

Skills for Servitization

Professional development course



Developing advanced services is a challenge for many manufacturers.

With growing customer demand and advances in technology, reshaping products into services will add value to your offer and differentiate you from the competition.

This course explores the strategic steps in servitizing a manufacturing business and will provide you with the knowledge and skills to construct implementation plans.

Who should attend?

Managers and specialists wanting to further their knowledge and understanding of advanced services.



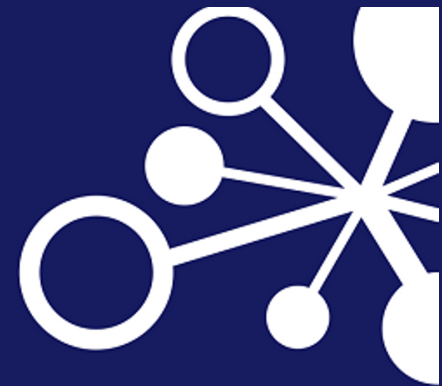
Contact us



Ian Machan, Commercial Director
Email: i.machan@aston.ac.uk
Phone: +44 7780 646 142

Aston Business School
Birmingham, B4 7ET
United Kingdom

www.advancedservicesgroup.co.uk



THE
**ADVANCED
SERVICES
GROUP**



You will learn

- from industry and academic experts
- how advanced services offer a route to business growth
- principles for developing a customer value proposition
- leading thinking on business model innovation and how it applies to advanced services
- typical routes to piloting advanced services

Duration:

One Day

Next dates:

Dates available, please enquire

Fees:

£1200+VAT

All materials, lunch and refreshments are included.

Location:

Aston Business School, Birmingham.
Overnight accommodation at the Business School is available.

Programme

Introduction to Advanced Services

- Advanced Services as a new business model for manufacturing
- Business case studies: Advanced Services in action
- Issues and challenges faced

Developing the case for advanced services

- How to conduct a competitive analysis
- Leading thinking and framework on business model innovation
- Business model components for advanced services

Creating a value proposition

- Customer segmentation
- Exploring pains and gains
- Crystallising a value proposition
- Business Model implications
- Creating and testing advanced services hypotheses
- Moving forward with pilots
- Pilots, data gathering and suitable success criteria