



# Services Simulation

## AUDIENCE

Leaders, managers, and contributors in service-based industries who wish to refresh their knowledge of how customers impact the company.

Build business acumen about your service-based industry

## Program Benefits

*Services Simulation*, from BTS, is an interactive, competitive business acumen business simulation. It is designed to illustrate the process of navigating a company through a changing, technology-driven service-based industry. The learning experience is intended for people in service-based industries who wish to understand how customers impact their company. By simulating the management of processes, capabilities, and customers, participants improve or refresh their business acumen in the core areas of strategy, finance, and marketing. After completing *Services Simulation*, participants will be better able to:

- Understand how aligned corporate strategy creates value, and how they can manage the often-conflicting needs of customers and shareholders
- Recognize how tactical decisions and policies impact profitability, and be able to make better decisions that will promote the bottom line
- Be able to manage and grow customers more effectively, including satisfying customers better as their service-based industry continues to change and evolve

## Program Description

This flexible learning tool can be used to address, assess, or reinforce capabilities which will empower participants to:

1. Show how a properly aligned corporate strategy creates value
  - Identify and implement a competitive strategy
  - Understand how each decision and policy of a company has multiple impacts, which affects the company's ability to fulfill its strategy
  - Manage the often conflicting needs between customers and shareholders
  - Adjust tactical implementation in response to competitors' actions
2. Understand how tactical decisions and policies impact a company's profitability
  - Witness how functional decisions influence financial statements
  - Realize the trade-offs of short-term reactionary spending vs. long-term investment
  - Identify competitors' strategies via analysis of financial statements
3. Manage customer segments more effectively
  - Understand varying customer preferences by service line
  - Identify the growth methods used to manage customers - new customer acquisition, increased usage, and customer retention
  - Understand how to satisfy customers in changing market sectors
  - Analyze the financial risks and strategic benefits associated with a major, single-source bid

## Implementation/Customization

*Services Simulation* is a computer-based business acumen learning experience. It includes instructor presentation and large group discussions, case study analysis and structured exercises, action planning, and a simulation debrief. Materials are tailored to the service-based industry and can be customized to fit each organization's unique needs.

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