

ComSIM

Business Acumen

Sales and Marketing

Develop a bigger picture orientation, understand the changing market environment, building brands, highlight the importance of supply chains, a customer orientation, profit margins, working capital and bottom-line.

<p>Understand the Bigger Picture</p>	<p>Develop a Market Orientation</p>	<p>Develop Financial Acumen</p>
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ComSIM is a powerful business acumen programme with applied business simulation, to align sales managers, marketing and support staff, administrative, product managers and logistics/supply chain managers to business strategy.

- *Highlight the linkages between business strategy, efficient operations, revenue, internal/customer support and defined business outcomes for all stakeholders*
- *Create an understanding for the importance of cross-functional collaboration to improve efficiencies, manage for results and to optimise organisational performance*
- *Highlight the importance of better business decisions considering operational aspects, sales/revenue, people and business finance*
- *Understand the profit drivers in your organisation and how to influence them*
- *Understand how a total quality management orientation benefit the customer and organisation alike*
- *Support performance management as strategic alignment and implementation tool with a practical, hands-on business simulation*
- *Create an understanding for the reasons for measuring progress in business improvement and performance*

Using experiential learning as learning methodology, ComSIM was designed to provide participants with a practical, hands-on learning experience and with immediate back-to-the workplace applications. Its pragmatic approach allows for experience to be shared amongst each other and with strong coaching underpinnings.

The instructional design principles underscoring the ComSIM process identifies clearly defined learning objectives by the client the flow of which are linked in a progressive manner to the overall programme objectives, work experience of participants and customised organisational requirements.

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