



DC Metro Chapter #127

Advancing Productivity, Innovation, and Competitive Success

Our Value Proposition

APICS DC Metro’s strong tradition in learning sets us apart from the many training options available in the DC metro area. Our product is not only based on industry best-practice, but we’re priced competitively and we have amazing instructors that not only make learning stick, but make it fun. See the table below for what else differentiates us and what makes our success *your* success.

Customer Expectations	Product	Services	Instructors	Locations	DC Metro
Basic: <i>if these are the only things done right, clients won't normally be satisfied</i>	Basic info presented right out of the reference book	Scheduled per customer's preferred dates & times	Clean, neat, prompt; lectures read directly from slides or text	Ample room; quiet environment; working equipment	Prompt, complete responses; ethical business practices
Expected: <i>these elements are nice to have, but not remarkable nor memorable</i>	Able to relate book concepts to students' own company	Instructors are prepared; speak clearly and professionally	Appropriate attire; know the material and present it well	Appropriate handouts ready; accessible restrooms and coffee machines	Consistent, adequate publicity; credit card payment processing
Desired: <i>traits that make the time spent worthwhile, interesting or even fun</i>	How to apply class activities to real world; higher exam pass rates	Shared peer experiences; success examples from varied industries	Friendly interaction with class; all students engaged	Avoid traffic; easy access to Beltway; close to work or home	Unlimited support throughout certification journey
Unanticipated: <i>surprises, unexpected benefits, special memories or breakthrough ideas</i>	Tailored or best-practice examples from students' own business sector	Bundled, all-inclusive costs for one-stop shopping convenience	Fun, challenging learning experience; sense of esteem and accomplishment	Close to Metro; free covered parking; snacks or lunches provided	Free refresher study sessions; free tuition if unsuccessful on exam