

The BTS Automotive Business Simulation

Objective

Experience the key business drivers and challenges of the Automotive business; learn, practice and apply the principles, behaviors and skills necessary to manage an Automotive business for success.

Audience

- Managers and employees in the Automotive industry
- Sales organizations and account teams with Automotive companies as major clients

Business Issues

To successfully compete in a highly competitive and demanding global marketplace, Automotive companies must develop sales and marketing strategies that increase operational efficiency and drive profitability.

To provide solutions to clients in the Automotive industry, it is critical to have a comprehensive understanding of their business, their objectives and their challenges – those business challenges unique to their organization as well as those triggered by the industry and marketplace.

The BTS Automotive Business Simulation will enable participants to:

Articulate the key strategic and financial drivers of an Automotive company

Transform the company's product and service offerings to meet changing market trends and customer needs

- Fuel price competition
- New market regulations

Grow revenues by managing the company's marketing mix

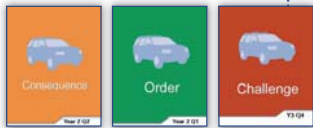
- Balance segmentation and distribution channels
- Monitor market activity and forecast risk
- Invest to raise awareness of the company's brand
- Invest in service levels to improve the customer experience
- Reduce cost by implementing operational excellence initiatives

Increase efficiency by reducing acceptance time for new products

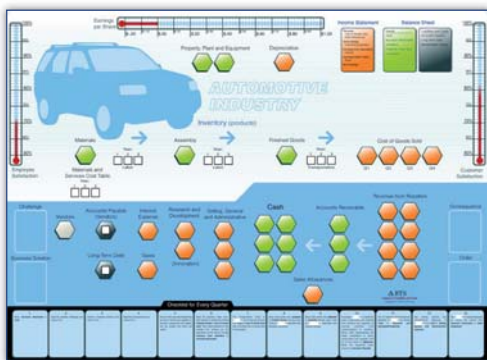
- Prevent and reduce work stoppage
- Decrease defects and rework in new product models
- Increase delivery precision and reduced lead time
- Develop close partnerships with suppliers
- Motivate employees for operational excellence
- Invest in and maintain IT systems to maximize the experience of key stakeholders: clients, service personnel and distribution centers

Solution

The BTS Automotive Business Simulation is a 1-day program that introduces the key challenges and business drivers of the Automotive business. The simulation is an interactive learning experience that places participants in realistic, problem solving scenarios. Given the opportunity to reason through these situations, participants learn, practice and apply the behaviors and skills that will enable them to manage an Automotive business more effectively and efficiently. To provide a deeper understanding of how their decisions directly impact the performance of the organization and to ensure the immediate application of new skills on the job, participants receive feedback and performance analyses at the end of each simulation session or year.



The BTS Automotive Business Simulation is designed to be experienced as either a stand alone learning solution or as part of a comprehensive training program. The comprehensive program includes group discussions, problem solving exercises and team activities that further reinforce the principles and skills that lead Automotive organizations to success.



The BTS Automotive Simulation and Comprehensive Training Program will enable your organization to:

- Align performance goals with strategic initiatives
- Translate the key challenges of the Retail industry into proactive forecasting and strategic decision-making
- Leverage the important drivers of profitability
- Create and deliver customer value
- Maximize operational efficiency and excellence

About BTS:

BTS partners with leading companies to accelerate change and improve business results. We are the world leader in customized business simulations and other discovery learning solutions that enable leading corporations to change, grow and succeed. BTS adds value for our Global Fortune 1000 clients through three practice areas: Strategic Alignment & Business Acumen, Leadership & Management, and Sales. We have additional capability in Operational Excellence & Project Management and offer an innovative Engage for Change process. BTS is a public company listed on the Swedish Stock Exchange and trades under the symbol BTS B.

For more information please visit www.bts.com.

Sampling of other BTS Clients

- Accenture
- Aetna
- AstraZeneca
- AT&T
- Bank of America
- Bell South
- Boeing
- Cisco Systems
- Coca-Cola
- Gap Inc.
- General Electric
- Hewlett-Packard
- Honeywell
- IBM
- ING
- Liberty Mutual
- Liz Claiborne
- Macy's Inc.
- McKinsey
- Microsoft
- Nokia
- Philips
- Sony
- Texas Instrument
- Time Warner
- Toyota Motor Company
- Vodafone
- Weyerhaeuser