



Viability of Virtual

A virtual consulting company is as viable as a company with all of its consultants in one office building.

Virtual consulting...an experienced group of professionals hammering-out solutions to a business' quandaries, even if they're not in the same room with each other, is a more cost-effective way to bring opportunities to the surface and position companies for growth and success.

Technology makes virtual business consulting the best answer when the need for cost-effective business solutions and project management arise. The virtual consultancy brings together business-savvy heavy hitters from across the country. Virtual consultants offer a unique range of skills from business planning, marketing, finance, legal, communication and more...to help businesses effectively manage challenges.

For example, a company headquartered in Maryland uses a group of salespeople from Texas, California, New Jersey and Illinois to sell organizational development services. Each time its 6 salespeople need to work or meet together they fly to Chicago to have a company meeting spending more than \$6,000 for transportation, hotel, meals and other accommodations which is not a very efficient business model.

Virtual Business Services, showed them how to lower costs by meeting and working collaboratively online from their locations across the country in a virtual conference room where they could see and talk to each other and make presentations just as if they were in the same room. The video-based Web solution improved the texture of meetings because each attendee could use their own database (hard drive). The meetings promoted cohesion among a staff that is very loosely connected.

Anyone who has ever outsourced a need or hired a consultant, contractor, or professional service provider knows there can be a lot of associated baggage. "They don't know my business - so is it going to take more time for me to train these people? Wouldn't it be faster if I just pulled some internal resources to get the project done? What are the internal politics I will face if I do outsource this job? Will they have the same vested interest in the project?" These are legitimate concerns but there are easy ways to overcome outsourcing pitfalls.

The key to overcoming the "do it myself" syndrome, is to be sure the project is one that SHOULD be outsourced. Keep in mind, there are projects that are better suited to stay in-house. Consider the confidentiality of the project, the amount of knowledge-based, decision-making that will need to be done, and whether there ARE internal resources that can do the job better. If the job is outside the scope of your abilities, the decision is easy. If your internal team can't meet aggressive deadlines that affect time to market, the decision is easy. Bring in virtual consultants to provide new perspectives, methodologies, and expertise.

Virtual Business Services' web video technology distributes products that measure human perceptual differences. These measurements are critical to a business' success. It allows companies to see – and therefore harness – the differences between people. Personnel assessments can improve communications, strengthen teams and facilitate the execution of new ideas.

Doing business online can have a sizable revenue impact on a business. The top line drives everything – the revenue line is king. Web based video email, for example, makes it possible for businesses to increase the top-line experience and at the same time decrease the cost of doing business.

Consultants who operate in a virtual space shrink the cost of doing business. As a cost-control mechanism, virtual consulting allows companies to meet goals on a much more economical basis. Even small businesses have to think of doing business on a global level; virtual consultants can shift businesses to new technologies and new ways of thinking.

Virtual Business Services used a technique called “forensic revenue analysis,” for a Maryland firm that wanted to grow from \$2 million dollars to \$20 million, to find elements within its revenue stream that were scalable. If the Maryland firm decided to stay with their existing business plan and emphasize consulting, they’d have to hire a hundred consultants to reach \$20 million. That decision didn’t present the most profitable solution.

Our consultants advised the company to switch the revenue model altogether and instead focus on selling online “assessments” as the solution to rapidly grow the business. All the new business model needs to rapidly increase revenue is a great web site and a web-video enabled global classroom.

Using virtual consulting means management can impact the two major things that really matter in business -- revenue and costs. Businesses can cost effectively *agitate* on the cost-reduction side of the business and also *aggregate* on the revenue generation side to gain a higher annual profit.

Effective managers concentrate on spending dollars that get the highest return. By contracting low-cost, expert talent when the required expertise is not resident, business goals are attained quickly and... management attention is not diverted from primary profit objectives.

Companies regularly outsource business planning, marketing, finance, legal, information technology, manufacturing, software and research & development projects to be managed by expert consultants. Here are some examples:

- Develop a strategic plan that will grow my business
- Analyze revenue
- Develop a marketing plan
- Create application software
- Select and manage advertising agencies to create compelling awareness campaigns
- Use call centers to handle inbound and outbound lead generation, customer service, technical support, etc.
- Build trade booths with exhibition contractors; create show graphics; manage meetings and conventions.
- Improve sales of manufacturer’s reps or agents that do face to face selling.

Businesses outsource projects to experts who can quickly complete tasks. They recognize outsourcing can reduce cost, improve service, shorten time to market and decrease risk. Business experts can dramatically improve your effectiveness in the market place and allow management to focus on other key tasks while keeping control of the process with a single source of accountability.

Virtual business consulting means you actually gain from the collective efforts and wisdom of a company of experts rather than a single individual. You get a range of experience and expertise.

Finally, here are just a few key benefits of partnering with Virtual Business Services:

- Suite of value-added services (business plans, marketing, finance, legal, web video communication, etc.) provides one place for a business’ project management needs.
- Peace of mind, knowing you’re working with professionals who are experts.

- Relationship thrives on confidentiality and strong business ethics. A solid working relationship based on trust and respect.
- Low- Cost Convenience – no staff to hire, no offices to furnish, no taxes or benefits to pay. Pay for only time and materials spent on projects.
- Complete security of all your information.
- A committed partner that wants YOU to succeed.