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## APICS Customer-Focused Supply Chain Management Course

### Question and Answer Document for APICS Channel Partners

APICS is pleased to announce a new, one-day course for professionals in functions that support the supply chain (for example, sales and marketing, accounting, information technology, and senior executive). The seminar, Customer-Focused Supply Chain Management, will provide an insider's view of supply chain management. It is designed to quickly and effectively educate team members who support supply chains, enabling them to increase efficiency and generate improvements. The course strengthens the entire team and fosters appreciation of a properly structured and managed supply chain. This interactive course will be delivered through APICS channel partners.

APICS channel partners were invited to attend an APICS Webinar that provided an overview of the course. Below is a list of questions and answer from the APICS Webinar. Please feel free to contact [pdadmin@apics.org](mailto:pdadmin@apics.org) with additional questions.

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**Q: What is the cost of the materials? What do you suggest as the retail price?**

A: The instructor kit costs \$200 and the participant guide \$94 to our channel partners (chapters, IAs, and AEPs). As partners, you will determine the price you charge your customers based on your expenses and your desired levels of profit. From a market pricing perspective, we believe the minimum price to the customer for this course should be around \$550 per participant in a public course setting.

**Q: When will this APICS Webinar be available?**

A: We will send a link to the APICS Webinar recording to instructors, chapter officers, IAs, and AEPs.

**Q: Can we offer this course to non-manufacturing corporations?**

A: Yes, this course is easily customized for presentation to companies in industries such as retail, distribution, and health care services. We did a pilot with a fourth-party logistics (4PL) firm and they found the course extremely relevant. This course is applicable to professionals with a wide range of backgrounds. Customization depends on the skills, background, and experience of the instructor who is teaching the course.

**Q: Do you believe this course will be more successful as a public workshop or as corporate training?**

A: This product can be successful in both environments. We know that a lot of corporations are looking for education on supply chain management. In a pilot of this course, a firm introduced this course to candidates from various departments. Upon completing the course, participants were better able to understand and speak the language of supply chain management.

**Q: Will this course undermine the sales of CSCP? Can someone take this course and pass the CSCP exam?**

A: It will not undermine the sales of CSCP. There are some concepts in this course that are similar to ones taught in CSCP, but this course does not provide enough background for individuals to pass the CSCP exam.

**Q: Do you have to be a participant in the APICS Instructor Development Program (IDP) to offer this course?**

A: While we encourage all our instructors to be a part of the IDP, you do not have to be an IDP instructor to offer this course. Any instructor successfully teaching CSCP is qualified to teach this course. However, it is important to note that this course will be sold only through the APICS partner network and not via instructors independent of chapters, IAs, and AEPs.

**Q: What is a wedge product?**

A: “Wedge product” is a sales term referring to a product or service that is easy for a customer to buy and that provides an opportunity for the vendor to upsell. This course is a relatively low-cost option for potential corporate customers hesitant to buy CSCP. Offering this course gives you an opportunity to show corporations the quality of your instruction and of APICS products and services.

**Q: Can we take notes on the participant guide?**

A: The participant guide’s format is two slides per page. Participants certainly can take notes on the slides or within the spaces on the sides.

**Q: Will this course be available online through Fox Valley Technical College (FVTC)?**

A: At this point we have no plans to turn it over to FVTC. Because we are positioning this course as a wedge product, it was designed to be more conversational and suited for a face-to-face environment.

**Q: I like the idea of the course but very little has been shown via this APICS Webinar. Is there a way we can see more of the content?**

A: In a few weeks you will be able to order the participant guides and get a more in-depth view of the content. We certainly can provide a detailed outline of the concepts illustrated in this course to the chapter and instructor electronic discussion lists.

**Q: Can you show us some marketing tools that channel partners can use and modify?**

A: We will be releasing the marketing tools shortly. We will keep you informed.

**Q: What formats has this course been tested in (one- or two-day)?**

A: We have done four sessions of this course. It has been tested in a one-day format. However, it can be expanded beyond that depending on the conversation you want to have with the participants. The topics in the second session can be expanded upon and offered as a separate, one-day session depending upon the depth in which you want to cover the topics.

**Q: Do you offer a certificate for participating in this course?**

A: The course is designed to lay out foundational concepts. Don't think of this course strictly as training, but as familiarization in the concepts of customer-focused supply chain management. For this reason, we are not offering certificates for this course. Think of this course as educational but also as an important marketing opportunity for supply chain management as a whole—marketing APICS and your organization.

**Q: Will this course qualify for any state (government) educational funds?**

A: In the United States, it depends on the state you are in. Partners must investigate and apply for these funds.

**Q: Could we use this course to help market CSCP to our in-house client?**

A: Absolutely. This course is excellent for people considering a career shift, as it helps familiarize them with supply chain management concepts.

**If you have any other questions, please send them to [pdadmin@apics.org](mailto:pdadmin@apics.org).**