



# 市场培训第一讲：如何按照产品选客户？ 如何按照客户选产品？





# 如何了解产品，建立增值培训：

## 1. 产品知识：了解产品定位和体系架构

- (1) Seeed产品的架构；我们所在的行业以及产品特性；
- (2) Seeed明星产品类目；

## 2. 行业和客户知识：提炼产品价值，产品卖点，市场

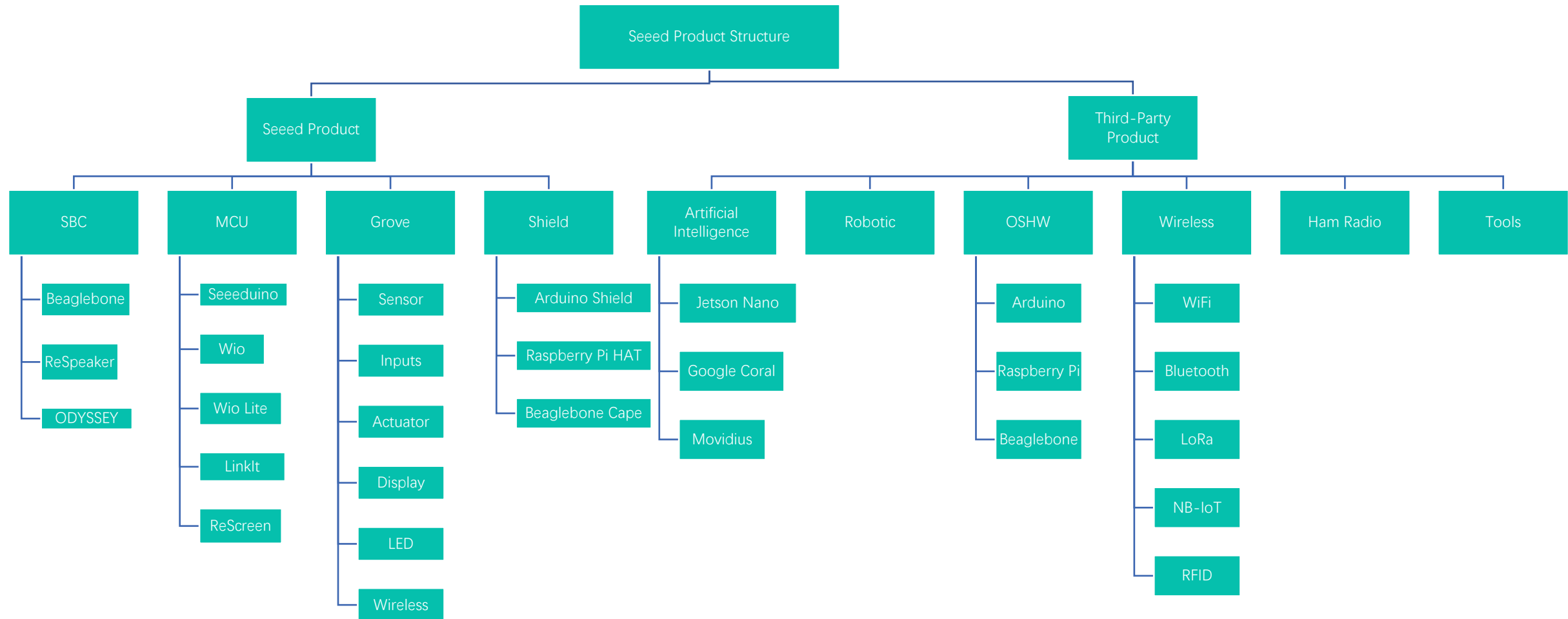
- (1) Features：产品特征（属性）是什么；客户如何使用此产品？
- (2) Advantages：产品特点（作用）干什么用的；
- (3) Benefits：产品优势（益处）好在哪里？解决问题？满足需求？
- (4) Trends：行业趋势或变化？

## 3. 竞争对手分析：明确客户需求，提高顾问/绩效价值

- (1) 揭示未发现的业务问题
- (2) 熟悉掌握竞争品牌的产品
- (2) 提供最佳的解决方案
- (3) 提供哪些未发现的机会
- (4) 帮助客户在争取公司内部资源

- 根据价值导向筛选客户；
- 实际价值 = 产品贡献的价值 + 销售人员贡献的价值
- 客户价值 = 实际价值 x 客户认知
- 成交公式 = 客户价值 - 客户成本 > 0

# Seeed Product Structure





## 思考与演练：

### 现场作业：

1. 提炼ODYSSEY- STM32/ X86 / Jeston Nano的产品FAB？

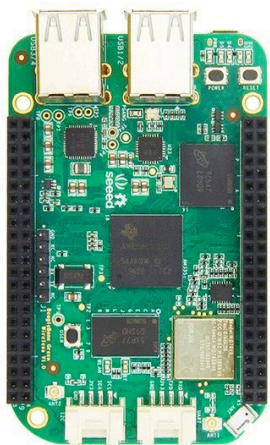
1. 新品的产品价值，顾问价值，绩效价值如何体现？

2. 国代计划提供给客户的价值是什么？

### 思考：

1. 新品推荐如何给客户创造价值？

2. 国代计划提供给客户的价值是什么？



### ●建立成功产品价值表：

#### ●明确的价值主张：

- 解释目前产品解决的客户问题或改善的状况
- 提供特定的好处
- 告诉客户为什么像你购买而不是竞争对手？

#### ●好的产品价值声明的要素：

1. 传达客户所需的特定结果
2. 解释它有什么不同以及为什么会更好
3. 简洁明了，以便在5秒内快速理解。

### ●产品价值之后，最重要的是兑现承诺。

# 如何了解客户的需求？



## 1. 合作

- **合作内容**：提高客户的用户的满意度和体验度
- **合作方式**：了解客户业务模型并帮助客户应对挑战

## 2. 说服

- **最佳选择**：价值顾问，了解客户潜在业务挑战
- **最大回报率**：流量，销量，营业额结果导向吸引
- **最小风险**：库存风险，物流风险，资金风险

## 3. 联系

- **点**：理解客户的需求
- **人**：理解客户以及客户的用户需求
- 基于公司价值定位进行商务游说。



## 思考与演练：

### 现场作业：

找一个你身边关系最好的客户？

讲述如何建立客户联系？

如何判断客户属性和其用户属性？

客户的采购习惯？

推荐给客户卖的最好的产品是什么？

你的客户在哪里？你的客户类型是什么？

Dear

I hope you are well.

Regarding the kit

Our rough concept is that we'd like to **create a Calliope mini environment kit** which could be especially interesting in today's times. I put a list of interesting environmental values together which could be featured on the kit given that you carry them in your product line. We'd also jointly need to develop a manual which introduces all sensors we end up choosing to outline the possibilities of the kit.

1. Air quality inside
2. Air quality outside
3. Gas (CO, CO<sub>2</sub>, Alcohol, butan etc) (MQ9 / MQ 135, MiCS-6814; the last one is probably too expensive)
4. Wind (speed and direction)
5. Humidity and temperature
6. Atmospheric pressure
7. Light and radiation
8. Soil moisture
9. Rainfall
10. Noise level

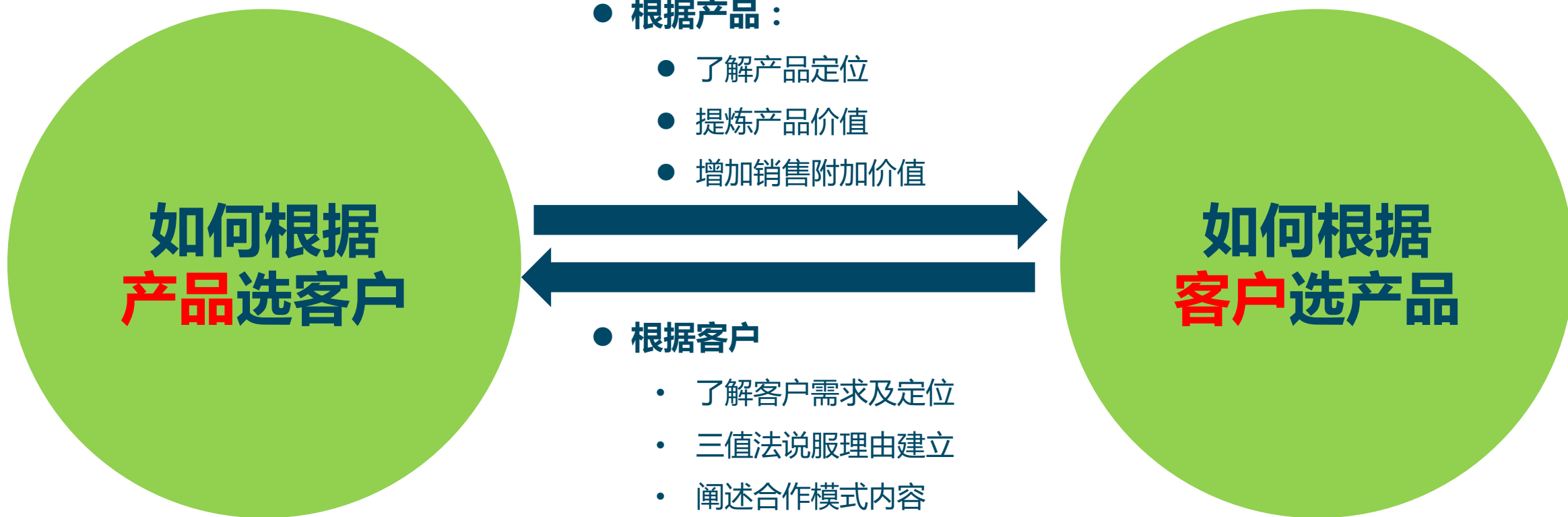
What do you think?

Single sensors

I might have found another way for us to reach the thresholds you determined in order to **become a reseller of your sensors**. We are launching an updated version of the Calliope mini presumably around **April depending on how long exactly the current stock** will take us. Simultaneously and additionally to our current classroom kit we want to launch a new one for secondary schools and we would most likely add a few chosen ones from Seeed. :-)  
Quantities are still to be determined, but I am hoping we can wrap it up over the course of the next few weeks.

As of now we have two resellers in the United States (Adafruit and Vilros), both of which purchased the Calliope mini directly from us. We have come to build a very broad network of Calliope fans all over the world. We also have one large partner in China (ChinaEdu), maybe you have heard of them? I went to Beijing in July 2019 to open an innovation lab dedicated to Calliope mini in agricultural context at the China Agricultural University which was very exciting. We'll also start selling via Amazon Europe wide in February, so as you can see our customer base is constantly expanding.

## 总结





谢谢

