

Our Value Proposition

DC Metro’s strong tradition in hands-on learning sets us apart from all other training options available in the DC metro area. Our product is not only based on industry best practices; we are priced competitively and have witnessed ourselves how these concepts have improved the triple bottom line for clients. Plus we have amazing instructors that can make learning stick, while making the process enjoyable. Please refer to the table below for our distinctive differentiators and what makes our success *your* success.

<i>Customer Expectations</i>	<i>Product</i>	<i>Services</i>	<i>Instructors</i>	<i>Locations</i>	<i>DC METRO’S DISTINCTION</i>
<i>Basic:</i> if these are the only things done right, clients won’t normally be satisfied	Repeating content students already have in reference materials	Scheduled using customer’s preferred dates & times	Clean, neat, prompt; lectures read directly from slides or text	Ample space; quiet environment; working equipment	Prompt, value added responses; ethical business practices
<i>Expected:</i> these elements are nice to have, but not remarkable nor memorable	Able to relate curriculum concepts to students’ own workplace	Prepared instructors who speak clearly and professionally	Appropriate attire; knowledge of material, with good presentation skills	Appropriate handouts ready; accessible restrooms and coffee machines	Online registrations; credit card payment processing; weekly Events Menus
<i>Desired:</i> traits that make the time spent worthwhile, interesting or even fun	How to apply concepts to real world; higher exam pass rates	Shared peer experiences; success examples from variety of industries	Friendly class interactions with all students engaged	Avoid traffic; easy access to Beltway; close to work or home; safe neighborhood	Unlimited support throughout certification journey (and beyond)
<i>Unanticipated:</i> surprises, unexpected benefits, special memories or breakthrough ideas	Tailored or best practice examples from students’ own business sector	Bundled, all-inclusive costs for one-stop shopping convenience	Fun, challenging learning experience; high sense of esteem and accomplishment	Close to Metro; free covered parking; snacks or lunches provided	Free refresher sessions; if unsuccessful on exam, free tuition to retake course