# **ERPSim Mentor Job Aid**

Strategy Tips

Don’t sell for less than cost

Marketing should be no more than 3% of predicted sales

Don’t make big changes

Focus on certain products

Simulation tips

**SAVE AFTER TRANSACTIONS**

Use the reports to make decisions

Market what is selling

Products will compete when marketed in the same region

Marketing doesn’t have long term effects

Ignore everyone else

Emphasize understanding the market

**Setup**

Get the team organized in their seats with their papers

Establish the slang that they will use – 1 Clear, 1 Spritz, Half Lemon

Encourage note taking

**Round 1**

**You cannot buy inventory – DO NOT RUN OUT**

Coordinator should help with sales and marketing

Small Changes

Wait 2 or 3 days and see what happens

**DAY 7 BREAK –** Discuss the market data, pricing strategy, inventory

Marketing - If you don’t clear the cells you will continue to spend. SAVE

**Round 2**

You can buy more inventory in QTY of 1000, up to 3 day lead time

Watch your spending

Purchase enough so you don’t run out, but not too much

**Round 3**

Inventory will be purchased in quantity up to 1000

Do not order towards the end of the 3rd round

**Thought Provoking Questions**

What is your strategy?

Did you communicate?

Did you your strategy work? Why or why not?