**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
* 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 employer
* 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 moral
* 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

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)：lost 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 cos；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(一贯地，一致地) 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；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 take in the local flavor