



Introduction
Series of Programs
培训课程系列

Let's build a better future
携手共创未来

SERIES OF PROGRAMS

培训课程系列

Training is our core business; we have developed 6 series of programs:

培训是我们的核心业务，我们拥有6大系列的培训课程：



Sales Competencies
Advancement
业务技能晋级



Employability
就业能力



Field Execution
Enhancement
行销执行力



Customer Service
客户服务



Leadership & Team
Management
领导力与团队管理



Store Managers
Development
金牌店长课程

TRAINING-RELATED SERVICES

培训相关服务



Sales Force Competency Assessment

销售团队能力评估



Classroom Evaluation

评估学习程度和潜力



Field Coaching and Counselling

实地业务指导和辅导



Post-training Follow-up Tools & Plan

培训后跟进工具和计划



Field Sales & In-store Performance System

行销管理和
店内绩效系统



Strengthen Management Tools

强化管理工具



Establish Training System

建立培训体系



Customised Programmes

特别定制课程

THE TRAINER

讲师



Melissa Lee

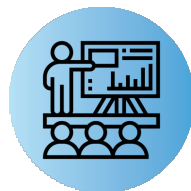
Chief Consultant / Trainer



Second-generation leader of Vincent Compas (est. 1998), blending her father's footprint with modern and strategic frameworks.



10+ years of cross-industry experience spanning Big 4 consulting, telecommunication innovation, and regional operations, now channelled into practical, results-driven training.



Conducted over 1,600 sessions of training workshops, which consist of over 50,000 man-days of training.

李嘉敏

首席顾问 / 讲师

文森康柏有限公司（成立于 1998 年）的第二代领导人，将她父亲的工作成果与现代战略框架融合在一起。

拥有超过 10 年的跨行业经验，涵盖四大咨询公司、电信创新和区域运营，现在将其转化为实用、以结果为导向的培训。

完成1,600余场培训，学员超过50,000人次。

TRAINING PROGRAMS

培训课程

Sales Competencies
Advancement Series
业务技能晋级系列



Strongly recommended
隆重推荐

BP1

1 day

Essential Selling Skills 销售技巧

- Effective questioning
- Four questioning tactics
- Transforming feature to advantage
- Leading customer to benefits
- Feature-Advantage-Benefit (FAB) selling skills
- Effective sales approach
- Objection handling skills

高效提问技巧

四种提问手法

转变特点为优点

引导客户利益

特点-优点-利益销售法

有效销售陈述

处理抗拒技巧

TRAINING PROGRAMS

培训课程

Sales Competencies
Advancement Series
业务技能晋级系列



BP2

1 day

Advanced Selling Skills 高阶销售技巧

- Numeric FAB selling 数据特优利推销法
- Tabulating complex sales approach 设计复杂销售陈述
- Rules of sales argument 销售辩论的原则
- Magnifying & contracting tactics 扩大和收缩策略
- Counteracting the unknown 对抗未知数
- Median approach and common ground 以中位数和共同点推销
- Introductory AIDA approach AIDA式推介手法
- Consultative SPIN approach SPIN顾问式推销模式

TRAINING PROGRAMS

培训课程

Sales Competencies
Advancement Series
业务技能晋级系列



BP3

1 day

Negotiation Skills 谈判技巧

- Essential negotiation attitude
- Mastering the trade-off matrix
- Practical negotiation tools
- Face-to-face negotiation
- Tactics and counter-tactics
- FACT counter-tactics
- Key negotiation strategies
- Winning negotiation tactics

正确谈判心态
掌握妥协矩阵
实战谈判工具
面对面对谈判
战术及反战术
FACT 反战术模式
关键谈判策略
优胜谈判战术

TRAINING PROGRAMS

培训课程

Sales Competencies
Advancement Series
业务技能晋级系列

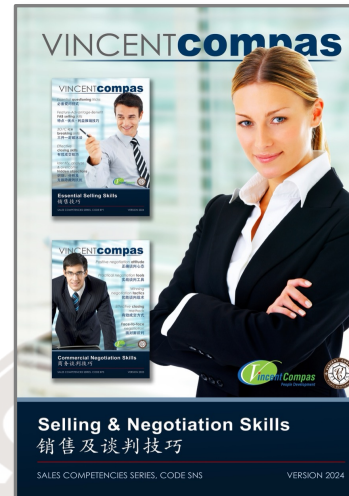


PSS (BP1 + BP2)

2 days

Professional Selling Skill
专业销售技巧

Strongly recommended 隆重推荐



SNS (BP1 + BP3)

2 days

Selling & Negotiation Skills
销售及谈判技巧

Strongly recommended 隆重推荐



ASNS (BP1 + BP2 + BP3)

3 days

Advanced Selling &
Negotiation Skills
高级销售及谈判技巧

TRAINING PROGRAMS

培训课程

Field Execution
Enhancement Series
行销执行力系列



FE1

1 day

Functional Salesmanship 实用推销学

- Six major responsibilities
- Eight steps of sales call
- Practical itinerary planning
- Effectively using customer record cards
- Essential communication skills
- Opening & closing statement
- Monitoring sales performance
- Personal effectiveness management

六项主要职责

销售拜访八部曲

实践行程计划

有效使用客户记录卡

必要的沟通技巧

开场白及结束语

监督销售业绩

个人效率管理

TRAINING PROGRAMS

培训课程

Field Execution
Enhancement Series
行销执行力系列



FE2

1 day

Advanced Salesmanship 高级推销学

- Numeric & weighted coverage
- Product distribution
- Inventory & shelf-life management
- Product assortment management
- Account planning
- Target allocation
- Credit management
- Understanding KPI system

量数及质数铺市

产品分销

库存货龄管理

品项组合管理

客户计划

分配销售指标

货款回收管理

了解绩效考核制度

TRAINING PROGRAMS

培训课程

Field Execution
Enhancement Series
行销执行力系列



FE3

1 day

Field Execution Skills 市场执行力

- Scope of field sales activities
- 4th generation of itinerary
- Recording call information
- Call index and analysis
- Understanding ISP criteria
- Working with call form
- Auditing in-store activities
- Improving in-store performance

行销主要涵盖范围

使用第四代行程表

采集行销信息

拜访指数及分析

了解终端业绩测量范围

发挥调查表的功能

进行门店核查

改进终端业绩

TRAINING PROGRAMS

培训课程

Field Execution
Enhancement Series
行销执行力系列



FE4

1 day

Trade Marketing for Salespersons 销售人员市场推广

- Definition of trade marketing 市场推广的定义
- Turning market vision into sales mission 把市场目标变成销售任务
- Pros and cons of each promotion 每种促销的优劣势
- Measuring promotion effectiveness 衡量促销活动的效果
- 8 tips of brand building 品牌建设的八项提示
- Basic category management 品项管理入门
- Building hero & sub-brand 建立主打产品及分类产品
- Manage promoter & sampling 促销员管理及派送活动

TRAINING PROGRAMS

培训课程



SF1

1 day

Motivating & Leading the Team 激励及带领团队

- Motivational probe and analysis
- Major motivational theories
- Measuring staff morale
- Handling demotivators
- Leadership analysis tool
- Understanding employee style
- Determining leadership potential
- Adapting leadership styles

激励探索和分析

主要激励理论

测量员工士气

处理情绪低落的因素

领导能力分析工具

了解员工类型

确定领导潜力

应用适当的领导风格

TRAINING PROGRAMS

培训课程

Leadership & Team
Management Series
领导力与团队管理



Strongly recommended
隆重推荐

SF2

2 days

Managing & Evaluating the Team 管理及评估团队

- 5B chairing meeting
- Meeting planner and minutes
- Praising and reprimanding skills
- Problem-solving model
- Praise sandwich technique
- PART follow-up action
- PRICE counselling model
- Performance evaluation

主持会议的 5B 技巧
准备例会和会议记录
进行表扬和批评技巧
解决员工工作难题模式
称赞三明治技巧
PART式跟进行动
PRICE价值辅导模式
建立绩效考核

TRAINING PROGRAMS

培训课程

Leadership & Team
Management Series
领导力与团队管理



New Revised Edition
最新修订版

SF3

1 day

Field Coaching Skills 协同拜访技巧

- Seven steps of field coaching
- Pre-day preparation
- Pre-coaching briefing and checking
- Pre-call coaching and training
- Store check and auditing
- On-the-spot coaching
- Post call discussion and conclusion
- Coaching forms & reports

协同拜访七步骤

事前准备工作

出发前讲解及检查工作

进店前辅导及培训

检查门店及审核工作

现场进行辅导

拜访后面谈及总结

辅导专用格式及报表

TRAINING PROGRAMS

培训课程

Leadership & Team
Management Series
领导力与团队管理



New Program
新课程

SF4 1 day Training & Development 培训及发展

- Principle & theory 原则及理论
- Pre-training analysis 培训需求分析
- Training skills & methods 培训技巧和方法
- Post-training follow-up 培训后跟进行动



TMS (SF1 + SF2)
3 days
Effective Team
Management Skills
高效团队管理技巧

TRAINING PROGRAMS

培训课程

Leadership & Team
Management Series
领导力与团队管理



SM1

1 day

Business Planning & Execution

业务计划与执行

- Steps in business planning process
- Transform strategies into objectives
- S.W.O.T. Analysis
- Cause & effect analysis (Fishbone)
- Developing key actions
- L-matrix challenge
- Action plan and detailed plan
- DMAIC Improvement Cycle

制定业务计划的流程

转化策略为指标

S.W.O.T. 分析

因果分析（鱼骨图）

开展关键行动

L型矩阵挑战

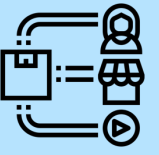
行动计划及明细表

DMAIC 循环改进模式

TRAINING PROGRAMS

培训课程

Employability
就业能力



Strongly recommended
隆重推荐

EMP

1 day

Employability Optimization 就业能力优化

- Skills mapping & finding the right fit 技能梳理与找到合适岗位
- Express with structure and conviction 条理清晰、自信表达
- Authority under interview pressure 面试压力下的权威性
- Assess company values 评估公司价值观
- Define identity and career narrative 定义个人身份和职业发展方向
- Visibility and credibility amplifiers 提升知名度和信誉度
- Confidence to "think out loud" 敢于畅所欲言
- Analytical calmness 分析能力强，沉着冷静

TRAINING PROGRAMS

培训课程

Customer Service
客户服务



CS1

1 day

Customer Service DNA 客户服务基因

- 3-Second rule to win trust
- Mirror energy
- Orchestrate without script
- SAFE improvisation
- ALCHEM turns crises into gold
- Redirects without resistance
- Create story-worthy moments
- Service signature scales impact

赢得信任的三秒法则

镜像能量

无需剧本，即兴发挥

安全即兴

化危机为机遇

轻松转移方向

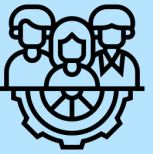
创造值得铭记的时刻

服务特色提升影响力

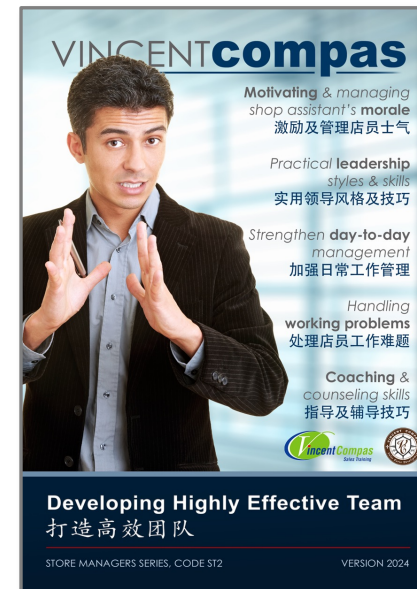
TRAINING PROGRAMS

培训课程

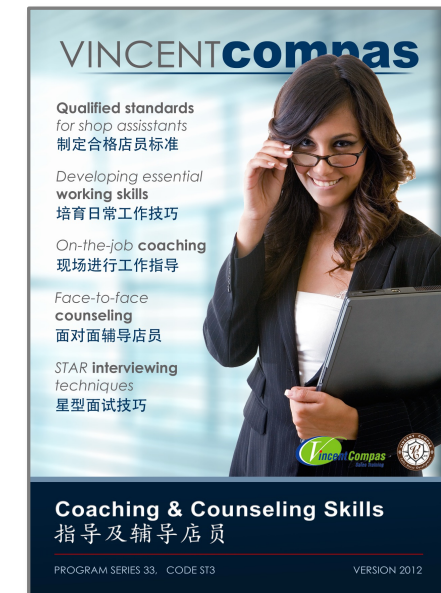
Store Manager Series
金牌店长系列



ST1
2 days
Train-the-trainer
Selling Skills
销售技巧导师课程



ST2
2 days
Developing Highly
Effective Team
打造高效团队



ST3
2 days
Coaching & Counseling
Shop Assistants
指导及辅导店员

KEY CLIENTS 主要客户

Consumer Products 消费品



KEY CLIENTS 主要客户

Retail Chain Stores 连锁零售店



All Other Industries 其他行业

