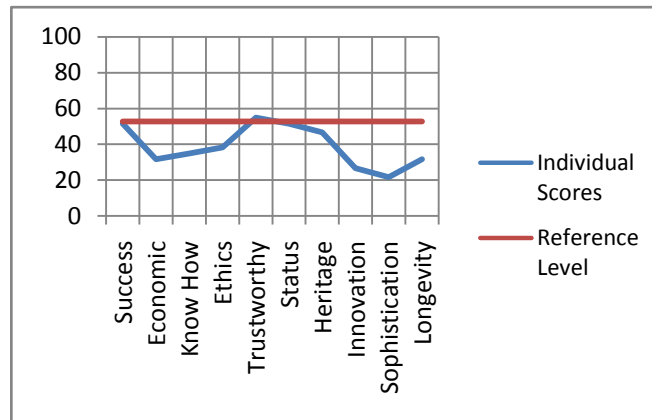


**The Business Profile of:**  
**This demonstration report contains two standard reports**

This report is based on the responses you gave to the Business Profiler questionnaire, and it provides some general comments and guidelines. If you are confident, follow these suggestions and your business will improve. If you wish, contact the person who gave you the questionnaire for a more detailed report and a tailored improvement plan.



The Reference Line is a measure of the overall effectiveness of this business as it operates today - how well your delivery matches your client's expectations. A value of over 50 suggests that the business is growing. Under 50 implies that the business may be contracting. Where the Reference Line measures current efficiency, the Individual Scores measure the specific contribution to the current success of the business made by each area. Areas of the business scoring lower than the Reference Line can be improved, with the greatest improvement coming from those areas with the lowest scores.

A Reference Line higher than 50 and higher than all Individual Scores indicates that the business is growing, and the higher the Reference Line, the more efficient the business is operating in the current setup. Improving the areas that scored lowest will raise this business to a whole new level.

A Reference Line over 50, with Individual Scores both above and below indicates that this business is being hampered, that it is not operating at its best, even allowing for some sub-optimal areas. Improving the lowest score areas will improve efficiency, and prepare this business for subsequent controlled expansion.

A Reference Line under 50, with Individual Scores both above and below indicates that this business is contracting, and that the downward spiral can most likely be reversed if the areas with the lowest scores are improved. Depending upon how low the Reference Line, or how many Individual Scores are less than the Reference Line, there appears to be enough time to turn the business around, though firm and effective action is required immediately.

A Reference Line under 50 with all Individual Scores less than the Reference Line indicates a business that is contracting and almost everything needs to be improved. Urgent action is required, if this business is to be turned around. Without delay, start making improvements.

The perfect Brand Performance is 100/100. This is a measure of how well this business attracts new clients, and how well it keeps existing clients. That is, the first is a measure of your Brand Recognition, the second measures your Service Delivery. What this means is if the first number is lowest, then improve the things that your customers can see and hear. If the second number is the lowest, improve your internal procedures and processes. Over time you may choose to improve both external and internal aspects of your business. We suggest focussing on the areas of most need - the areas with the lowest scores - first.

Your Brand Performance is 12/3. The components making up this score are described, below.

It is not unusual to see an area of your business described as both effective and not effective. That just means that some aspects of your business are helping build your business, others are hindering the attempt. For example customers may be getting mixed messages - your initial contact may be positive, yet your service delivery is not.

**Current overall success:** Customers judge your Enterprise through subliminal impressions. They compare your product, service and tangible clues with their expectations. First impressions are crucial. In the first few minutes, 72% of a customer's judgments are based on Visuality messages. Then follows the service and satisfaction factors with your organisation. Then they talk about your reputation to influence others.

This company is perceived as less than successful in its bid to be visible in the marketplace. Now is the time to get a comprehensive plan to bring some cohesion into your efforts for attracting the customer. This indicates you are sending mixed messages.

**Perceived economic level:** Colour stimulates a range of senses and plays a critical role in unifying the Business Perception messages. Selected colour themes communicate the subliminal messages of atmosphere, culture, heritage, well being, trust and harmony. Colour can influence 66% of the buying decision.

This business - with a lack of distinctive appearances compared with competitors - is inviting customers to expect lower prices and poorer quality of product /service. Brighten up your premises/website to get out of the price war.

**Industry Knowledge:** Style is the differentiation element where your Corporate Brand stands apart. It exudes certain finesse – an appealing balance of aesthetics and proportions. These are the factors whereby customers judge the strengths of your name, logo, brand, design, product and environment to compare or justify your stature against others.

Customers have a much higher performance expectation than you are currently providing in the style in which you do business with them. Customers need to be aware of your "knowhow" in some distinctive way.

**Perceived Ethics:** Image items, are the physical things that influence a Customer's perception about quality levels and market leadership. The right selection and use of image items presents clues that make your offer more tangible. They appropriately add to the business message your company portrays, to give differentiation features more visual impact.

This business is not perceived to be adding much value or worth by its code of conduct and work practices. Think of how you can give additional value that shows in the way you conduct business or you will always be handling client complaints.

**Trust:** A Corporate Personality can be designed from the physical elements of your environment to create an impressionable atmosphere to match the interactions of the business with the expectations in the Customer's mind. In a broad sense Branding needs to be more than just logos, brochures, and potted plants in the reception area as the physical evidence of a Corporate Personality. Creating the right atmosphere and environmental features can be made the key differentiation factors of the business.

This business is considered a little risky to deal with and this would be losing you potential clients. Visibly making your work practices safer and more secure when dealing with you will generate long-term profit.

**Social Status:** Protocols and etiquette in the Corporate Perception development process defines the required and acceptable behaviour in Business and social situations. It is the Company's public statement of its standard of conduct that sets the performance standard of its management, employees, suppliers and clients as an ethical tone and corporate culture.

There is little appeal for the goods/services provided by this company. That may be because customers are treated better everywhere else – it's time to improve the customer care.

**Heritage:** Perception communication deals with methods and tools to promote your business through non-verbal messages focused on improving awareness and interest to attract existing and potential clients. The messages include advertising, graphics, publicity, sales promotions, and personal selling. Customers judge how you deliver your contrived promises. Many people rely solely on opinions and influences of others through word of mouth communications, so they feel safe dealing with you.

The 'corporate message' getting through to clients is not a comfortable fit. Develop a better cohesive message to suit your target market and/or make sure internally you know it, own it and convey it in all that you do.

**Innovation:** Corporate persona is the driving essence of the manager's leadership qualities. It also signals his/her intentions to understand, initiate, insist on and implement the full scope of Perception Management Concepts. These values and attitudes, which impact as the CEO's vision of the Company's reputation are projected throughout your organisation and contained within your services offered to clients.

This company is seen as hardly relevant in these times. The only old fashioned action with charm in today's competitive world is manners, You must keep up with current trends in your industry or be left behind.

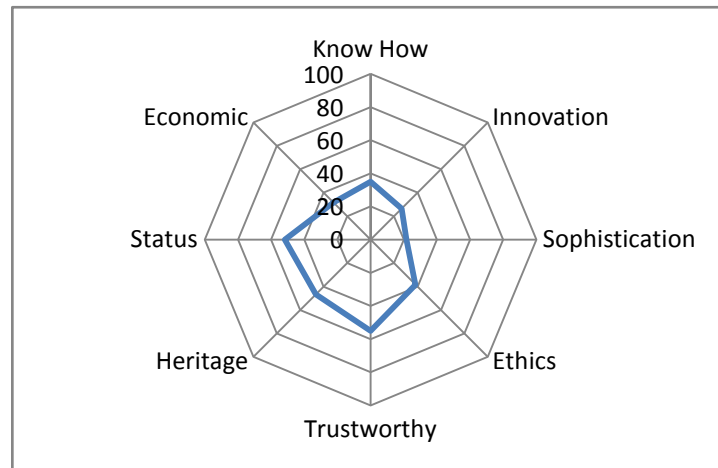
**Sophistication:** One key to forming a clear attractive Perception is the "right" attitude and behaviour of "frontline" staff when in direct contact with the customer. It is the interface of first impressions followed by "how" a service is rendered that forms a long lasting reassurance factor of Corporate Identity. Often staff dress code and considerate service are the major tangible aspects to suggest quality and consistency of service.

Your Front line actions are being interpreted as rough and ready. This is just short of telling clients to go away. Polish your customer interfacing with those staff who are face to face with clients.

**Future Outlook:** As a wider view, Corporate Identity results from an enthusiastic management philosophy incorporating both Strategic Policy and Tactical Procedures to develop a Corporate Identity. The objective is to match your Business with the needs, values and attitudes of your clients. Then project that image and your unique selling offer as a corporate personality to attract people to respond favourably towards your Business.

This company is perceived as having a limited future. Implement some better policies/procedures that show future vision and stick to them. Clients are picking up mixed messages and reading them as instability.

The following image shows you this information in a graphical format.



A description of the area(s) that most need improvement follow. These are the areas of your business where your performance rated the lowest, and therefore the areas that will give you most benefit if you improve them - even if you currently do them quite well.

You may have a team of champions, but it seems that you do not have a champion team. Your team is not able to resolve client requirements in a way that supports your goals. Remember that first impressions count, and take a good look at your business through the eyes of your customers.

Other area(s) to improve:

Customer follow up appears to be ineffective. Customers feel that you lose interest as soon as the transaction is complete. This is contributing to your business not being 'front of mind' when current clients have the opportunity to refer you. It may be that you do not fully understand the real drivers of this business. Improve your customer follow up.

Thank you for using **The Business Profiler**. We're interested in what your experience was, and how we can make it better. Please let us know by sending us an email to [admin@resultsinsight.org](mailto:admin@resultsinsight.org).

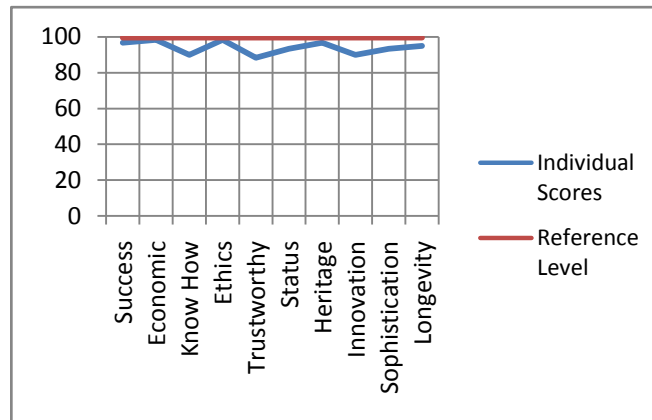
If you know other businesses that would benefit from this type of evaluation feel free to let them know, or let us know and we will contact them.

If you would like additional clarity or assistance in implementing the concepts outlined here, just send an email to [admin@resultsinsight.org](mailto:admin@resultsinsight.org) describing your situation and we will get in touch with you.



**The Business Profile of:  
Second of two demonstration reports**

This report is based on the responses you gave to the Business Profiler questionnaire, and it provides some general comments and guidelines. If you are confident, follow these suggestions and your business will improve. If you wish, contact the person who gave you the questionnaire for a more detailed report and a tailored improvement plan.



The Reference Line is a measure of the overall effectiveness of this business as it operates today - how well your delivery matches your client's expectations. A value of over 50 suggests that the business is growing. Under 50 implies that the business may be contracting. Where the Reference Line measures current efficiency, the Individual Scores measure the specific contribution to the current success of the business made by each area. Areas of the business scoring lower than the Reference Line can be improved, with the greatest improvement coming from those areas with the lowest scores.

A Reference Line higher than 50 and higher than all Individual Scores indicates that the business is growing, and the higher the Reference Line, the more efficient the business is operating in the current setup. Improving the areas that scored lowest will raise this business to a whole new level.

A Reference Line over 50, with Individual Scores both above and below indicates that this business is being hampered, that it is not operating at its best, even allowing for some sub-optimal areas. Improving the lowest score areas will improve efficiency, and prepare this business for subsequent controlled expansion.

A Reference Line under 50, with Individual Scores both above and below indicates that this business is contracting, and that the downward spiral can most likely be reversed if the areas with the lowest scores are improved. Depending upon how low the Reference Line, or how many Individual Scores are less than the Reference Line, there appears to be enough time to turn the business around, though firm and effective action is required immediately.

A Reference Line under 50 with all Individual Scores less than the Reference Line indicates a business that is contracting and almost everything needs to be improved. Urgent action is required, if this business is to be turned around. Without delay, start making improvements.

The perfect Brand Performance is 100/100. This is a measure of how well this business attracts new clients, and how well it keeps existing clients. That is, the first is a measure of your Brand Recognition, the second measures your Service Delivery. What this means is if the first number is lowest, then improve the things that your customers can see and hear. If the second number is the lowest, improve your internal procedures and processes. Over time you may choose to improve both external and internal aspects of your business. We suggest focussing on the areas of most need - the areas with the lowest scores - first.

Your Brand Performance is 89/92. The components making up this score are described, below.

It is not unusual to see an area of your business described as both effective and not effective. That just means that some aspects of your business are helping build your business, others are hindering the attempt. For example customers may be getting mixed messages - your initial contact may be positive, yet your service delivery is not.

**Current overall success:** Customers judge your Enterprise through subliminal impressions. They compare your product, service and tangible clues with their expectations. First impressions are crucial. In the first few minutes, 72% of a customer's judgments are based on Visuality messages. Then follows the service and satisfaction factors with your organisation. Then they talk about your reputation to influence others.

This company is seen as being very successful. It is highly visible in the marketplace. This has a positive effect on every aspect of the business. You could now expand your market and/or raise your prices without too much risk.

**Perceived economic level:** Colour stimulates a range of senses and plays a critical role in unifying the Business Perception messages. Selected colour themes communicate the subliminal messages of atmosphere, culture, heritage, well being, trust and harmony. Colour can influence 66% of the buying decision.

This business is perceived as being economically strong, well above average. The effort you have put in to the branding is time (and money) well spent. Keep up the distinctive appearances of your business as they are working for you.

**Industry Knowledge:** Style is the differentiation element where your Corporate Brand stands apart. It exudes certain finesse – an appealing balance of aesthetics and proportions. These are the factors whereby customers judge the strengths of your name, logo, brand, design, product and environment to compare or justify your stature against others.

You are already on the way to offering good quality and maintaining prestige in the style in which you do things. Your "knowhow" is showing. Turning customers into advocates for your business is in attention to details.

**Perceived Ethics:** Image items, are the physical things that influence a Customer's perception about quality levels and market leadership. The right selection and use of image items presents clues that make your offer more tangible. They appropriately add to the business message your company portrays, to give differentiation features more visual impact.

This business conducts itself in a way that adds true value and worth in the eyes of the customer. Your excellent code of conduct is showing through all your work practices. This will lead directly to increased profits as you retain clients well.

**Trust:** A Corporate Personality can be designed from the physical elements of your environment to create an impressionable atmosphere to match the interactions of the business with the expectations in the Customer's mind. In a broad sense Branding needs to be more than just logos, brochures, and potted plants in the reception area as the physical evidence of a Corporate Personality. Creating the right atmosphere and environmental features can be made the key differentiation factors of the business.

This business is perceived as trustworthy, with clients feeling that there is little risk in dealing with you. Are there any small improvements that can make them feel even more secure?

**Social Status:** Protocols and etiquette in the Corporate Perception development process defines the required and acceptable behaviour in Business and social situations. It is the Company's public statement of its standard of conduct that sets the performance standard of its management, employees, suppliers and clients as an ethical tone and corporate culture.

Products/services delivered by this company have great appeal. You are positioning yourself well amongst your competitors. Elevate your customer care contact and prepare to take the lead.

**Heritage:** Perception communication deals with methods and tools to promote your business through non-verbal messages focused on improving awareness and interest to attract existing and potential clients. The messages include advertising, graphics, publicity, sales promotions, and personal selling. Customers judge how you deliver your contrived promises. Many people rely solely on opinions and influences of others through word of mouth communications, so they feel safe dealing with you.

The corporate message is being communicated very well matched with a great Corporate Culture. Customers feel very comfortable dealing with you, and you are seen as flexible. You have found your niche.

**Innovation:** Corporate persona is the driving essence of the manager's leadership qualities. It also signals his/her intentions to understand, initiate, insist on and implement the full scope of Perception Management Concepts. These values and attitudes, which impact as the CEO's vision of the Company's reputation are projected throughout your organisation and contained within your services offered to clients.

Though not leading edge, this is seen as a progressive company. A little effort demonstrating your trend-setting abilities will prove beneficial. Keep an eye out for current trends in your industry.

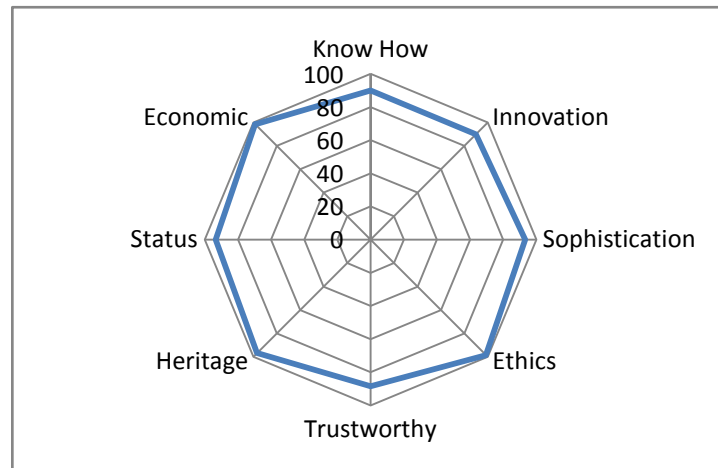
**Sophistication:** One key to forming a clear attractive Perception is the "right" attitude and behaviour of "frontline" staff when in direct contact with the customer. It is the interface of first impressions followed by "how" a service is rendered that forms a long lasting reassurance factor of Corporate Identity. Often staff dress code and considerate service are the major tangible aspects to suggest quality and consistency of service.

Your Front line presents a high image to clients. Your corporate message has aesthetic appeal for all the senses. A little improvement in the front line action by your people will improve business overall.

**Future Outlook:** As a wider view, Corporate Identity results from an enthusiastic management philosophy incorporating both Strategic Policy and Tactical Procedures to develop a Corporate Identity. The objective is to match your Business with the needs, values and attitudes of your clients. Then project that image and your unique selling offer as a corporate personality to attract people to respond favourably towards your Business.

Your policies and procedures are for the most part very effective. Customers have confidence that this business will be around long enough to support the guarantee. Articulate a long term vision and watch it improve.

The following image shows you this information in a graphical format.



A description of the area(s) that most need improvement follow. These are the areas of your business where your performance rated the lowest, and therefore the areas that will give you most benefit if you improve them - even if you currently do them quite well.

Customers are not overtly aware of your investment in them. If you are making an effort in this area, it is somehow missing the desired target. Your promotions are not positioning you for a positive response from your community. Let people get to know you, and what you stand for. According to these responses, you may be operating your business by focussing only on cost reduction. Add some effort aimed at expanding your business. Effective advertising is an investment, not an expense - try sponsoring some local amateur sports and non-profit organisations that operate locally.

Other area(s) to improve:

Your staff are not establishing a rapport with your clients. As a result, you are not leaving a positive impression on clients. Perhaps you need more face to face time, and spend at least some of that additional time getting to know your clients, and allowing them to get to know your shared values. Customer follow up appears to be ineffective. Customers feel that you lose interest as soon as the transaction is complete. This is contributing to your business not being 'front of mind' when current clients have the opportunity to refer you. It may be that you do not fully understand the real drivers of this business. Improve your customer follow up.

Thank you for using **The Business Profiler**. We're interested in what your experience was, and how we can make it better. Please let us know by sending us an email to [admin@resultsinsight.org](mailto:admin@resultsinsight.org).

If you know other businesses that would benefit from this type of evaluation feel free to let them know, or let us know and we will contact them.

If you would like additional clarity or assistance in implementing the concepts outlined here, just send an email to [admin@resultsinsight.org](mailto:admin@resultsinsight.org) describing your situation and we will get in touch with you.