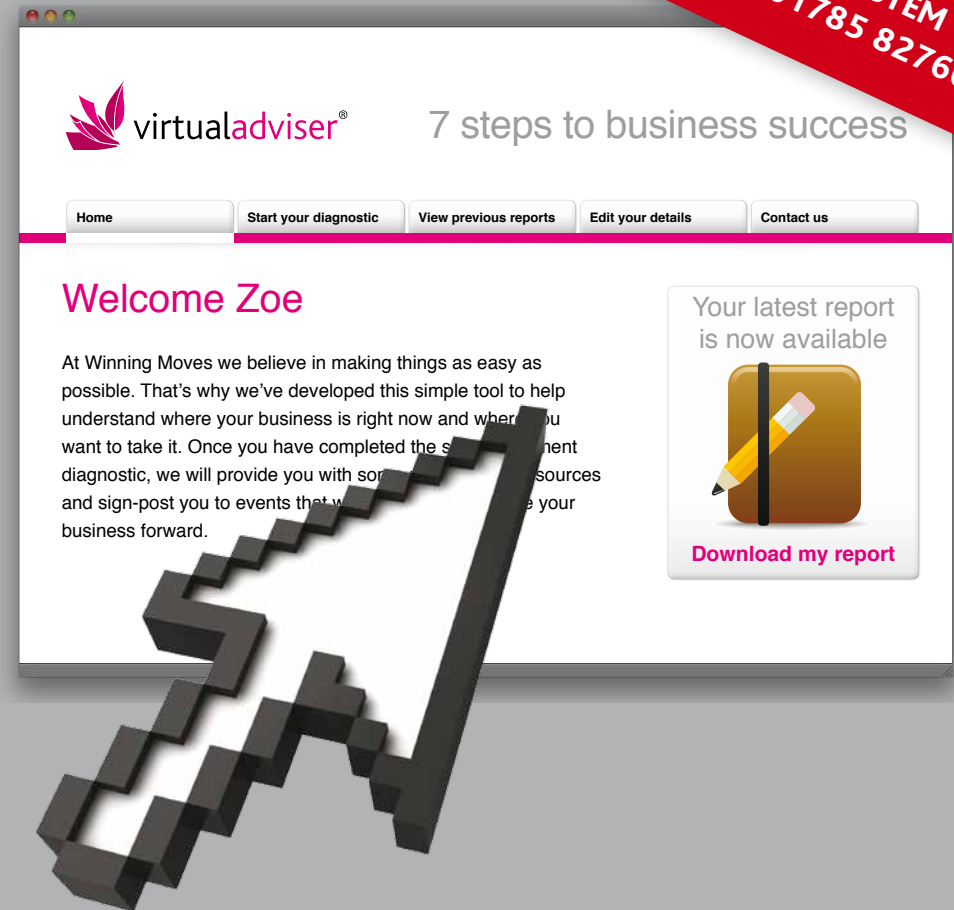
The creation of vibrant local economies requires business growth and improvement more than ever.

(If ever there was a need for a different approach then it's now!)



Introducing  virtualadviser[®]
an intelligent software solution
that shows businesses how to
improve and who in their locality
can help them. It delivers real
and measurable results instantly.

FOR MORE INFORMATION CONTACT THE WINNING MOVES TEAM ON 01785 827600




virtualadviser[®] 7 steps to business success

Home Start your diagnostic View previous reports Edit your details Contact us

Welcome Zoe


At Winning Moves we believe in making things as easy as possible. That's why we've developed this simple tool to help understand where your business is right now and where you want to take it. Once you have completed the self assessment diagnostic, we will provide you with some key resources and sign-post you to events that will help you move your business forward.

Your latest report is now available



[Download my report](#)

REQUEST A SYSTEM DEMO CALL: 01785 827600



virtualadviser[®] is structured around the seven areas of proficiency critical to business development and growth

The questions are designed to challenge perceptions across all aspects of business performance including, vision, finances, markets and customers.



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The screenshot shows a web application interface with a navigation bar at the top containing 'Home', 'Start your diagnostic', and 'View previous reports'. A red banner in the top right corner reads 'REQUEST A SYSTEM DEMO CALL: 01785 827600'. The main content area is titled '3. markets' with the subtitle 'creating new opportunities'. It contains four diagnostic questions, each with a 10-point scale and descriptive text on either side:

- 3.1 How successful are you at generating new income from new markets?**
 - Left: *All our income is from our established markets*
 - Scale: 1 2 3 4 5 6 **7** 8 9 10
 - Right: *We set ourselves clear targets and have regular success in penetrating new markets*
- 3.2 How important is growing your market to you?**
 - Left: *We're focused on our established markets and don't have the resource to look beyond that*
 - Scale: 1 2 3 **4** 5 6 7 8 9 10
 - Right: *Growing our market is a core objective of the business and drives our planning and marketing activities*
- 3.3 How do you identify what to attack?**
 - Left: *We respond to opportunities as they arise, we don't go looking for them*
 - Scale: 1 2 3 4 5 **6** 7 8 9 10
 - Right: *We're constantly scanning markets to identify growth opportunities and trying to find new applications for our products and services*
- 3.4 Do you have a plan for market expansion?**
 - Left: *We don't have a formal plan*
 - Scale: 1 2 3 **4** 5 6 7 8 9 10
 - Right: *We have a comprehensive, detailed plan which we review regularly*

A large, stylized mouse cursor arrow is positioned over the scales for questions 3.3 and 3.4.



virtualadviser® lets you download an instant output report with targeted actions, resources, events and providers

REQUEST A SYSTEM
DEMO CALL: 01785 827600

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RESULTS (7 of 7)

average score



operations

delivering quality & customer satisfaction

7.1 How do you use ICT* to improve the customer experience (*Information and Communication Technology)?



7.2 How do you ensure that you produce and deliver high quality products and/or services?



7.3 How do you measure how satisfied your customers are with your products and/or services?



7.4 How do you manage the quality of your suppliers?



actions

Put in place a formal quality review process, and train a number of inspectors from within the business. Move to a more proactive approach to quality by establishing cross-functional quality teams seek ways of driving quality upwards.

Develop closer relationships with your suppliers - share with them your production / delivery schedules so they can anticipate your needs well in advance. Work together to identify areas for improvement in quality and performance and support them wherever possible.

events

Introduction to Project Management Principles

[Visit Website](#)

This one day practical programme provides a comprehensive introduction to the principles of Project Management. Cost: £275 + VAT per person Delivered by Cosensa L&D Ltd

The Living Years - Managing Time Effectively

[Visit Website](#)

Explores the key elements of good Time

resources

Maximising Efficiencies

[Visit Website](#)

Even well-established businesses need to keep focused on improvement and productivity to make sure they remain competitive

Customer relationship management

[Visit Website](#)

How to use CRM to enhance the information you hold about your customers and the facilities CRM software can provide

Organisations can also see where they sit in relation to their competitors – using the simple built in performance benchmarking module.

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PRODUCTIVITY

how do you measure up?

productivity results

ratio	your performance	median performance
net profit margin	13%	3.76%
value added as % sales	34.14%	39%
turnover per employee	£106,667	£36,560
profit per employee	£13,333	£1,374
value added per employee	£36,400	£45,200
average staff costs	£20,067	£15,915
sales growth	60%	6%
profit growth	150%	35%



virtualadviser® the benefits:

- > The process is painless and the impact instant!
- > In-depth business improvement report generated in less than 15 minutes
- > Provides 24-7 online advice to businesses on how they can improve relative to their performance
- > Links new and existing businesses to targeted support and resources
- > Fully integrates with your website and business support infrastructure
- > Generates leads for local businesses and providers
- > Supports policy development through quantitative and qualitative intelligence

The options:

BRONZE

- System training
- Branded system
- Support matrix management tools
- 12-month License
subject to terms and conditions

SILVER

As bronze plus:

- Fully managed service
- Support matrix development and input
- Data mining and reporting

GOLD

As silver plus:

- Annual business survey
- Lead generation for local businesses & providers

Request a system demonstration:

To find out more and request a system demonstration please contact the Winning Moves team on: **01785 827600** or email info@winningmoves.com

www.winningmoves.com/virtual-adviser

WINNING
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