PriSim Business War Games

TestDrive™
Decision Map

- ☐ Set staffing levels by department
- ☐ Analyze utilization levels
- ☐ Hire and transfer staff
- ☐ Manage attrition
- ☐ Invest in facility

- ☐ Set activity time-blocks by department
- ☐ Train by activity by department
- ☐ Assess skill levels
- ☐ Analyze training costs and benefits
- ☐ Train in selling specific Finance and Insurance products

- ☐ Advertise rentals
- ☐ Set pricing per rental-day
- ☐ Calculate break-even points
- ☐ Monitor profitability
- ☐ Analyze movement of rentals to used inventory
- ☐ Examine impact of rentals on other departments (parts, sales, etc.)

- ☐ Manage pricing
- ☐ Establish sales incentives
- ☐ Set Accounts Receivable policy
- ☐ Analyze value of dealership

- ☐ Analyze customer segments and potential demand
- ☐ Research customers' price and experience sensitivities and preferred products
- ☐ Survey customer demographics
- ☐ View Position Map
- ☐ Target specific segments

Rentals ▶
Finance and Insurance ▶
Training and Time-blocking ▶
Staffing and Facility ▶

Market Segmentation

Demand Seasonality

Equipment Sales

Parts and Accessories

General Merchandise

Service

Results and EOP Proforma

- ☐ Analyze seasonal demand trends
- ☐ Compare seasonality of equipment sales
- ☐ Plan product inventory strategies

- ☐ Analyze inventory levels of new and used equipment
- ☐ Order new equipment, acquire used equipment
- ☐ Assess COGS and Gross Profit by unit
- ☐ Adjust pricing by product
- ☐ Set sales incentives by product-type

- ☐ Analyze Sales and Gross Margins by fast-moving vs. slow-moving items
- ☐ Assess potential lost sales
- ☐ Set incentives by inventory-level and by Gross Profit-level
- ☐ Monitor inventory turns
- ☐ Conduct physical inventory, order products

- ☐ Analyze proforma Income Statement, Balance Sheet, Cash Flow Statement
- ☐ Examine costs and profitability by department
- ☐ Monitor working capital and debt
- ☐ Assess customer satisfaction levels
- ☐ Determine customer lifetime values

- ☐ Set proficiency incentives
- ☐ Invest in environment
- ☐ Set shop-rate
- ☐ Analyze utilization of service-capacity and invest as needed
- ☐ Assess staff skill levels
- ☐ Assign monthly billable hours by skill level

Notes:
- Some decisions have more impact than others.
- Decision-making is not necessarily sequential.
- Strategy should drive your decisions.
- Beware of sub-optimization (e.g., adjusting one area and not paying attention to the whole).
- Forecasts are based upon historical competitive information.