

主题 1：出差

前期准备

accommodation: book a hotel with adequate working facilities (such as fax machine, internet access, computers)

transportation: choose a convenient/suitable means of transportation

费用

hotel bills, traveling expenses, public transportation fares, fax or telephone charges, client entertainment expenses

考虑因素

- cultural differences: different thought patterns; working style; ways of decision-making; shopping habits; ways of seeing the world

如何应对出差中的问题:

- become sensitive to the cultural difference
- be open-minded
- respect native culture
- consider cultural taboos
- the staff should acquaint with differences in language, laws and social customs
- relocate the employee to work abroad to experience different working style

主题 2：员工培训

培训内容 + 培训带来的好处

- communication skills + avoid misunderstanding; get the work well done
- customer service + it is critical to meet customers' needs; increase customers' satisfaction
- interpersonal relationship + enhance mutual understanding and trust
- computer skills + it is important for conducting administrative and offer tasks
- safety training + give practical advice for avoiding getting hurt
- business ethics + customers' loyalty and trust to the company

重要性

从公司发展的角度看：

enhance company image

increase productivity

从雇员的角度：

- increase job satisfaction
- boost morale (among employees)
- enhance efficiencies in process which result in financial gain
- reduce employee turnover/retain employee | 什么是 turnover? 点右边查看：
- acquire more practical skills that is beneficial for the personal development
- ensure employees have greater commitment in their work/continue effort
- ensure employees keep up with the latest information for market trend
- help them have a clear idea of future job

如何使培训有成效

- Good preparation ensures effective training
- maintain a positive energy and attitude
- fully equipped facilities
- meet the training needs/requirements
- company budget
- well-organized materials

如何鉴定培训是否具有成效

- organize a relevant test
- to conduct a survey to participants to see whether they have any improvement in the work performance
- whether the training address the issues/solve problems

主题 3：激励员工 留住员工

措施：（具体措施+好处）

- offer financial benefits/bonus

- effective training
- provide cozy/comfortable working environment + feel at ease/increase efficiency
- paid holiday
- profit-sharing plan
- stock option
- constant communication between the employer and the employee
- flexible working hour+ balance work and life/reserve time for family, hobby or personal development
- offer some special gift that meet employees' expectation
- opportunities for promotion
- offer physical health check-up for the staff/membership or discount at health and fitness club

主题 4: 招聘 Recruiting

内部招聘 internal promotion

优点

- have more motivational value
- boost morale
- encourage employees to continue effort
- give other employees anticipation of promotion
- reduce the orientation and training cost
- make good use of abundant human resources

缺点: if not fair, it will lead to internal conflict

内部招聘的具体做法: a selection test/well-designed interview/check record of past performance/appraisal

外部招聘 external recruitment

优点:

- receive a source of new ideas/latest knowledge
- avoid unfair selecting
- be contributable to company's overall growth and success

缺点:

- discourage morale
- increase training cost

主题 5: 广告宣传方式

各种方式的优缺点: 优+缺 (同广告不同宣传方式的优缺点)

- Internet(online recruitment): low cost; reach vast audience/attract wide attention; attract potential customers + may be annoying
- Television: reach vast audience + high cost; people often change channels
- Newspaper(put ad in the local newspaper): reach vast reader + life span is short, readers often discard them quickly ask a recruitment company :professional + high cost; cannot find the right person
- radio: low cost
- give out free sample: give a personal experience
- send direct email to target customers: get a mailing list of target customers; attract potential customers + people often ignore or just delete it immediately without open (should use attractive headline)
- give out leaflets

主题 6: 商务会议

agenda (key point) : set out in advance to state date, time and location; inform them of all the items to be discussed together; ask them for suggestions for items

venue: choose a suitable venue; with convenient transportation; big enough to accommodate all the participants;

facilities: fully equipped with necessary facilities such as overhead projector, fax, telephone, computer with access to the internet

the size/length of the meeting

集会的目的:

- keep on track of market trend
- gather ideas to reach more workable final decision
- offer platform to share valuable experience
- exchange views to solve problem .

其他形式的集会活动

- buffet dinners
- afternoon teatime
- sightseeing tour
- an reward ceremony

参会需要带的文件

- work plans
- analysis for market trend and development
- sales report
- related figures/data give a overall picture
- useful for setting goals/targets

参加会议需要注意什么(会中):

- listen carefully :show respect to others; benefit from their views
- take notes: ensure not miss the important items; useful for later reference

主题 7：缓解工作压力/应对繁重工作

表现

- consistently working late
- working through lunch
- come to work even when ill/often ask for sick leave
- rush to meet tight deadline
- bring work home

后果

- high turnover
- poor performance

- in low spirit
- lower productivity

应对措施

- time management training: prioritize all tasks in order of importance and urgency + feel at ease with their routine work
- flexible working time + balance work and life
- provide some sports facilities/organize sports activities + enhance employees' health
- encourage to take up a hobby + get off the fatigue
- provide coffee rooms and nutritious refreshment + help to relax
- provide childcare/eldercare/transportation facilities + help to cope with these responsibilities

主题 8：解决公司危机的措施：

- issue a news release make arrangement for the victims
- offer all kinds of assistance
- offer some compensation
- assign some staff to their family to help to cope with tragedy
- organize some related training program
- recall all the product from the market to prevent possible danger

主题 9：公司选址/迁址

考虑因素：

- get closer to the target market
- cheaper labor cost; low rates of corporate tax
- convenient public transportation
- avoid competition
- consider expansion potential
- better working environment : boost business; lead to higher-quality performance; increase company's profits

主题 10：市场营销（产品相关的话题）

产品属性: brand; price; quality; after-sales service; reputation; reliability

价格的制定

影响因素: competition; supply and demand; customers' perception of price

措施: offer seasonal /trade/cash discount to stimulate demand, boost sale

Carry out survey to find out customers' needs and tastes

产品推销/推广目的

- aim at target market;
- promote product efficiency;
- meet and beat fierce competition capture a large market share

方式

- launch an advertising campaign
- personal selling: employ some experienced salespeople
- sales promotion: offer promotional gifts; coupons 优惠券; rebate 回扣; loyalty scheme; sweepstake 抽奖; free samples; trading stamp; contest publicity: mass media

好处

- attract potential customers
- boost the sale of product
- encourage customers to try new products

客户服务目的

- increase the level of customer satisfaction;
- meet customers' expectation;
- improve the standard of customer service

提高服务质量的措施:

- Have an after-sale services supervision system
- staff training program (improve staff friendliness; the speed of service; learn to deal with customer complaints)
- check sales figures regularly

- obtain feedback from customer (set up a hotline; conduct a survey)

留住顾客

- understand what the customer needs
- provide high quality product and good service
- offer some discount to regular customer
- upgrade interior decoration

主题 11：招待客户

招待方式+具体目的

- arrange a big welcoming dinner+ show warm welcome/hospitality; make them feel at ease; set a stage for conversation and potential business
- show them around our company, especially the best part + give them an overview of our facilities and production methods
- take them to see places of cultural and historical interest/experience cultural events + offer us good opportunities to get to know each other better; give them more insight into our way of doing business; help encourage their business interest in china; have a chance to taste the local flavor