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| **第一天** |
| **Good evening, Nice meeting you**  **晚上好，很高兴认识你** |
| **I hope you don't mind. I saw in your profile that you're in Orlando and I'm from Jacksonville. Can I ask you a few questions**  **我希望你不介意，我看你的个人信息显示你在** **Orlando ，我来自** **Jacksonville ，可以问你一些问题吗** |
| **注：开场白，从工作入手，人设定位正在客户临近城市出差** |
| **My name is Lin yaqin, May I have your name, please**  **我叫林雅琴，请问你叫什么名字** |
| **I am from Singapore and work as the Sales Director at Esco. I am currently responsible for Escos global agent recruitment and sales coordination and communication**  **我来自新加坡，在 Esco 担任销售总监。我目前负责 Esco 的全球代理商招募以及销售协调和沟通** |
| **My next trip will be to Orlando. This is my first time to go to Orlando, so I want to know more about Orlando**  **我的下一个行程将前往** **Orlando ，这是我第一次去** **Orlando ，所以想多了解一下关于** **Orlando 的情况** |
| **For example, local security, choice of accommodation, what kind of food is recommended, etc.Hope you can provide some suggestions**  **比如当地治安，住宿的选择，有什么美食推荐等等，希望您能够提供一些建议** |
| **注：从客户的地域切入话题，可以聊美食，天气，旅游景点等** |
| **Thank you very much for your answer**  **非常感谢你的回答** |
| **注：聊完一个阶段后，我们做一个小切换，过渡到工作的话题** |
| **I think most American men have a gentlemanly demeanor**  **我认为大多数美国男人都有绅士风度** |
| **You make me feel good, Talking to you makes me feel relaxed and enjoyable**  **你让我感觉很好，和你交谈让我感到轻松愉快** |
| **注：在相互介绍的时候，主要了解一下客户的性格，慢慢地引导到工作家庭情况，兴趣爱好** |
| **So what's your job?**  **那么你的工作是什么？** |
| **I was in Jacksonville to attend a collaborative meeting between our companies Esco Pharma and Symbinas Pharmaceuticals researching drugs for concussion and traumatic brain injury(TBI)**  **我这次到** **Jacksonville，主要是参加我们公司** **Esco和** **Symbinas制药在脑震荡和创伤性脑损伤（TBI) 研究药物的一次合作会议** |
| **注：Symbinas 地址：450-106****State****Rd****13****N,****Jacksonville,****FL****32259,****United****States**  **网站：https://symbinas.com/** |
| **Concussions and traumatic brain injuries are a global medical crisis with no available treatments, affecting 50 million people each year and costing more than $400 billion annually. TBI affects 2.9 million people each year in the United States alone and causes more than $70 billion in losses, and these numbers are increasing every year. Esco and Symbinas are committed to changing this, and are currently developing two investigational drugs for the treatment of concussions and traumatic brain injuries, with phased success. I came to Jacksonville to prepare for the launch of these two TBI drugs**  **脑震荡和创伤性脑损伤是一场全球性的医疗危机，目前尚无可用的治疗方法，每年影响** **5000 万人，每年** **造成的损失超过** **4000 亿美元。仅在美国TBI 每年就会影响** **290 万人，造成的损失超过** **700 亿美元，这** **些数字每年都在增加，Esco 和** **Symbinas致力于改变这一现状，** **目前正在开发两种治疗脑震荡和创伤性脑损伤的研究药物，已经取得阶段性的成功，我这次来** **Jacksonville，就是准备上市发行这两款** **TBI 药物** |

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| **注：告诉客户我来美国做什么，把人设拉高，深入浅出，切换到聊兴趣爱好，慢慢建立聊天的热度** |
| **What are you good at? What hobbies do you usually have**  **你擅长什么？你平常有什么兴趣爱好** |
| **I enjoy traveling, sports, playing golf in my spare time**  **我喜欢旅行、运动、业余时间打高尔夫球** |
| **I was in Singapore for three years before 2023 and did not travel abroad, when the Covid-19 pandemic ended in 2023, I went to China, and also Thailand**  **2023 年之前的三年，我一直在新加坡，没有出国旅行，去年新冠疫情结束，我去了中国，还有泰国** |
| **注：通过聊兴趣爱好，更加全面地了解对方，拉近距离，提升热度** |
| **I have been to most cities, New York, Miami, Michigan, African Adventures, Norway, Canada, the Philippines, Singapore, Thailand, and some cities in China**  **我去过大多数城市，纽约、迈阿密、密歇根、非洲探险、挪威、加拿大、菲律宾、新加坡、泰国和中国** **的一些城市** |
| **I like to travel to different places in the world, which can broaden my horizon, wash my mind, go to unknown places, learn new things, and let my body relax**  **我喜欢到世界不同的地方去旅行，可以开阔眼界、洗涤心境、去未知的地方去认识新的事物，使身体得** **到放** |
| **The meaning of travel is not to tell others that I have been here, but a change, travel will change people's temperament, let people become more long-term vision. As you travel, you will see that different people have different habits, and you will realize that not everyone lives the way you do. In this way, people's hearts will become broader and we will face life with a better attitude**  **旅行的意义并不是告诉别人这里我来过，而是一种改变，旅行会改变人的气质，让人的目光变得更加长** **远，在旅途中，你会看到不同的人有不同的习惯，你才能了解到，并不是每个人都按照你的方式在生活。** **这样，人的心胸才会变得更宽广，我们才以更好的心态去面对自己的生活** |
| **Travel is a way of life, is a kind of culture, when you pick up your bags, walking in the forest, grassland, desert, Gobi, walking in the boundless mountains and seas, walking in the colorful green grass like flowers in the sea, you will feel the pulse of history and the earth in the beat, you will feel away from the hustle and bustle of the city's heart can be so calm**  **旅行是一种生活方式，是一种文化，当您背上行囊，行走在人迹罕至的森林、草原、沙漠、戈壁、走在** **无边的青山碧水间，走在缤纷的绿草花海中的时候，你会感觉到历史和大地的脉搏在跳动，你会觉得远** **离城市喧嚣的内心原来可以如此平静** |
| **What's your hobby?**  **你的爱好是什么？** |
| **注：聊天当中多使用表情也可以配合使用一两句语音，为了体现你就是一个女人，我们在聊天的时候不** **要拿男人话去聊，客户也不是傻子，当客户有疑虑，后面就很难再取得信任** |
| **Of course, at the moment the global economy is in a sharp downturn, many industries are closing down and many people are losing their jobs, which is really scary**  **当然，** **目前全球经济急剧下滑，许多行业倒闭，许多人失业，这真的很可怕** |
| **For most companies, this is a disaster. Although our Esco business is not affected, the**  **company's research and development and promotion of new drugs are still affected, and the company's senior management is prepared to stabilize the status quo and adjust the development direction**  **对于大多数企业来讲这是一个灾难，虽然对于我们** **Esco 的业务没有受到影响，但公司对于新药物的** **研发以及推广还是有所波及，公司高层居安思危，稳定现状外也是调整发展方向** |
| **At present, Esco has fully launched a global strategic deployment, strengthened cooperation with major pharmaceutical companies, and laid out more careful sales channels, in addition to physical pharmacies, but also to strengthen the network sales, so that Esco drugs can help more people in need** |

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| **目前** **Esco 已经全面启动全球化的战略部署，加强同各大药企之间的合作，以及布局更加缜密的销售** **渠道，** **目前除了实体药店，也是加强网络的销售，让** **Esco 的药品能够帮助更多需要的人** |
| **注：兴趣爱好聊完后，再拉回去工作，承接上面的话题** |
| **I'm sorry for replying to your message so late, because I have been having a video conference with the team from the Singaporeese headquarters to ensure that we can achieve the expected goal with Symbinas tomorrow. I'm busy right now. We'll talk tomorrow**  **很抱歉这么晚才回复你的信息，因为我一直在和新加坡总部的团队进行视频会议，以确保我们明天能和Symbinas达成预期目标，现在才忙完，我们明天再聊** |
| **Good night, I wish you sweet dreams**  **晚安，祝你好梦** |
| **注：让客户明白你的作息时间，也是一个礼貌用语，也同样在传播你的信息，让客户对你有一个基本的** **信息了解，然后客户再怎么说，只需要简单地去聊，不需要聊太多** |
| **第一天聊天总结：主要就是问客户的基本信息，立自己的人设，人设要立稳、B格要高，信息要真实，** **所有的公司名称，事件，地点，人物** **这些信息都要去查。**  **重点是打消客户的疑虑，寻找一个共同点展开话题，第一天不要聊太多，要把握好节奏，要达到的效果** **就是已经掌握客户的基本资料，并且互相熟悉，拉升热度，引出自己的事业布局，不提升网店这个事** |

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| **第二天** |
| **May a greeting bring you a good mood and a blessing bring you a new starting point, Good morning, my friend**  **愿一句问候带给你好心情，一句祝福带给你一个新的起点，早上好，我的朋友** |
| 注：这时候只是打开第一个话匣，让客户认为你是一个很有仪式感的女人 |
| **I am having breakfast, I have no work schedule in the morning, and will go to Symbinas for a meeting at 3PM**  **我正在吃早餐，上午没有工作安排，下午** **3 点将前往** **Symbinas开会** |
| 注：这时候配上一张早餐照片，高档酒店，品质好一点，别整豆浆油条，空出一个上午来跟客户聊天 |
| **What are your plans for today**  **今天你有什么计划** |
| 注：让客户了解你今天的规划，包括上午你在做什么，你现在在做什么，展开话题 |
| **Are you busy at work? Have you always been in this field**  **你平时工作忙吗，一直都是从事这个行业吗** |
| **My job is relatively stable. I started working at Esco after graduating from NUS with a master's degree. I started as a research and development assistant, then worked as a marketing specialist, sales supervisor, pharmaceutical representative and now international sales director**  **我的工作比较稳定，我NUS**[**硕士**](http://www.baidu.com/baidu.php?url=060000KKXYb9K48fSqSU2qXVyeDA-CwKVHOBhfCfrOV4yrgkwOfdrN_WHYCBK3ca4ZNuWoHFiT_OJ_7bmQarhj5-tk3vEJo50eQ5W44hk7JmxspsHfVJJ-pkd1492FqQEmNu5W0A19y-Pdf6NdiF4GzN04vV2yKwaZO85SusG6p34SFFy2ioLRQDqjw_ohCKybRxjQiiG90J5fKG2Pcfyjkg4Sm2.DR_iIoQVjnyezlQlr5684cnTnZpzef17z33XyPrhaoQgKLCreRknUrz1g_EdeDecyXMGLUQSPT2UeerrSSSS1GtX_P7lmJjZ4E9RdrYG4TXGmuCyPdxW8v20.U1Yz0ZDqYIaSEtMl0ZKGm1Yk0ZfqzeU2EeSt0A-V5HczPfKM5yq-TZns0ZNG5yF9pywd0ZKGujYd0APGujYdn0KVIjYknjD4g1DsnHIxnW0dnNt4nHT3g1nvnjD0pvbqn0KzIjYLrHf0mhbqnHR3g1csP7tdnjn0UynqnH0krNtknjDLg1csPH7xn7ts0Z7spyfqn0Kkmv-b5H00ThIYmyTqnsK9mWYsg100ugFM5Hc0TZ0qnHcLP163PHcsnsK8IM0qna3snj0snj0sn0KVIZ0qn0KbuAqs5H00ThCqn0KbugmqTAn0uMfqn0KspjYs0Aq15H00mMTqr0K8IjYs0ZPl5fK9TdqGuAnqTZnVuLGCXZb0pywW5R9rf6KspZw45fKYmgFMugfqPWPxn7tkPHn0IZN15HDsrjmzPjRkrjc3nWn3nHRYnWn30ZF-TgfqnHTknW63P1Dsn1cLr0K1pyfqmWRzPvn1PHnsnjcYujcLP6KWTvYqwDN7rjDsfRDsf1f4f1bvw0K9m1Yk0ZK85H00TydY5H00Tyd15H00uANYgvPsmHYs0ZGY5H00UyPxuMFEUHYsg1Kxn7tsg100uA78IyF-gLK_my4GuZnqn7tsg1Kxn7ts0ZK9I7qhUA7M5H00uAPGujYs0ANYpyfqQHD0mgPsmvnqn0KdTA-8mvnqn0KkUymqn0KhmLNY5H00pgPWUjYs0A7buhk9u1Yk0Akhm1Ys0AwWmvfqfbcdwDfzPjf1P1T1nRR4fbwKrj0dwbmLrHFDf1FafH9tn0KYTh7buHYs0AFbpyfqPDRdwbc4PHTsnRmLwHPjPDujPHD3fHTzPYDYnjKKwRD0UvnqnfKBIjYs0Aq9IZTqn0KEIjYk0AqzTZfqnBnsc1D3c1Dsnj0Wn1nLPHbLPjb4PBnvrj0sc1m3nj08nj0snj0sc1nWnH0snansczYWna3sn1bdPHDWni3snj0snj0Wninsc108nj0snj0sc10WP1Tsnj64n1mYPansc10Wnan4n6KBmy4omyPW5H0Wnansc100XZPYIHYdn1bdnWm4PsKkgLmqna33PdtsQW0sg108njKxna33PdtsQWfvg1Kxna3YP-ts0AF1gLKzUvwGujYs0ZFEpyu_myTqn0KWIWY0pgPxmLK95H00mL0qn0K-TLfqn0KkuLIb5H00mLFW5HczPWfz&us=newvui&xst=TjYknWTLrj6dnW010ynqfbcdwDfzPjf1P1T1nRR4fbwKrj0dwbmLrHFDf1FafH9tn07B5Hw7PRuarHRLnj7APYR1f1wAf1RkrDDLnWIKPj0sfRNK0gnqnHnsPHnvnHm3njmznj6LrjTsPWFxnWcdg1DKI1LQV_JOEesKTHLwYQlOzxCKIHYdn1bdnWm4Ps7Y5HDLnHc3rjTknjnKUgDqn0cs0BYKmv6quhPxTAnKUZRqn07WUWdBmy-bIy9EUyNxTATKTMfqnsDvrHm1nWm4P1b&word=&ck=4864.51.1712887115819.0.0.224.199.0&shh=www.baidu.com&sht=baiduhome_pg&wd=)**毕业就在** **Esco开始工作，刚开始是从一个研发助理做起，后面做过市场专员、销售主管、医药代表到现在的国际销售总监** |
| **I am now in charge of Esco' global drug agency investment promotion**  **我现在工作是负责** **Esco 的全球药品代理招商工作** |
| **The product line of Esco includes some drugs used to improve neural function and support rehabilitation, such as NeuroAiD II and CognivAiD, etc. Several types of drugs are in short supply on the market. Esco, based on the principle of considering patients, allocates them according to demand.**  **Esco的产品线包括一些用于改善神经功能和支持康复的药物，如NeuroAiDII和CognivAiD等几款药品，市面上供不应求，Esco 本着为病患着** **想的原则，都是按需求配额NeuroAiDII 主要用于帮助脑卒中（中风）患者康复。它通过促进神经再生和神经保护，帮助患者恢复认知和运动功能。这款药物以天然草本成分为基础，旨在减少神经细胞死亡，改善大脑功能并支持神经网络的重建。生产厂家：NeuroAiDII 是由 Esco 公司生产的，该公司总部位于新加坡，专注于开发神经康复药物和疗法。CognivAiD作用：CognivAiD 是一种旨在提高认知功能的产品，特别适用于轻度认知障碍（MCI）和阿尔茨海默病的早期阶段。它结合了多种成分，旨在增强记忆力、注意力和整体认知功能，从而延缓认知功能的进一步恶化。生产厂家：CognivAiD™ 也是由 Esco 公司生产的，继续其在神经科学领域的专业研究和产品开发。Mycamine （米卡芬净钠）作用：用于治疗侵袭性真菌感染，如白念珠菌血症、食管念珠菌病等。生产厂家：安斯泰来制药公司（Astellas Pharma Inc.）。Feburic （非布索坦）作用：用于治疗高尿酸血症，特别是痛风患者。生产厂家：帝人药品株式会社（Teijin Pharma Limited）Prograf （他克莫司）作用：主要用于防止器官移植后的排斥反应。生产厂家：安斯泰来制药公司（Astellas Pharma Inc.）。Advagraf （缓释他克莫司胶囊）作用：是Prograf的缓释版，用于长期防止器官移植后的排斥反应。生产厂家：安斯泰来制药公司（Astellas Pharma Inc.）** |
| **Products with stable market share, Mycamine and Feburic and Prograf and Advagraf, These specific therapeutic drugs have strict sales channels**  **成熟的药品，Mycamine及Feburic还有** **Prograf及Advagraf这些特效治疗药品都有严格的销售渠道** |
| **At present, it mainly focuses on the sales channel planning of new drugs, focusing on the**  **health care drugs and medical devices jointly developed with major pharmaceutical companies, the establishment of physical sales outlets and authorized online mall sales**  **目前主要是对于新药品的销售渠道规划，重点工作是和各大药企联合研制保健药品及医疗仪器设备的上** **市销售，建立实体销售网点，以及网上商城的授权销售** |
| 注：先了解客户的工作性质，再谈自己的工作内容，然后看客户有没有副业或者别的投资 |
| **Do you have any side businesses besides this job**  **除了这份工作，你还有没有别的副业** |
| **During the period of my divorce, my mood was relatively low, my idea was a little reckless, and I entered the stock market and lost a lot of money**  **我在离婚的那一段时间，情绪比较低迷，想法有点冒失，进入股市，损失了不少钱** |
| **As the third largest stock market in the world and the first in Asia, the Singaporeese market is a vestigial of the "bubble economy" left by the late 1980s, and small stocks without strength are like leeks in the eyes of the capital market**  **作为世界第三，亚洲第一的证券市场，新加坡市场是** **80 年代末“泡沫经济** **”留下的痕迹，没有实力的小盘** **户在股市就像资本市场眼里的韭菜** |
| **Experienced a failure in the stock market and then did not invest in stocks**  **经历股票市场的失败，后来没有投资股票** |
| **When I was competing for the position of sales director at my company a few years ago, I was a little too eager to demonstrate my abilities and invest in forex**  **前几年，在公司竞争医药代表的时候，有点过于心急展示自己的能力，还投资了外汇** |
| **My heart was a little worried, influenced by friends to invest in foreign exchange, did not expect everything is a scam, lost more than 1 million dollars** |

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| **自己的内心有点着急了，受朋友的影响投资了外汇，没想到一切都是个骗局，损失了** **100 多万美元** |
| **Encountered a fake investment platform, the profit on the account has more than 3 million US dollars, but it is impossible to withdraw money**  **遇到了假的投资平台，账户上盈利有超过** **300 多万美元，但是根本无法提款** |
| **It's the same with cryptocurrencies. All the investments in cryptocurrencies are scams. My bestie Lydia lost hundreds of thousands of dollars investing in cryptocurrencies last year**  **数字加密货币也是一样，市面上加密货币的投资都是些骗局，我闺蜜** **Lydia在去年投资加密货币损失了** **几十万美元** |
| **Now I completely ignore all financial investment. There are too many fraudulent financial**  **products on the market, using inside market information and high profits to attract people to invest, and all the investment platforms on the market are fake**  **现在我对所有的金融投资都完全无视，市面上太多利用金融产品进行诈骗，利用有内幕行情消息、高利** **润来吸引人投资，市面上的都是假的投资平台** |
| **I have come into contact with many financial products, including stocks, fund futures, foreign exchange, and cryptocurrency, and I feel that all financial products are just tools for capital harvesting**  **接触过很多金融产品，包括股票、基金期货、外汇、加密货币，觉得所有金融产品都只是资本收割的工** **具** |
| **I think the essence of finance is to cut leeks, this is a massacre of investors by capitalists**  **我觉得金融的本质，就是割韭菜，是少数强势资本对大多数弱势资本的收割** |
| **We all know that manufacturing creates wealth, and finance itself doesn't create wealth, it just redistributes it, and in the process of this redistribution, the vast majority of producers at the bottom will inevitably become the target of destruction, from the perspective of the current financial market, almost all financial products: such as stocks, funds, futures, p2p, etc., whether legitimate or false, there is one thing that cannot be ignored, that is, wealth is rapidly concentrated in the hands of a few people, behind the growing capital, there are countless investors who have lost money, and when the game of drumming flowers plays to the end,those who are completely irrational by greed and deception can survive, it is the greatest luck**  **我们都知道生产制造是创造财富，而金融本身并不能创造财富，它只是财富的再分配，而在这个再分配** **的过程中，处于底层的绝大多数生产者就不可避免地沦为被收割对象，从目前金融市场看，几乎所有的** **金融产品：比如股票、基金、期货、p2p 等等，无论是正规合法的还是单纯的骗局，都有一点不可忽视，** **那就是财富迅速向少数人手里集中，在大资本越来越庞大的背后，则是无数血本无归的底层投资者，击** **鼓传花的游戏玩到最后，被贪婪，欺骗搞得彻底失去理智的接盘侠们，能保住一条命都是逆天运气** |
| **The so-called masters who desperately preach that they will teach you to make money and**  **bring you to make money are just changing tricks to pull in more leeks for harvesting, no matter what their identity is, professors, economists, operators, fund managers, financial analysts,etc,are the spokesmen of capital, no different than a fraudster**  **那些拼命鼓吹说会教你赚钱，带你赚钱的所谓大师们，不过是换着花样来拉进去更多的韭菜以供收割罢** **了，不管他们是什么身份，教授、经济学家、操盘手、基金经理、金融分析师等等，都是资本的代言人，** **与骗子并没有什么区别** |
| **I believe that the real industry is the foundation of social development, down-to-earth, stable and long-term, doing a good job in the real industry is the right way**  **我认为实体行业才是社会发展的根基，脚踏实地、行稳致远，实实在在地干实业** |
| 注：先摸底客户对投资金融的看法，如果被污染过，直接打死金融投资，讲自己和闺蜜投资被骗的经历 |
| **Maybe we just met, and you think I'm a weak and gentle woman**  **可能我们接触不深，你还是觉得我比较小女子** |
| **That is because I really more honest with you to communicate, women have many sides, the workplace must be mature and stable, life lively girl heart is also some**  **那是因为我真的比较坦诚跟你交流，女人都有多面性，职场上肯定成熟稳重，生活中活泼少女心也是有** **的** |
| **So many years in the business field, has honed itself into a strong woman in the eyes of**  **outsiders, but they do not know that women are weak, but there is no rely on the tree, can onlyput the most powerful side**  **这么多年在生意场上摸爬滚打，已经把自身磨炼成外人眼中的女强人，但他们却又不知道女人本弱，只** **是没有依靠的大树，只能摆出最强势的一面** |

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| **All my previous experiences are also inevitable stages in my life. If there is no effort, it is**  **impossible to find a new way of life and development direction by myself now, but no matter what, we have to fight hard,the first is to achieve financial freedom, another is to realize their own value, or let themselves have a sense of accomplishment**  **我之前所有的经历也是人生必有的阶段，如果没有付出，现在也不可能自己重新寻找新的生活方式和发展方向，但不管怎样努力奋斗一定还是要的，一是为了实现** **financial freedom，二是实现自己的价值或** **者说有些成就感吧** |
| **Financial freedom still needs to be realized. The economic base determines the superstructure. What do oneself want to do in the future so as not to have regrets**  **Financial freedom 还是需要去实现的，经济基础决定了上层建筑，未来想做什么才不会有遗憾** |
| **In today's society, the pace is too fast, everyone is under great pressure, you will be eliminated immediately if you don't work hard, how much achievement you want, how much effort you have to pay, there is no plain life stability, everything you get, and your effort is proportional to the degree**  **现在的社会，节奏过快，大家的压力都很大，你稍微不努力就会马上被淘汰，你想要多大的成就，就要** **付出多大的努力，没有平白的现世安稳，你得到的一切，和你努力程度是成正比的** |
| **In my definition, live in the present, carpe diem, enjoy everything that happens every day, try to live every day, do not want to leave regrets, go more and see more to improve themselves, only continuous progress and perfection will not be abandoned by The Times**  **在我的定义中活在当下，及时行乐，享受每一天发生的任何事情，尽可能地去过好每一天，不想留下遗** **憾，多走走看看提升自己的格局，只有不断进步和提升才不会被时代抛弃** |
| **My planned retirement life is 20% work, 80% life, I plan to set up a children's charity foundation in the future to help those children in need**  **我计划中的退休生活是** **20%的工作，80%的生活，我计划将来成立一个儿童慈善基金机构，帮助那些有** **需要的孩子** |
| **The most happy thing in the world is to let your efforts meet with this wonderful world**  **世上最欣喜的事情，就是让自己的努力与这个精彩的世界不期而遇** |
| **My aunt once told me that a woman should first learn to be herself before she becomes a daughter, wife, or mother**  **姑姑给我讲过一段话，女人在成为女儿、妻子、母亲之前，最先应该学会做自己** |
| **We should first manage our own life, only by controlling life in our own hands, can we have an absolute say in the future and life, and only when we achieve self-value can we get 100%happiness**  **应该先经营好属于自己的人生，只有将人生掌控在自己的手里，才能对未来，生活拥有绝对的话语权，** **只有实现自我价值的时候，才能获得百分百的幸福** |
| **I also often running around for career reasons, but I feel that my inner pride and purity are not polluted, and I do not go with the flow**  **我也是经常因事业走南闯北，但我觉得内心深处的骄傲和纯洁都没被污染，没随波逐流** |
| **I have seen a movie 'The Bucket List' before and I feel that the end of my life is far away from me, but after this epidemic and being cheated of investment, I feel that death will come at any time, and now I am more determined to go around the world and see the idea of realizing wealth freedom as soon as possible and letting go of all worldly things to enjoy life**  **以前看过一部电影** **The Bucket List 觉得生命的尽头距离自己很遥远，但是经过这次疫情以及投资被骗，** **感觉死神随时都会光临，现在更坚定以前向全世界走走看看的想法，早点实现财富自由，放下一切世俗** **享受生活** |
| **My current idea is to give myself another three to five years to achieve real financial freedom. I can focus on charity and life, and run my online shop well. Because the online shop makes good planning in the early stage, I don't need to invest too much time and energy in the later stage, so that I can slow down the pace and feel life with my heart. These years a person really hard and very tired** |

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| **我现在的想法是再给自己三到五年的时间，实现真正的** **financial freedom，我可以专注慈善和生活，顺** **带经营好自己的网店，因为网店做好前期的规划，后面就不用投入太多的时间和精力，这样就可以放慢** **节奏，用心感受生活，这些年一个人闯荡真的很辛苦也很累** |
| **The feeling of these years is to try to live a positive, wonderful and meaningful life, at least let themselves feel that there will not be too many regrets**  **这些年的感触就是尽量活得积极精彩有意义，至少让自己觉得不会有太多遗憾** |
| 注：聊一下人生的感悟，理想规划，慈善，能否能让客户有所触动，然后再转到工作上的话题 |
| **Time flies, my assistant told me it was lunchtime, I had a good time talking with you, If there is a chance, we can meet and talk, ready to eat lunch, Enjoy your meal**  **时间过得真快，我的助理通知我到午餐时间了，和你交谈得很愉快，有机会我们可以见面聊，准备吃午** **餐了，祝你用餐愉快** |
| 注：到这边有一定的热度和基础，下午安排忙工作，看一下客户会不会主动找我们聊天，会不会记得我 们的行程，下午不主动和客户说话，注意时差 |
| **Sorry, I am so busy that I have no time to chat with you now. I have been having a meeting in Symbinas from this afternoon to now, which is a successful conclusion and the cooperation agreement has been signed**  **不好意思，忙到现在才有空和你聊天，我从下午到现在都在** **Symbinas开会，算是圆满结束，已经签订** **合作协议** |
| **Symbinas has absolute technical advantages in the field of TBI drugs, and Esco has a more comprehensive technical team and mature sales channels, which just complement each other. Conversations with Symbinas Founder, Chairman and CEO(Dr. Hardesh Garg) and SVP,Strategic Communications(Tyler Currie) quickly led to an agreement**  **Symbinas在** **TBI 药品的领域拥有绝对的技术优势，我们** **Esco拥有更全面的技术团队和成熟的销售** **渠道，刚好形成互补，在和** **Symbinas 的** **Founder, Chairman and CEO(Dr. Hardesh Garg）以及** **SVP, Strategic Communications(Tyler Currie）的交谈中很快就达到一致的合作意向** |
| **The launch of TBI drugs is expected to bring Esco $200 million in annual profits,and will continue to grow every year**  **TBI 药品的上市，预计每年会给** **Esco 带来** **2 亿美元的利润，并且每年会持续增长** |
| **My work in Jacksonville will be over, and I'll leave a small team behind to follow up on the project**  **我在** **Jacksonville 的工作就结束了，我会留下一个小团队，继续跟进这个项目** |
| **The next trip is to attend a conference in your city Orlando, and then return to Esco Singapore headquarters to prepare for the launch of new drugs**  **下一个行程是到你的城市** **Orlando参加一个交流会，然后回到** **Esco新加坡总部准备新的药品上市工作** |
| 注：去客户所在城市的时间，看聊天的进度，可以安排在明天后天或者往后推，前提是和客户互动已经 起来， 自己的定位、公司的产品、出差的目的、客户的基本信息这些内容都聊清楚了，再安排下一个行  程，和老外聊可以简单一些，加快节奏 |
| **You make me feel good, Talking to you makes me feel relaxed and enjoyable**  **你让我感觉很好，和你交谈让我感到轻松愉快** |
| **It's nice to have someone to talk to, but I just found out today that we have a lot of ideas on the same frequency**  **有个可以倾诉的人，感觉很好，今天才发现我们蛮多观念都挺同频的** |
| **It's getting late, I wonder if it's bedtime for you**  **时间不早了，你是不是该休息了** |
| **What time do you usually go to bed**  **你一般都几点睡觉** |
| 注：礼貌性地晚安，了解一下客户的作息时间 |
| **You're talking to me this late. Is your wife busy at work, I hope I'm not interrupting**  **你跟我聊这么晚，你太太都在忙自己的事吗，希望不会打扰到你们** |
| **I heard that in the United States, even between husband and wife, money is also in separate management, financial division, is that so** |

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| **美国这边好像都是财务分割开的吧，感觉这样好一点** |
| **Do you and your wife manage your money separately? Will this life be inconvenient**  **你和太太也是财务独自管理吗，这样的生活会不会要计算得比较多** |
| 注：侧面了解一下客户的家庭财政情况，还有家庭关系如何 |
| **How old is your child? Is he staying with you**  **你孩子多大了？是和你们住在一起吗** |
| **Can I see your family photo**  **可以看一下你们的家庭合影吗** |
| 注：看到客户孩子的照片夸赞，然后再简单地去了解客户的信息 |
| **Your kids are cute, and I guess that's what family is all about. It's so sweet, but I don't have kids of my own**  **你孩子很可爱，我想这就是家庭的意义，显得很温馨，可惜我没有自己的孩子** |
| **When I see children, I always think of my family**  **看到小孩的时候，我总是想起我的家人** |
| **When I was young, my parents were always busy with their work, They were engaged in foreign trade business and rarely accompany me**  **我小时候，我的父母总是工作繁忙，他们忙于生意，对我的陪伴很少** |
| 注：详细介绍自己的家庭成员信息，还有经济状况，从事什么行业  在我们介绍家庭信息时，不能只是分享，也要让客户去分享他的，聊天讲究信息对等， 目的都是为 了全面了解和掌握客户的信息，套出有用的 |
| **Do you usually spend a lot of time with your children?**  **平时你会很多时间陪伴你的孩子吗？** |
| 注：真正地了解客户的婚姻情况和家庭状况，还有他对家庭的感情是什么心理，知己知彼才能百战百胜 |
| **A man's career is very important, I admire men who are enterprising**  **一个男人的事业很重要，我很欣赏有上进心的男人** |
| 注：不断地去夸赞和认可客户 |
| **I believe you will do well**  **我相信你一定会做得很好（加一个表情）** |
| 注：鼓励客户，对你就会有很大的欣赏，也会认可你 |
| **I think it's your bedtime, Have a good night and sweet dreams**  **你早点休息吧，祝你好梦** |
| 注：礼貌性的晚安，这个时候要有一个小的复盘，客户的热度已经起来了，回顾一下聊的这些内容，客 户的反映如何，对于老外客户，我们后面发起一系列摸底的问题，一边问一边观察，因为老外比较注重  隐私，感觉不对的时候停止提问，转移话题。  如果没有达到预期的效果，要补一些话题，认真制定一下接下来聊天的方向 |
| **第二天聊天的总结：围绕和** **Symbinas 的合作展开话题，体现自己的工作内容，工作能力，拉高定位，** **对客户有一个全面的摸底，如果对金融反感，可以直接打金融，把外汇及加密币股票都打死不聊开网店的话题，前两天都是围绕出差的工作内容展开** |

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| **第三天** |
| **A beautiful day has begun again, What are your plans today?**  **美好的一天又开始了，你今天要做什么？** |
| **注：客户起床和我们打招呼后，我们问一下今天的安排流程，寻找一个客户比较空闲的时间** |
| **I am reading a book, if there is no special work arrangement, I will read a book for half an hourevery morning, then browse the global news, then do yoga or go to the gym, go shopping in the afternoon, read a book for an hour before going to bed in the evening, listen to music for a while**  **我正在看书，如果没有特别的工作安排，我每天早上都会看半个小时的书，再浏览一下全球性的新闻，然** **后练会瑜伽或者到健身房运动，下午逛街购物，晚上睡前看一个小时的书，听一会音乐**  **加一本书图片（eat****that****frog!)** |
| **I like to travel, play sports and play golf**  **我喜欢旅行、运动、打高尔夫球** |
| **注：展开聊兴趣爱好，从细节上展示自己，同时也是更加全面地了解客户** |
| **Besides traveling, I also like to relax myself by doing sports. I'm tired of sitting at the office every day. The body is the capital of the revolution. We should exercise more. Keeping fit is the most important thing**  **我平时除了旅行就喜欢通过运动来放松自己每天** **office 坐太累了，身体是革命本钱，还是要多运动的，保** **持身体健康更重要** |
| **When I have time to relax, I like reading books and listening to music to relax myself**  **有时间闲下来的话就喜欢看看书，听听音乐放松自己** |
| **The most impressive is the author Ingrid Zhang's "Your image is worth a million", this book from People's Daily wear, reflect different temperament, polite communication to establish good communication and other aspects, combined with life stories let us clearly understand the importance of personal image, how to create the image of success**  **印象最深的是作者** **Ingrid Zhang 的《你的形象价值百万》，这本书从人们日常穿着，体现不同气质，到** **礼貌交流建立良好沟通等方面，结合生活中的故事让我们清楚地了解到个人形象的重要性，如何打造成功** **者的形象** |
| **This book has inspired me quite a lot. The first step in interpersonal negotiation is to dress up. What I learned in the book has helped me solve the problem of wearing clothes on different occasions in a more comprehensive way, and also made me meet some friends**  **这本书对于我的启发还是蛮大的，人与人的交涉首先第一步就是穿衣打扮，书中所学让我更全面地解决了** **出入不同场合穿着的困扰，也让我结识了一些朋友** |
| **I like to listen to the music and then grind a cup of coffee or taste a glass of wine, in the lounge chair to enjoy the leisure time after work**  **我喜欢听着音乐再磨杯咖啡或品鉴一杯红酒，在躺椅上享受工作之余的悠闲时光** |
| **I like to play golf, like its concept of green oxygen sunshine friendship, like to enjoy the fun of nature**  **我喜欢打高尔夫，喜欢它绿色氧气阳光友谊的理念，喜欢享受大自然的乐趣** |
| **I like to travel to different parts of the world, which can broaden my horizon, wash my mind, go to unknown places, learn new things, and relax my body**  **我喜欢到世界不同的地方去旅行，可以开阔眼界，洗涤心境，去未知的地方，去认识新的事物，使身体得** **到放松** |
| **注：在聊自己每一个兴趣爱好的时候，都要观察对方的回应，抓住共同的兴趣爱好，引起共鸣，比如：高** **尔夫，要配上自己的图片加上自己的成绩，比如97 杆；聊到音乐的时候，可以根据对方喜欢的音乐风格，**  **互相推荐几首** |
| **A lot of inspiration in my work comes from my interests, such as the understanding of reading and the inspiration of traveling**  **工作上的很多灵感都来自我的兴趣爱好，比如从阅读中得到的启发，旅行中的感悟** |

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| **These hobbies can keep me relaxed all the time. For example, I just watched "EAT THAT FROG", which gives me new inspirations on operation and management. Then I will communicate with my team immediately and have a new cognition and judgment on management decisions**  **这些爱好能够让我时刻保持放松，比如我刚刚看的“EAT THAT FROG ”，让我对经营管理上有新的启发，** **我就会马上和我的团队沟通，对管理决策上会有一个新的认知和判断** |
| **注：通过自己的行为去影响客户，让客户知道自己有更多学习的东西** |
| **When I have a good idea, I act immediately to make it happen**  **我想到好的** **idea ，就会立马行动，让想法得到落实** |
| **I think once you have an idea, you have to do it immediately, otherwise just think about it, many people think about it and half of their lives have passed**  **有想法要去做才行，不然只是想想，很多人一想就半辈子过去了** |
| **I am a person who values efficiency, and if I have good ideas, I will immediately execute them. Opportunities are fleeting, so take timely action and seize them**  **我是一个行动派，看好的事件就会立即执行，时机稍纵即逝，要及时行动，把握住机会** |
| **I don't like procrastination. There are many people in this world who have great ideas, but they are hesitant to take action. They said they were not ready yet, and I think they were making excuses for their cowardice. Some things that are missed are forever. Whether it's career development or investment opportunities, I like to bravely try, do them first, and then slowly improve and adjust. Sometimes, we all need to have a little adventurous spirit**  **我不喜欢拖拉，这个世界上有很多人的想法很好，但都迟迟不敢行动，说自己还没有准备好，我认为是在** **为自己的懦弱找借口，有些事情错过就是一辈子，无论是感情、事业、投资机会，我都喜欢勇于尝试，先** **去做，再慢慢地改进调整，有时候，我们都需要有一点点冒险精神** |
| **Opportunities are often created and fought for by themselves, they can grasp, Apple hit a lot of people, but only hit Newton, he knows how to seize the opportunity is valuable**  **机会很多时候是自己去创造和争取的，自己能把握才行，苹果砸过很多人，可只有砸到了** **Newton ，他会** **把握机会才有了价值** |
| **First of all, the idea of their own from the fuzziness gradually concretization, will understand what they want**  **首先要行动，把自己的想法由模糊性逐渐具象化，就会明白自己想要什么** |
| **注：让客户知道自己有坚定的想法，有努力的目标，去影响和引导客户，要马上行动** |
| **I think, first of all, we must recognize ourselves, know what we want, and then work towards this direction, of course, we must also combine work and rest, have work, leisure, and their own interests**  **我认为，首先要认清自我，知道自己想要什么，然后就朝这个方向努力，当然也要劳逸结合，有工作，有** **休闲，有兴趣爱好** |
| **I'm sure you'll like sports better, I remember you told me it was your hobby**  **我相信你会更喜欢运动，我记得你告诉我，这是你的爱好** |
| **注：回应客户之前讲过，他的爱好是什么，让客户知道，你注意到他，记得他的爱好，他会很开心，注重** **细节** |
| **When a stage of work is successfully achieved, I will also choose to go shopping to buy my favorite bags**  **在一个阶段性工作圆满达成的时候，我也会选择逛街，去购买我喜欢的包包** |
| **注：开始铺垫我们的生活质量，然后去影响客户，我为什么能够这样去享受生活，这时候可以添加点奢侈** **品的信息，比如** **LV 哪里的包最好，什么牌子衣服最好，可以告诉他** |
| **Haha, everyone's values are different, Many people like a comfortable life, I prefer a luxurious life, which can give us more motivation to work hard**  **哈哈，每个人的价值观念是不同的，很多人喜欢安逸自己的生活，我更喜欢奢侈的生活，它能够让我们更** **有努力的动力** |
| **注：我们告诉客户我们的价值观，把我们对生活的态度告诉客户** |
| **Of course, I enjoy the process of pursuing success, which is the embodiment of realizing selfvalue, I like to rely on my own ability to improve my life. I don't like to rely on others, I also prefer to share my own achievements, which I think is very meaningful.**  **当然，我喜欢追求成功的过程，这是实现自我价值的体现，我喜欢依靠自己的能力去提升自己的生活，我** **不喜欢依靠别人，同样我更喜欢分享自己的成果，我认为非常有意义** |

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| **注：让客户知道，我是很喜欢分享的人，同样我更喜欢依靠自己的能力去实现自己想要的东西，这样就会** **更有意义** |
| **Life is about ritual, and I'm happy with where I am right now, with goals and something to work towards**  **生活就是不断增加更多的仪式感，我很满意自己现在的状态，有目标、有努力的方向** |
| **注：让他知道你现在生活的状态，但是也是暗示你还缺少仪式感，间接表明自己对未来的憧憬** |
| **I lost track of time every time I talked with you. My assistant told me that the driver was waiting and we would go to Orlando, which would take about two hours**  **每次和你聊天都忘记时间，我助理告诉我，司机已经在等候了，我们将前往** **Orlando ，大概需要两个小时** |
| **That's it. We'll talk later. Have a good day**  **先这样了，我们有空再聊，祝你今天一切顺利** |
| **注：控制好时间和节奏，呼应之前铺垫去** **Orlando 的话题，接下来行程是，到** **Orlando 开会** |
| **I have checked into the Waldorf Astoria, and this evening's meeting is also held in the Waldorf Executive Chamber**  **已经入住** **Waldorf Astoria ，稍后的会议也是在** **Waldorf 行政会议厅举行** |
| **注：控制好时间和节奏，2.5 个小时后到达酒店，酒店规格选择高点，要清楚知道，稍后有什么企业参加，** |
| **开会的内容是什么，我们要做什么，要达成什么目标，签署什么协议** |
| **The participants are all well-known Pharmaceutical companies in Orlando, Neopharma**  **Technologies, Olympia, American Pharmaceutical, Noble, AmDen Pharmaceuticals, etc. I wonder if any of them are familiar to you**  **参加的都是** **Orlando 当地知名的制药公司，Neopharma Technologies、Olympia 、American Pharmaceutical 、Noble 、AmDen Pharmaceuticals 等，不知道有没有你熟悉的** |
| **注：查一下当地的药企、医疗设备厂商，要真实的，刚好客户知道的情况下，可以做一个话题延伸** |
| **I'm gonna go work. I'll talk to you later**  **我先去忙工作了，待会有空再聊** |
| **注：到这边可以停一下，等开完会再继续聊** |
| **Sorry for replying to your message so late. I just finished the meeting**  **不好意思，这么晚才回复你的消息，我刚刚结束会议** |
| **There are more than 30 pharmaceutical or drug sellers and medical device manufacturers**  **attending the meeting. According to the original plan of Esco, I have reached and signed cooperation agreements with Neopharma Technologies and labcompare**  **参加会议的有** **30 多家制药或者药品销售商以及医疗器械设备制造商，按照** **Esco 的原计划，我与** **Neopharma Technologies 和** **labcompare 达成并且签订了合作协议** |
| **This time the task is relatively easy, because they are all projects that have been determined before. With the help of this exchange, we will go through a formal process, which will also improve the company's business expansion**  **这次行程的任务比较简单，因为都是之前已经确定的项目，就是借助这次交流会走一个正式的流程，对于** **公司的业务扩张也是有所提升** |
| **OK, it's time for me to wash and rest,**  **好的，我该洗漱休息了** |
| **注：发性感一点的洗澡图片** |
| **I will contact you tomorrow. Good night, my friend**  **我们明天联系，我的朋友，晚安！** |
| **注：注意把握好时间，到自己睡觉时间了差不多安排结束，如果聊天热度一直持续，我们也可以适当延长**  **聊天时间，但不要太刻意** |

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| **第三天聊天的总结：体现自己的生活，然后去铺垫我们的人生价值观，再了解客户的目标规划，这样和客** **户的聊天会更好地拉近彼此的距离。**  **更多地聊我们的工作，做事风格，理念，对未来的规划**  **一定要细聊，每天给自己复盘，查缺补漏，一定要聊到符合预期的效果，否则要全方位分析聊的方向和话** **题出现了什么问题，从多角度多维度马上作出调整，基础打牢后才能进入下一个中期阶段** |
| **前期三天的话题**  **1. 完全掌握客户的信息，兴趣爱好，作息规律，家庭财政权；**  **2. 完成个人报表的：基本信息、家庭、接近关系、事业交流四个版块；**  **3. 聊过家庭、创业经历，清晰地规划自己的事业；**  **4. 聊人生感悟，分享日常，事业为主，插入工作日常，** **自己的思维理念；**  **5. 给客户做分类，前期结束时，按个人报表要求来评定客户类型** **ABC** |
| **复盘：对客户是否已经足够了解，聊天热度是否起来**  **话题：工作事业、兴趣爱好、家庭、未来规划、投资摸底** **自己：定位清晰、利用工作行程，** **日常行动来拉高人设**  **下一个阶段准备开客户，人设根据工作安排，拉回新加坡** |
| **明天规划：复盘前期聊到位后，规划下一天应该怎么聊，以及对各个话题深入，先建立一个聊天模板，做** **好草稿，写好话术，插入小故事配合素材** |

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| **第四天** |
| **Good morning, David**  **早上好** **David** |
| 注：这个时候问候早安后，可以直接叫对方名字或者外号，显得比较亲切 |
| **I was waiting at the airport to return to Singapore**  **我在机场候机，准备返回新加坡** |
| **I'm sorry that I have no time to meet and talk with you because of the rush of my trip**  **很抱歉，这次行程匆忙，没有时间能够见面交谈** |
| **But it doesn't matter, there will be plenty of opportunities to meet in the future, my cooperation projects in Jacksonville and Orlando, I will definitely come back later**  **但是没有关系，以后有的是见面机会，我在** **Jacksonville及** **Orlando 的合作项目，后续肯定还要过来** |
| 注：铺垫下次见面的机会 |
| **What about you? Anything special today**  **你呢，今天有什么特别的事情吗** |
| **OK, I wish you the best**  **OK ，祝你一切顺利** |
| **I'm boarding, Bye**  **我要登机了，再见** |
| 注：航班时间自己要查询好，一定要准确，飞行时间中不要聊天，准备要聊的内容 |
| 美航 AirbusA321AA2555 ，2 小时 51 分，09:38 奧蘭多國際機場(MCO)-11:29 达拉斯沃思堡国际机 场(DFW)，转机用时：56分钟达拉斯(DFW)  美航 Boeing787AA175 ，12:25 达拉斯沃思堡国际机场(DFW)- 15:55+1 东京国际机场(HND) |
| **Hi, David. I'm back home in Singapore**  **Hi, David 我已经回到新加坡的家里** |
| 注：可以发几张比较性感的居家照片 |
| **I'm preparing for tomorrow's meeting, which will focus on the big health industry**  **我正在准备明天开会的内容，这次会议主要讨论大健康产业** |
| **The big health market will form a clearer business model and complete industrial ecology, which is also what I value more**  **大健康市场将形成更清晰的商业模式和完成的产业生态，这点也是我比较看重的** |
| **The so-called "great health" refers to the whole-process, comprehensive and all-factor care of life centered on people's clothing, food, housing, transportation, birth, old age, illness and death. It is a process of pursuing individual physical and physical health, as well as mental and spiritual health**  **所谓大健康，就是围绕人的衣食住行、生老病死，对生命实施全程、全面、全要素的呵护，是既追求个** **体生理、身体健康，也追求心理、精神等各方面的健康的过程** |
| **The big health industry is an emerging industry with huge market potential, including medical products, health products, health food, medical equipment, health appliances, leisure and fitness, health management, health consulting and many other closely related to human health production and service fields**  **大健康产业是具有巨大市场潜力的新兴产业，包括医疗产品、保健用品、营养食品、医疗器械、保健器** **具、休闲健身、健康管理、健康咨询等多个与人类健康紧密相关的生产和服务领域** |
| **Health industry has become a global hotspot, after the steam engine triggered the**  **"mechanization era" and later "electrification era", "computer era" and "information network era", the current has arrived is the "health care era", and the health industry will become the global "wealth fifth wave" after the IT industry.**  **健康产业已成为全球热点，继蒸汽机引发“机械化时代** **”以及后来的“** **电气化时代** **”“计算机时代** **”和** **“信息网络时代** **”之后，当前已经到来是“健康保健时代** **”，而健康产业也将成为继** **IT 产业之后的全球“财富第五波** **”** |

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| **The big health industry began to gradually form a closed loop, and its business model began to highlight the transformation of the entire industry from the extensive development model to the fine development**  **大健康产业开始逐渐形成闭环，并且其商业模式开始凸显一整个行业从粗放式发展模式向精细化发展转变** |
| **Information technology represented by mobile health care, cloud computing, big data and the Internet of Things has begun to penetrate into all aspects of the industry, and has expanded the medical information service industry while serving the health industry**  **以移动医疗、云计算、大数据、物联网为代表的信息技术已经开始渗透到产业的各个环节，在服务健康** **行业的同时，壮大了医疗信息服务产业** |
| **The United States divides the big health industry into five sectors, family and community health care services, hospital medical services, medical products, health risk management services, long-term care services, from the proportion of family and community health care services accounted for about 50%, the largest sector in the field of big health, in the United States health industry accounted for 17% of the national income**  **美国将大健康产业分为五大板块，家庭及社区保健服务、医院医疗服务、医疗商品、健康风险管理服务、** **长期护理服务，从占比来看，家庭及社区保健服务占50%左右，为大健康领域最大的一个板块，在美国** **健康产业占国民收入比重的** **17%** |
| **Big health is a big industry, it is difficult to quickly form a closed loop of the industry with only one company, want to quickly seize the market, should let more related enterprises form a cooperative relationship**  **大健康是一个很大的产业，仅凭一个公司很难快速形成产业的闭环，想要快速抢占市场，应该让更多的** **相关企业形成一种合作关系** |
| **American Esco entered the big health industry, the first confirmed product is the medical care category, which will be simpler in the approval process than the therapeutic drug**  **美国** **Esco进入大健康产业，首先确认的产品是医疗保健类，这个相对于治疗型的药物在审批程序上** **会更简单** |
| **Esco Singapore headquarters, has launched a series of NMN anti-aging health products, MIRAILAB is also our Esco investment cooperation NMN brand, NMN stands for"β-nicotinamide mononucleotide", NMN is a widely studied compound, it is believed to extend human life and improve physical health. It can slow down the aging process and improve physical health, in addition to NMN is believed to improve cardiovascular health, strengthen the immune system and improve cognitive function**  **Esco新加坡总部，已经推出了一系列** **NMN 抗衰老保健品，MIRAILAB 也是我们** **Esco 投资合作的** **NMN 品牌，NMN 全称“** **β-烟酰胺单核苷酸** **”，NMN 是一种被广泛研究的化合物，它被认为可以延长** **人类寿命并提高身体健康状况，可以减缓衰老过程并提高身体健康状况，此外** **NMN 还被认为可以改善** **心血管健康、增强免疫系统和改善认知功能等** |
| **Only Singaporeese brands truly have the rigor and scientific nature of NMN clinical trials. Singapore has been conducting human clinical trials of NMN since 2015, and after huge investment andseveral years of data tracking, it has ensured the safety and effectiveness of its NMN products**  **只有新加坡相关品牌真正具备** **NMN 临床试验的严谨性和科学性。** **自** **2015 年以来，** **新加坡就已经开始进行** **NMN 的人体临床试验，经过巨额资金投入和数年的数据跟踪，确保了其** **NMN 产品的安全性和有效性。** |
| **These clinical trials not only validated the benefits of NMN on human health, but also won an international reputation for the Singaporeese NMN brand. Compared with other countries, Singapore has shown higher professionalism and rigor in the development and production of NMN products, and its NMN products are highly favored in the market**  **这些临床试验不仅验证了** **NMN 对人体健康的益处，也为新加坡** **NMN 品牌赢得了国际声誉。与其他国家** **相比，** **新加坡在** **NMN 产品的研发和生产方面展现出了更高的专业性和严谨性，其** **NMN 产品在市场上备** **受青睐** |
| **NMN products in Singapore, China and Europe are currently good market feedback, priced at400,000 yen a bottle of 60 capsules, equivalent to about $2,600**  **NMN 产品在新加坡中国欧洲目前市场反馈良好，售价在** **40 万日元一瓶** **60 粒，约等于** **2600 美元** |

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| **I will launch these products for sale in the United States, of course, after the approval process, first with the FDA registration, then pricing, and a wave of advertising**  **我会把这些产品投放到美国销售，当然前提是要走一个审批流程，要获得经过** **FDA 注册，然后是根据** **产品定价，再做一波宣传广告** |
| **OK, we should all go to the break time**  **OK ，我们都应该到休息时间了** |
| **Sweet dreams. Good night**  **祝你好梦，晚安** |
| 注：从大健康的话题切入到 NMN 的三款药品，看客户聊天的反映，前面大健康的话题可以删减一些， 重点聊三款药品。  礼貌性地晚安，接下来人设计要拉回新加坡 |
| **第四天聊天的总结：如果说前期的三天是立人设铺垫，进入第二版块中期的第一天，是一个衔接转轴，** **聊到未来我们要开的产品，让客户先有一个概念，然后第一次提到商城这个话题，测试一下客户的反应** **和兴趣度，接下来中期再三天是重点聊产品的细节** |

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| **第五天** |  |
| **Good morning David, greetings from Singapore**  **早上好** **David ，来自新加坡的问候** |  |
| 注：中期第二天，人设拉回新加坡，聊细节，从点突破，插入产品，引出商城的概念 |  |
| **Returning to Singapore felt a long lost cordial, but the working atmosphere is not as good as the United States, always giving people a relatively dull feeling**  **回到新加坡感觉到久违的亲切，但是工作的氛围没有美国好，总是给人一种比较沉闷的感觉** |  |
| **I have spent almost my entire life in the service of Esco**  **我这一生几乎都是为** **Esco服务** |  |
| **益世科生物集团（Esco** **Lifesciences Group）是一家专注于生命科学、辅助生殖、制药健康领域的全球性企业，成立于1978年，总部位于新加坡，是我父亲林丽右于1978年创立的，从最初的小型洁净设备生产商逐步发展为涵盖制药、生命科学、生物技术的全球企业。母亲罗于红是父亲的坚强后盾，两人一起撑起了这个庞大的企业**  **我二哥林向前13岁时（1997年）便开始在公司中工作，最终接管了公司的大部分业务，2009年我从新加坡国立大学医学院毕业，正式进入公司工作。在父母的建议下，我选择从基层做起，进入实验室工作，负责一些简单的实验操作和数据记录。这一阶段对我来说至关重要，它不仅让我打下了扎实的专业基础，更让我深入了解了公司从研发到生产的每一个环节。**  **自经历了 2019 年的新型冠状病毒之后，我意识到了生命的宝贵，在那场全球性的危机中，我亲眼目睹了生命的脆弱与坚强，深深感受到生命在疾病面前的无力，也惊叹于生命顽强的抗争精神。我开始重新审视生命的意义和价值。生命，原来是如此的不可预测，如此的脆弱易碎。曾经以为理所当然的健康，在病毒面前竟变得如此珍贵而难以维系。每一个生命都承载着无尽的梦想、情感和希望，但却可能在瞬间被病魔击垮。这让我深刻明白，生命不仅仅是呼吸与心跳，更是一种责任，是对自己、对家人、对社会的责任。正是基于这种对生命的全新认知，我决定投身于保健品市场。我希望通过自己的努力，为人们提供更多关爱生命、呵护健康的选择。**  **我深入研究市场需求，发现人们对于增强免疫力、改善睡眠质量和缓解压力的保健品有着极高的关注度。还有NMN这款产品它被认为可以延长人类寿命并提高身体健康状况，可以减缓衰老过程并提高身体健康状况，此外NMN还被认为可以改善心血管健康、增强免疫系统和改善认知功能等，这也是我们现在的主打产品**  **Esco 集团最初是一家小规模企业，但迅速发展成为医疗和健康行业的全球领导者。我父亲的四个兄弟和一个妹妹在早期都发挥了至关重要的作用，通过他们的奉献和辛勤工作为公司的发展做出了贡献。随着时间的推移，随着公司变得更加成熟，我父亲和他的兄弟决定退出日常运营，将公司交给下一代**  **Esco现在的主要话事人是我二哥林向前他拥有公司40%的股份，以首席执行官的身份监督公司的运营，公司内的其他关键职位由我们的表兄弟担任，我大伯家的堂哥林靓仔任商务官 CCO，我二叔家的林帅哥在PMDA 审计署主任，PMDA 国际项目执行副主任，家族企业的好处是尽职尽责，分工明确，办事效率高，他们在公司发展中取得了不小的成绩。这些堂兄弟各个在家族企业的权力斗争中不遗余力，而我的出现自然成为了他们眼中的威胁**  **身为家族中较少能到集团担任高管的女性，我不仅要面对来自市场的挑战，更要面对来自内部的压力。作为一名女性，我时常感受到堂兄弟们对我的质疑和排挤，他们认为我仅仅是因为性别和家族背景才得到了这个职位，这也引发了我后来与公司签订了一份极具挑战性的协议，在面对全球市场的激烈竞争和多变的环境时，但我深知，只有完成这一目标，才能真正赢得家族内部的认可，职务，股份我可以不在乎，但我要给父亲和母亲证明我自己，这一世。。。** |  |
| **压入感情故事**  **第一段感情：与庄国栋的初恋，爱的深沉深刻热烈**  **第二段感情：与方协文的婚姻，爱的克己失去自我**  **在两段失败的感情后，我深刻意识到，作为一名女性，尤其是在一个家族企业中，我要比别人付出更多的努力才能赢得尊重和地位。我决定将所有的精力投入到益世科生物集团的事业中，不再让自己被感情左右。**  **我发奋为己凭借自己的努力和智慧，一步步成长为集团的全球销售总监。我将目光投向了保健药品领域，积极拓展公司在这一新兴市场的业务，并取得了显著的成果。通过不断创新和拓展，公司在全球的业务布局得到了进一步巩固，事业不稳，感情不稳这里开始找姑姑开导开导了，这个打击台太大了，只有姑姑能治愈**  **My aunt has always been my idol, my aunt is only 19 years older than me, so I feel like my sister, and my aunt also takes care of me as a daughter**  **姑姑一直是我的偶像，姑姑只比我大了** **19 岁，所以感觉像是我大姐姐，姑姑呢也把我当女儿一样照顾** |  |

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| **Much of my career experience was taught by my aunt**  **我的职场阅历大多是姑姑的教导** |
| **In 2023, I was appointed as the Director of Global Sales, responsible for the sales layout and management of the company in the global market. This appointment is not only an affirmation of my successful exploration in the field of health care drugs, but also makes me shoulder greater responsibilities**  **2023年，我被任命为全球销售总监，负责公司在全球市场的销售布局与管理。这一任命不仅是对我在保健药品领域成功开拓的肯定，也让我肩负起了更大的责任** |
| **Due to some internal family factors, there is a two-year probation period. So at the beginning of my tenure, I signed a wager agreement with the company. Within two years, I have to achieve a sales turnover of 1 billion US dollars for the company's health care products. Only 500 million US dollars were completed in the first half of this year. The pressure is quite high**  **因为家族内部的一些因素，有二年的考察期，所以在我上任之初与公司签订了一份对赌协议，在两年之内我要把公司保健品的销售营业额做到10亿美元，今年上半年才完成了2亿美元，压力还是蛮大的** |
| **But I have confidence in myself, I will try my best to do it, even if the final result did not reach the goal, but try my best, at least no regrets**  **但我对自己有信心，我会尽自己最大的努力去做，就算最后的结果没有达到目标，但是尽力了，起码没** **有遗憾** |
| **Well, I'm happy to share this with you. I haven't talked to anyone this much in a long time. You're like an old friend of mine**  **OK，很高兴能够和你分享这些，感觉很久没有和人聊天了，你就像是我多年的朋友，非常开心你可以很** **真诚地听我讲这些** |
| **I have to go to work first. In the evening, I asked three good friends to participate in the charity party together, especially Kiki, who just came back from Singapore two days ago, and it is rare to get together this time**  **我要先去忙工作了，晚上我约了三个好闺蜜，一起参加慈善晚会，特别是** **Kiki ，刚好前两天从新加坡回** **来，这次也是难得可以聚在一起** |
| **（聊天对话框）①** |
| **I'll talk to you later**  **待会有空再聊** |
| 注：中间可以插入一些慈善晚会现场图片，聊一些话题，控制好时间，留睡前十几分钟讲感情故事 |
| **The party's over, I just got home, I had a great day, Me and Beata and Lydia and Kiki and the four of us haven't been together in half a year, we grew up together when we were kids, and then we went our separate ways, beata is not married yet, and Kiki is already married in Japan, far away, she was the happiest of us all, but unexpectedly, Kiki's husband failed in his career, and the pressure of life also came to Kiki**  **到家了，今天很开心，和** **Beata 和** **Lydia ，Kiki 我们四个有半年时间没有好好聚了，小时候我们一起成长，长大了却各奔东西，Beata 至今未婚，Kiki 远嫁日本，原本是我们当中最幸福的一个，想不到** **Kiki 的老公生意失败，生活的压力也到了** **Kiki 身上，Lydia 和我一样离婚** |
| 我跟他有一段很美好的回忆，也是我步入社会最无法跨出的深渊，一入婚姻深似海或许我是最深有体会，他当上公职人员后，开始染上各种社会官场恶习，抽烟酗酒，慢慢有几次夜不归宿，某一天还让我看到 了不该看的东西，我顿时觉得以前很真很美好的东西都已经变味了，跟他闹过一段时间，最终在家长及 其他的表态下重归于好，但是破镜毕竟是难圆的\*\*\*这里省略的是感情故事  这段讲述的是不好的悲惨的感情故事，用于博得同情 |

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| 注：看对方的反应，插入离婚故事，拉升一下感情  （如果可以，用语音讲故事，分三到 5 段，一段 20-30 秒） |
| **第五天聊天的总结：主要还是铺垫，不切客户，不聊商城的话题，主要聊感情经历，工作经历，家庭**  **复盘**  **客户：摸底家庭情况，感情状况，产生共情共鸣**  **话题：过往经历，闺蜜，感情**  **自己：进一步聊家庭情况，** **自己的工作经历，感情经历离婚故事，引出在新加坡的闺蜜** **KIKI** |

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| **第六天** |
| **I'm really sorry about last night. I drank some red wine after the charity party and talked a little too much. I hope I didn't give you a bad impression**  **昨晚实在是不好意思，慈善晚会结束后喝了点红酒，话有点多，希望没有给你不好的印象** |
| **I occasionally drink some red wine, because red wine is relatively high in calories, appropriate drinking is also good for our women to detoxify and beautify**  **我偶尔会喝些红酒，因为红酒的热量比较高适当喝点对我们女人也有好处可以排毒养颜** |
| **I am not a good drinker, usually a person does not drink alcohol, occasionally come to a small glass of red wine, yesterday's exchange meeting chat while drinking some red wine**  **我酒量不好，平时一个人不饮酒，偶尔会来小半杯红酒，昨天交流会上边聊天边喝了点红酒** |
| **I was so relieved to talk to you yesterday, and this time has been quite fulfilling, and I'm sorry to let you be my trash can**  **昨天跟你讲完就如释重负，这段时间也蛮充实，不好意思让你当我的垃圾桶** |
| **Now look light, sometimes also have to thank this experience, grow up, let themselves beyond the self**  **现在看淡了，有时候也得感谢这段经历，成长了，让自己超越自我** |
| **Two people together, consistent thought is really important, the so-called mutual match does not necessarily refer to material, but refers to two people with similar growth experience,similar outlook on life and values, can fight for the common goal, two people even have to explain half a day, it will be very annoying, can talk really important**  **两个人在一起，合拍不合拍真的很重要，所谓的门当户对不一定是指物质上的，而是指两个人有着相似** **的成长经历，相似的人生观和价值观，能为了相似的目标而并肩同行，说话总是要解释半天或者根本说** **不到一起去，会很烦心，能聊得来真的太重要** |
| **In this life, the most happy thing is to get the trust of strangers, become friends over time, and always trust you and support you**  **这一辈子，最开心的一件事，就是得到了陌生人的信任，久而久之成为朋友，并且一直信任你、支持你** |
| **True love is tolerance, sacrifice, sharing weal and woe, mutual help, never abandon, true love may be due to a kind of heart, but it will be accompanied by a spiritual thing higher than feeling and desire, the sacred sense of love and responsibility, that is, the belief in love**  **真正的爱情是包容、是牺牲、是患难与共、相濡以沫，是不离不弃，真正的爱情或许源于一种心动，但** **一定会伴随着一种高于感觉与欲望的精神性东西存在，爱的神圣感与责任感，也就是爱情的信仰** |
| **In fact, if you can have a bosom friend, even if you are in the ends of the earth, but silently thinking about each other to bless each other, I think this is also a spiritual sustenance, also called spiritual food**  **其实能有个知己，就算你在天涯海角，但心里默默地想着对方祝福着对方，我想这在精神上也是个寄托** **吧，也叫精神食粮吧** |
| **I like a word, happiness may be late, but I believe that I will not be absent, and try to do my best to prepare for the future half**  **我很喜欢的一句话，幸福也许会迟到，但我相信不会缺席，努力做好自己，为迎接未来的另一半做好准** **备** |
| **You make me feel great, and I think you would be a good partner, and I love the way I feel with you**  **你给我的感觉很棒，我觉得你应该会是一个很好的伴侣，我喜欢和你的这种感觉** |
| 注：衔接昨天的话题，从感情入手，再转到闺蜜的平台 |
| **Kiki she slipped me a present in the back of my car yesterday**  **kiki 她昨天偷偷在我车后座放了个礼物送我** |
| **（聊天对话框）②** |
| **Beata, Lydia, Kiki, and I are good friends who grew up together since childhood, Later, Kikimarried far away in Singapore, where she was the luckiest of us to marry into a wealthy family**  **我和** **Beata 和** **Lydia 还有** **Kiki 我们四个小时候我们一起成长，Kiki 远嫁新加坡，原本是我们当中最幸运的一个，嫁入豪门，婚后** **Kiki 过得很幸福** |

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| **KIKI is married to Chua Hock Tong, English name Laurent, a billionaire from Hongkong with businesses in real estate construction, hotels, e-commerce and more**  **她老公** **Chua Hock Tong ，英文名** **Laurent ，是来自香港一位富豪，生意涉及房地产建筑，酒店，** **电子商务等等** |
| **However, due to the excessive investment in the real estate market, it led to financial**  **difficulties, the break of the capital chain, and many projects were recovered by the bank and faced bankruptcy**  **但是由于在房地产市场的过度投资，导致陷入财务困境，资金链的断裂，很多项目被银行收回抵债，面** **临破产的地步** |
| **Later, he could only sell shares in Andaz Macao to keep Greatearth Construction going, but he was still unable to plug the huge losses and escape the fate of bankruptcy**  **后来只能够变卖** **Andaz Macao的股份维持周转，但是依旧堵不上这个巨大的损失，逃不过破产的** **命运** |
| **Then Kiki asked for my help**  **直到后来实在走投无路的情况，Kiki 寻求我的帮助** |
| 注：这边做一个切入，由送礼物，引出为什么送，再引出电商平台 |
| **For this reason, I also worked with KIKI to specifically study their e-commerce platform**  **为此我还和** **KIKI 一起专门研究了他们的电商平台** |
| **Laurent's e-commerce sales platform in Singapore is not well known, and its main customer groups are active in Southeast Asia. It is a comprehensive online store platform called Selevon Global Supply Chain limited.**  **Laurent 在新加坡的电子商务销售平台，是不怎么知名的，主要的客户群体活跃在东南亚地区，是一个** **综合网店平台** **Selevon Global Supply Chain limited** |
| **This online store platform in my opinion is inconspicuous, there is no big visibility, the product is not special, there is no unique price advantage, there is no top technical advantage**  **这个网店平台在我看来是毫不起眼的，没有什么大的知名度，产品毫无亮点，没有独特的价格优势，没** **有顶级的技术优势** |
| **Personally, I do not object to online shopping. Online shops indeed bring great convenience to People's Daily life. However, Esco has very high requirements for online agents, such as well-known e-commerce platforms Amazon, Tmall and ebay, and Esco only places some symbolic quotas**  **我个人是不反对网络购物的，网店确实给人们的日常带来了很大的便利，但是** **Esco对于网络代理商** **的要求很高，像比较知名的电商平台** **Amazon 和** **Tmall 及** **ebay，Esco 都只是象征性地放一些配额** |
| **But for Kiki I can only do my best to help her**  **但是为了** **Kiki 我也只能够尽自己最大的努力帮助她** |
| **First of all, I invested a sum of money for the subsequent operation of Selevon, and Laurent and kiki also redistributed Selevon's shares, giving me 25%**  **首先，我投入了一笔资金用于** **Selevon 后续的运营，Laurent 和** **kiki 也把** **Selevon 的股份重新分配，** **我占了25%的股份** |
| **Later, at my suggestion, Laurent retained the current product structure, focusing on the NMN product of our company Esco in collaboration with Meiji Pharmaceutical**  **后来在我的建议下，Laurent 保留了目前的商品架构，重点引入了我们公司** **Esco 与明治制药合作的** **保健品，NMN 产品** |
| **Because I want to help Laurent solve the financial problem with the fastest speed, I choose this very mature NMN product**  **因为要用最快的速度帮助** **Laurent 解决财务问题，所以我选择了这款非常成熟的** **NMN 产品** |
| **Meiji Pharmaceutical NMN is a substance that improves the level of NAD+, which can help restore the energy metabolism function of cells, delay aging, improve cardiovascular system function, enhance cognitive ability, and reduce inflammatory response. It is the best sellingnmn product in Singapore, China and even the world**  **明治制药** **NMN 是一款提高** **NAD+水平的物质，可以帮助恢复细胞的能量代谢功能，延缓衰老，改善心** **血管系统功能，增强认知能力，减少炎症反应，它是新加坡和中国乃至全球卖得最好的** **nmn 产品** |

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| **There is also a price advantage. At present, SELEVON has only put on shelves three types of Meiji pharmaceutical NMN, priced at $699, $1299 and $1599. Through my coordination in the middle, the purchase price is $199, $399 and $499, which gives them a large profit margin**  **还有一个是价格优势，** **目前** **SELEVON 一共只上架了三款明治制药的** **NMN ，售价是** **699 美元、1299 美元、1599 美元，通过我在中间的协调，进货价格是** **199 美元、399 美元、499 美元，给了他们很大的** **利润空间** |
| **Kiki's SELEVON platform provides a significant profit margin for merchants who enter and**  **open stores in order to quickly expand the market. Three NMNs from Meiji Pharmaceuticals are priced at $699, $1299, and $1599, with merchant purchase prices of $499, $899, and $999. This also provides significant profit margins for merchants who open stores on the SELEVON platform**  **Kiki 的** **SELEVON 平台为了快速开拓市场，给到了入驻开店的商家非常大的利润空间，三款明治制药的** **NMN ，售价是** **699 美元、1299 美元、1599 美元，商家的进货价是** **499 美元、899 美元、999 美元，同** **样给了在** **SELEVON 平台开店的商家很大的利润空间** |
| **So far, in more than 3 months, due to the addition of these products, the number of new store occupants of their e-commerce platform SELEVON has increased by 40%, Most customers join because they can sell Meiji's NMN products**  **到目前为止，3 个多月的时间，由于这几款产品的加入，使他们的电商平台** **SELEVON ，新的开店入驻** **人数提升了** **40% ，都是冲明治制药的** **NMN 来的** |
| **Kiki offered me an extra 20% of my profits yesterday, and I turned her down, but she gave me this gift anyway**  **Kiki 昨天和我讲，要额外多我利润的20%分红，但被我拒绝了，但她还是送我了这个礼物** |
| 注：插入礼物图片，礼物的价值大概在 20-30 万人民币 |
| **Kiki is a very grateful person, as long as they can get out of trouble, that's good**  **Kiki 是一个很懂得感恩的人，只要她们能够走出困境就好** |
| **I will do what I can to help Kiki, and at the same time to keep a way out for myself, a property that is entirely my own, not my family**  **的帮助** **Kiki ，同时也算是给我自己留一个退路，一个完全属于我自己的产业，与我的家** **族无关** |
| 注：平台的事情聊清楚后，慢慢转移到聊规划 |
| **I have mapped out my goal, which ultimately is to achieve true financial freedom**  **已经规划好了自己的目标，最终是要实现真正的** **financial freedom** |
| **My own future plan is divided into three parts**  **我自己以后的规划分为三个部分** |
| **The first is our current job, which is to achieve Esco’s annual sales target of $1 billion within two years.**  **The second is to create a semi-retired job and run the e-commerce platform SELEVON together with Kiki. My subsequent idea is to build SELEVON into a pure e-commerce platform for health care drugs, medical equipment and large health industry.**  **The third plan is charity. I have been engaged in charity work and plan to set up my own charity foundation in the future. I have checked that it only takes 900,000 Singapore dollars to set up a non-public charity foundation in Singapore.**  **第一就是目前的工作，就是在二年内要完成** **Esco年销售额** **10亿美元的目标；**  **第二个是开创一个半退休式的工作，与** **Kiki 一起经营好电商平台** **SELEVON ，后续我的想法是，把** **SELEVON 打造成为纯粹的保健药品，医疗设备，大健康产业的电商平台；**  **第三个计划就是公益，我一直在从事慈善事业，以后有计划要创立一个自己的慈善基金会，我查询过在** **新加坡创立一个非公募慈善基金会，前期需要**100 **万新币就可以** |

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| **In my opinion, the primary stage of financial freedom is money freedom. In addition to money freedom, time freedom and work freedom, advanced financial freedom is a long-term process and an attitude towards life**  **我认为的** **financial freedom，初级阶段是金钱自由，高级的** **financial freedom 除了金钱自由，时间自** **由，工作自由外，高级的** **financial freedom 是一个长期的过程，是一种对生活的态度** |
| 注：聊自己对未来规划目标，然后再了解客户的未来目标，进行一个分享，拉近两个人的关系 |
| **What are your goals for the future**  **你呢，你对未来有什么样的目标** |
| **It sounds interesting. I'm sure you can achieve it**  **听起来很有趣，我相信你一定能够实现** |
| **But if you can keep up with the development of society, such as choosing the right industry for your own, to get more idle profits, you will be one step closer to your goal**  **但是如果你能够跟上社会的发展，比如选择正确的适合自己的行业，获得更多的闲置利润，你将会离你** **的目标会更近一步** |
| 注：做一个小的引导话题，看一下客户对自己的规划如何，顺着话题聊 |
| **复盘**  **客户：感情升华，衔接昨天的感情话题，加深情感交流**  **话题：人生感悟，爱情价值观，由闺蜜的故事引出电商平台**  **自己：爱情观，帮助闺蜜豪门家的产业，投入自己家族的产品，提到电商平台** |
| **明天规划：晒单**  **先建立一个聊天模板，打好草稿，想好话术，针对客户的特点，如何晒图，切入点是什么，怎么描述，** **如何引导客户对电商的兴趣，** **自己在心里先过一遍，预测一下晒完图后会有几种情况，如何回复，怎么** **应对。**  **除非客户自己强烈要求加入，不然不要拉** |
| **总结：整个过程就是先立人设，人设定位要高，前期不聊开店，聊工作** **60% ，感情生活** **40% ，清晰地** **表达自己的人物定位，快速提升热度，建立足够的信任感，感情越深对后续开发的成功率就越高**  **然后是打金融产品，股票、外汇、加密货币，全部打死**  **转折点是通过插入闺蜜的故事，引出电商平台，拉高我们的产品，展示我们的实力和优势** **有一个重点是，在把我们产品** **B 格拉高的同时，要做好过渡的话题，** **自然过渡到电商平台** |

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| **第七天** |
| **Have a nice weekend**  **周末愉快** |
| **DEVIN, it's Friday night on your end. Have you finished your work**  **DEVIN 你那边是周五晚上，工作都忙完了吧** |
| **I cooked my own breakfast, which can be considered brunch. I was a bit lazy this weekend and woke up late**  **自己煮的早餐，算是早午餐吧，今天周末有点偷懒，起床比较晚了** **（晒早餐照片）** |
| **I don't often cook by myself, and in my spare time, I treat it as a way to relax**  **我是不经常自己煮饭，闲暇之余就当成是一种放松** |
| **Yes, I have free time on weekends. I like to make some food for myself and enjoy a leisurely life**  **是的，周末有闲置时间喜欢自己弄点吃的，享受一下悠闲的生活** |
| **I like to cook and study food, even a bowl of noodles, a piece steak, I'll take it seriously**  **我喜欢烹制研究美食，甚至是一碗面，一块牛排都具有灵魂，都会用心对待烹制** |
| 注：顺着话题聊，聊兴趣爱好，美食，休闲时间如何放松，逛街购物等等 |
| **Sorry, my assistant called me**  **不好意思，我助理给我来电话** |
| 注：聊到话题热度起来，就插入要接一个电话，然后暂停 15 分钟左右 |
| **My assistant usually doesn't disturb me during break time. I received a message that at a**  **factory in Vietnam, there was a mistake in the shipping order and the goods were sent to the wrong e-commerce platform. The goods that were originally supposed to be sent to the SELEVON e-commerce platform were sent to Amazon**  **我助理一般不会在休息时间打扰我，我接到一个消息是，在越南的工厂，搞错了出货单，电商平台的货** **发错了，原本要发往** **SELEVON 电商平台的货物发往了** **Amazon** |
| **晒单，插入一张产品出库单，金额大概** **200-300 万美元** |
| **It was originally a small incident, and solving this problem was very simple. We intercepted two batches of goods, exchanged them, rechecked and confirmed them, and then shipped them according to the correct order requirements**  **原本是一个小事件，解决这个问题很简单，把两批货物拦截，然后换货，重新检查确认，再按照正确的** **订单需求发货即可** |
| **But my assistant realized that this was not just an order issue, it could be a problem with factory management in Vietnam**  **但是我的助理意识到，这不仅仅是一个订单的问题，可能是越南的工厂管理出现问题** |
| **I just notified by phone that my assistant should take two inspectors to the factory in Vietnam to investigate this incident from a management perspective and evaluate the entire management system**  **我刚用电话通知，让我的助理带两名稽查人员，赶往越南工厂从这个事件开始调查，从管理上抓起，稽** **查评估整个管理体系** |
| 注：晒单后顺着话题聊，可以插入几个小故事 |
| **Esco has drug research and development bases in Singapore and the United States, while most of its production bases are in China and Vietnam**  **Esco 的药品研发基地在新加坡还有美国，而生产基地大部分是在中国还有越南** |
| **Esco Vietnam factory was completed and put into operation in 2022, and I also went to Vietnam to work for 2 months**  **Esco 越南工厂于** **2022 年建成投产，我还前往越南工作了2 个月** |
| **At present, Chinese factories mainly supply major hospitals and medical institutions in Europe, the United States, and Australia, as well as e-commerce platforms within China**  **目前基本的分配是中国工厂主要供应欧洲美国澳洲各大医院，医疗机构，中国境内的电商平台** |
| **The Vietnamese factory mainly supplies e-commerce platforms such as Selevon, Amazon, and eBay, as well as medical institutions in Southeast Asia**  **越南工厂，主要是供应** **Selevon和** **Amazon及** **ebay 等电商平台，还有东南亚的医疗机构** |

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| **Xtandi, a prostate cancer treatment drug produced by Esco ® ,** **Xtandi ® A therapeutic drug that inhibits cell growth and induces apoptosis by blocking multiple steps of the androgen receptor signaling pathway. Xtandi ® It was first introduced in the United States in 2016 and is indicated for patients with diffuse castration ineffective prostate cancer (CRPC) who develop disease progression during or after chemotherapy. Subsequently, it was also approved for the treatment of diffuse CRPC patients who did not receive chemotherapy. Xtandi ® Sold in approximately 70 countries**  **Esco 生产的前列腺癌治疗药物** **Xtandi® ,** **Xtandi®为透过阻止雄性激素受体信号通路的多个步骤抑** **制细胞生长并诱导细胞凋亡的治疗药物。Xtandi® 于** **2016 年在美国首次推出，其适应症为治疗化疗期** **间或之后发生疾病进展的扩散性去势治疗无效前列腺癌** **(CRPC) 病人。随后，它也获批用于治疗未接受** **化疗的扩散性** **CRPC 病人。Xtandi® 在约** **70 个国家销售** |
| **Another prostate cancer treatment drug, Eligard ® ,** **Eligard ® As a luteinizing hormone**  **releasing hormone (LHRH) agonist used for the treatment of prostate cancer, Anstella is sold in approximately 50 countries in Europe, Eastern Europe, Africa, and Asia and Oceania**  **另一款前列腺癌治疗药物** **Eligard® ,** **Eligard®为一种用于治疗前列腺癌的促黄体激素释放激素** **(LHRH) 激动剂，安斯泰来在欧洲、东欧和非洲以及亚洲与大洋洲地区约** **50 个国家销售此药** |
| **The therapeutic efficacy of these two drugs is leading globally, and others also include the treatment drug Betmiga for bladder overactivity ® And Vesicare ® ,** **Benign prostatic hyperplasia, Harnal ® ,** **And the immunosuppressive agent Prograf ® And Adragraf ®**  **这两款的治疗功效是领先全球的，其他还包括治疗膀胱過度活躍症治療藥物** **Betmiga®和** **Vesicare® ,** **良性前列腺增生症** **Harnal® ,** **以及免疫抑制劑** **Prograf® 及** **Advagraf®** |
| **The sales of drugs are distributed according to demand, and the sales channels for drugs are generally major hospitals or medical institutions with a complete treatment system**  **药品的销售都是按需求分配，药品的销售渠道一般是有完整的治疗体系的各大医院或者医疗机构** |
| **The channel for online store sales will gradually be opened up, and currently, the main focus is on selling anti-aging health products on e-commerce platforms such as Selevon, Amazon, and eBay**  **网店销售这个渠道也会慢慢地放开，目前主要是在** **Selevon 和** **Amazon及** **ebay 等电商平台销售抗衰老** **的保健品** |
| **Subsequent online store sales of products will increase antioxidant activity,**  **immunosuppressive drug rapamycin, stem cell therapy, mitochondrial autophagy activator, telomere reactivation, and other latest health products**  **后续网店销售产品，会增加抗氧化活性、免疫抑制药物西罗莫司、干细胞疗法、线粒体自噬激活剂、端** **粒重新激活这些最新保健品** |
| **Of course, these latest health products will be prioritized for supply to Kiki's e-commerce platform Selevon**  **当然这些最新保健品会优先向** **kiki 的电商平台** **Selevon 供货** |
| **总结：今天的主要任务是晒单**  **首先要把聊天的热度拉起来，借着越南工厂的一个失误插入，然后介绍一下公司的主要产品，再引出电** **商平台，** **目前销售的是抗衰老保健品，然后聊对于未来网络销售的规划，把未来前景吹大一点，这个时** **候要观察客户的反应以及兴趣度，针对性地起几个话题，不要硬拉客户** |

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| **第八天** |
| **Good morning DEVIN, how did you arrange today's rest**  **DEVIN 早安，今天休息怎么安排的呀** |
| **I just finished playing golf with Beata and Lydia**  **我刚和** **Beata 和** **Lydia 他们打完高尔夫** |
| **（打高尔夫照片）** |
| **It's over now, ready to return**  **现在结束了，准备返回** |
| **Beata insisted on inviting Lydia and me to dinner**  **Beata 非要请我和** **Lydia 去吃饭** |
| **Tian Shejia Singaporeese cuisine, I'm not sure if there is a branch in Los Angeles. If you have the opportunity to come to Singapore, I'll invite you**  [**田舍家日料**](https://www.baidu.com/s?wd=%E6%B7%B1%E5%9C%B3%E7%94%B0%E8%88%8D%E5%AE%B6%E6%97%A5%E6%9C%AC%E6%96%99%E7%90%86&rsv_idx=2&tn=baiduhome_pg&usm=2&ie=utf-8&rsf=165650002&rsv_dl=0_prs_28608_1&rsv_pq=e9cfef29000021dd&rsv_t=03a2wAg3oyuZHbZB135wKfaDOPm0mraHpNZ2amXOYHigyyr1X5ZQut9I1pUQQnCCR047&oq=)**，不知道在** **Los Angeles是否有分店，如果你有机会来新加坡，我请你** |
| **（餐厅照片）** |
| **Home, after lunch, go to Ginza Shopping with Beata and Lydia**  **到家了，吃完午餐后，同** **Beata 和** **Lydia 到银座** **Shopping** |
| **I'm tired of strolling around, so I went to the coffee shop to chat. It's been a long time since I felt so comfortable**  **逛累了，到咖啡厅聊天，好久没有这么惬意了** |
| **（发逛街购物的照片）** |
| 注：今天白天的话题就是休闲放松，分享我们的日常，与客户形成有效的互动 |
| **During the afternoon coffee chat, Beata asked me for a favor**  **刚刚喝咖啡聊天的时候** **Beata 有让我帮一个忙** |
| **Beata's younger brother Avery has just returned from studying in Australia and has not**  **received a satisfactory offer yet, Beata wants me to use connections to make his brother an agent for Esco drugs or health products**  **Beata 的弟弟** **Avery 刚从澳洲留学回来，** **目前还没有满意的** **offer，看能不能通过我的关系，让他弟弟** **代理** **Esco 的药品或者保健产品** |
| **This really puts me in a difficult position, but it's hard to refuse. Just as I was feeling distressed about it, I just got home and opened my computer when I saw Kiki sending me an email. It was a health product that Esco supplied to their e-commerce platform SELEVON, and the sales situation over the past three months**  **这个确实让我很为难，但是又不好拒绝，正当我为此苦恼的时候，刚刚回到家，打开电脑看到了** **kiki 给** **我发了一封** **email，是一份我们** **Esco 为他们的电商平台** **SELEVON 供货的保健产品，这三个月的销** **售情况** |
| **二晒，插入一张** **Selevon 三个多月** **NMN 产品的销售单** |
| **目前** **SELEVON 仅仅是** **NMN 这三款保健品，这么短时间的销售额达到了** **1800 多万美元，纯利润有** **550 多万美元** |
| **At present, Esco only offers three NMN anti-aging products, with a total sales revenue of $18795266 and a procurement cost of $6581950 in three and a half months. The profit of merchants who settle in SELEVON is $5518105, while Kiki's profit in these three months is $6695211, with a total profit of 300%. Of course, since their platform SELEVON is a merchant store model, nearly 40% of the profit is allocated to the merchants who settle in**  **目前我们** **Esco 只提供了三款** **NMN 抗衰老产品，三个半月的总销售额为** **18795266 美元，进货成本** **为** **6581950 美元，入驻在** **SELEVON 开店的商家利润是** **5518105，kiki 在这三个多月的利润是** **6695211 美元，总利润达到了** **300% ，当然由于他们的平台** **SELEVON 是商家开店模式，所以近** **40%的利润都拿** **给了入驻的开店商家** |
| **Kiki again offered me an extra 20% of my profits, which I declined, As long as Kiki's family gets through their financial crisis, I'll be happy**  **Kiki 又再次提起额外多给我利润的** **20%分红，被我拒绝了，只要** **Kiki 他们家能够走出困境，我也会觉得很开心** |

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| **Coincidentally, the reminder in this email has solved the problem I am currently thinking about. I can have Avery open a store on her e-commerce platform, SELEVON, at Kiki's house**  **刚好这封** **email 的提醒解决了我当前思考的问题，我可以让** **Avery 在** **kiki 她家的电商平台** **SELEVON 开店** |  |
| 注：回家后和客户聊天，就是通过一个事件，拉出开店这个话题，引起客户的兴趣，NMN 高端保健品， 技术领先，功效好，热度高，全球很多明星都在用，这些话题都可以加入去聊 |  |
| **I have dealt with it on my end. I just confirmed with Kiki and asked her to give Avery a spot to open a store**  **我这边处理好了，刚给** **kiki 确认了一下，让她拿一个开店的名额给** **Avery** |  |
| **Submit the application directly, and once approved, Avery will have its own online store**  **直接提交申请，审核通过后，Avery 就有属于自己的网店** |  |
| **（聊天对话框）③** |  |
| 注：插入一个和 kiki 的聊天对话截图，让客户看到我们找 kiki 拿开店的名额 |  |
| **With the help of me and Kiki, his online store business must be very good, mainly to help him sell healthcare products, and the profit will exceed 50%**  **有我和** **kiki 的帮忙，他的网店生意肯定很好，主要也是让他销售医疗保健品，利润会再超过** **50%** |  |
| **In the future, a series of specially customized health products will be launched, and Avery will also become the first batch of online store merchants**  **后续还会推出一系列的特别定制的保健品，Avery 也会成为第一批网店商家** |  |
| **总结：做好话题的衔接，由产品转到商城平台，二晒就是更直观地展示，让客户明白如果是他来开店，** **他可以赚多少钱，然后我们自己闺蜜的弟弟只是一个假设，就是要让客户有代入感，觉得这就是我，我** **开店的话，可以赚这么多钱，又有资源，又有人帮助，让他觉得这么高端的产品，我也可以玩，有一种** **优越感，让客户能够主动地提出要开店，如果客户没有主动提，我们可以找话题去引导，但不要硬拉**  **复盘：认真地复盘这两天，一晒和二晒的效果，如果没有拉升客户的开店兴趣，认真分析一下原因出在** **哪里，是否要换个切入点，多思考一下，多维度，多角度，全面地找出问题所在，针对性地解决** |  |

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| **第九天** |
| **Good morning DEVIN**  **早安** **DEVIN** |
| **You must have just got up. Do you have any special work to do today**  **你应该是刚起床吧，今天有什么特别的工作要忙吗** |
| 注：这边先了解一下今天客户忙不忙，找空闲时间聊天，对于昨天晒单后没有主动的客户，我们要找机 会拉 |
| **I just finished a one-day meeting, and now I am still in the company to do some sorting, and several new products will be launched soon**  **我刚刚结束一天的会议，现还在公司做整理，马上有几款新的产品要上市** |
| **There will soon be several health supplements with the latest anti-aging technology in the world, and a portion of the quota will be given to kiki's SELEVON platform**  **马上会有几款全球最新抗衰老技术的保健品，拿出一部分的配额给** **kiki 她们家的SELEVON 平台** |
| **Such as antioxidant activity, immunosuppressive drug rapamycin, stem cell therapy,**  **mitochondrial autophagy activator, and telomere reactivation, a total of 11 of these latest health care products will be gradually put into the SELEVON e-commerce platform**  **抗氧化活性、免疫抑制药物西罗莫司、干细胞疗法、线粒体自噬激活剂、端粒重新激活，这些最新保健** **品共有** **11 款，会陆续投入到** **SELEVON 电商平台** |
| **Because these are the exclusive products of Esco, they have absolute technical advantages in the whole industry, and even monopoly products, so there is no need to worry about sales, and how many quotas Esco can have will be snapped up**  **因为这些都是我们** **Esco 的独家产品，在整个行业来讲都是拥有绝对的技术优势，甚至是垄断性的产** **品，所以不用愁销量，Esco 能够有多少配额都会被一抢而空** |
| **And the profits of health products and drugs are very large, the normal is 65%—300%**  **而且保健品药品的利润都是非常大的，正常是在** **65%—300%** |
| **The launch of these products will certainly make Kiki's e-commerce platform SELEVON reach unprecedented heights**  **这些产品的投入肯定会让** **kiki 电商平台SELEVON 达到前所未有的高度** |
| **To this end, Kiki plans to increase the number of stores with health products. This time, there will be 20 stores dedicated to selling the latest health products. Merchants will also maximize profits, with profit margins expected to be between 45% and 90%**  **为此** **Kiki 打算专门针对保健品进行招商，这次会开放** **20 个的开店名额，专门售卖最新的这些保健产品，** **利润也会最大限度地给到商家，预计利润率为** **45%—90%** |
| 注：这边对于昨天晒单后没有主动要开店的客户，我们再做一个引导，聊到有难得的开店名额，尽量再 引导客户主动提出要开店，如果没有，我们再找话题拉他 |
| **I think you can also apply for a spot to open a store, DEVIN. Anyway, opening a store does not cost any money. If you are interested, I can talk to Kiki and ask him to reserve a spot for you**  **我觉得** **DEVIN 你也可以申请一个开店的名额，反正开店是不花钱的，如果你有兴趣，我可以和** **kiki 讲** **一下，让他为您保留一个名额** |
| **（聊天对话框）③** |
| **OK, Kiki has already arranged it for you, and she has also arranged a customer service**  **manager for you. You can directly add this customer service manager and he will guide you on how to apply for store opening. If you have any problems in the future, you can directly report to this customer service manager and he will solve them for you as soon as possible**  **OK ，kiki 已经安排好了，她也为你安排了一个客服经理，你直接添加这个客服经理，他会指导你怎么申** **请开店，后续有什么问题，你都可以直接和这个客服经理反馈，他会在第一时间为你解决** |

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| **复盘：**  **磨客户的内容：**  **一晒后根据客户的反映，在二晒前迅速做出调整；** **复盘，查缺补漏，衔接一晒和二晒间的话题；**  **一晒和二晒完成后，客户如果都还没有主动要开店，我们再针对性地设定一些话题，再引导引导，再不** **行，我们就主动拉一次，拉不动，再针对性地磨几天**  **总结：**  **准备工作很重要，在框架的基础上一定要根据客户的特点，针对性地有准备地拿出一个方案犹豫的客户，我们一定要问出原因，针对性地出击**  如果没有顺利进的客户，我们再想各种方式，磨一个星期，不行就放掉 |

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| **第十天** |
| **Good morning DEVIN**  **早安** **DEVIN** |
| **I feel a bit uncomfortable in my throat when I wake up this morning, and I feel like I'm going to have an inflammation**  **我早上起来喉咙有点不舒服，感觉要发炎了** |
| **Beata asked her brother Avery to just give me a bottle of loquat dew and two boxes of honeysuckle tea**  **Beata 的让她的弟弟** **Avery 给我送了一瓶枇杷露还有金银花茶** |
| **(照片）** |
| **Avery is very happy because he received an email from SELEVON platform yesterday, his**  **online store has been approved, and his store has already generated two orders, now he can focus on the operation of the online store**  **Avery 很开心，因为他昨天收到了** **SELEVON 平台的** **email ，他的网店已经通过审核了，并且已经产生** **了两笔订单，接下来他就可以专心于网店的经营** |
| 注：通过一个事件，把 Beata 的弟弟开店事情再讲一遍 |
| **It's actually very simple. Kiki has already arranged a dedicated customer service manager for Avery. If there are any unclear points, you can immediately ask questions and solve them**  **其实也是非常简单的，kiki 那边已经为** **Avery 安排了专属的客服经理，如果有不明白的地方，可以立马** **提问解决** |
| **I just called Kiki to express my gratitude for helping Avery**  **我刚刚也致电给了** **kiki ，她表示感谢对** **Avery 的帮助** |
| 注：这边对于昨天二晒后没有主动要开店的客户，我们再做一个引导，聊到有难得的开店名额，尽量再 引导客户主动提出要开店，如果没有，我们再找话题拉他 |
| **I think you can also apply for a spot to open a store, DEVIN. Anyway, opening a store does not cost any money. If you are interested, I can talk to Kiki and ask him to reserve a spot for you**  **我觉得** **DEVIN 你也可以申请一个开店的名额，反正开店是不花钱的，如果你有兴趣，我可以和** **kiki 讲** **一下，让他为您保留一个名额** |
| **（聊天对话框）④** |
| **OK, Kiki has already arranged it for you, and she has also arranged a customer service**  **manager for you. You can directly add this customer service manager and he will guide you on how to apply for store opening. If you have any problems in the future, you can directly report to this customer service manager and he will solve them for you as soon as possible**  **OK ，kiki 已经安排好了，她也为你安排了一个客服经理，你直接添加这个客服经理，他会指导你怎么申** **请开店，后续有什么问题，你都可以直接和这个客服经理反馈，他会在第一时间为你解决** |
| **再复盘：**  **再磨客户的内容：看下该铺垫的铺完了没有，客户的反映正不正常**  如果没有顺利进的客户，我们再想各种方式，磨一个星期，不行就放掉 |

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| **第** **11 天** |
| **Good morning DEVIN**  **早安** **DEVIN** |
| 注：先和客户热聊，话题转移到工作，然后聊今年要完成 200 亿的目标 |
| **In the first six months of this year, Esco only achieved $9.1 billion in sales, which is still short of the $20 billion target, and I still have to work hard to expand the distribution channel**  **今年前** **6 个月** **Esco 只完成了** **91 亿美元的销售额，按照常规推进的话，离** **200 亿美元的目标还有差** **距，我还要努力拓展一下销售渠道** |
| **The current trend of online sales is very good, is expected to exceed 100 million US dollars this month, kiki's e-commerce platform SELEVON, as long as Esco health care products, will be sold out quickly**  **目前线上销售的趋势非常好，预计这个月可以突破** **1 亿美元，kiki 的电商平台SELEVON，只要是Esco 投放的保健品，都会很快地卖完** |
| **I also want to plan to increase the supply of health care products on the e-commerce platform SELEVON, but because the price I offer is relatively low, the senior management of the company in the family has many opinions, but I will resist these pressures and try my best to achieve the goal of 20 billion US dollars. Even if the final result is not reached, at least I have made efforts and have no regrets**  **我也是在加大对电商平台** **SELEVON 保健产品的供货量，但因为我给出的价格比较低，家族内部也是有** **很多意见，但是我会顶住这些压力，尽力完成** **200 亿美元的目标，就算最后结果没有达成，起码我努力** **拼搏过，就没有遗憾** |
| **I also hope you can help me, together with me, although you will feel that you can not do much, but I want is your determination to work together with me, I hope you can support me in action**  **我也希望你可以帮我，同我一起，虽然你会觉得自己出不了多少力，但是我想要的是你和我一起努力的** **决心，希望你能够在行动上支持我** |
| **We can run an online shop together, work hard together, let me feel your warmth**  **我们可以一起经营一个网店，一起努力，让我感受到你的温暖** |
| **You apply for an online shop first, and gradually start to operate it. I will talk to Kiki and ask her to give you a place**  **你先申请一个网店，慢慢地经营起来，我和** **Kiki 讲一下，让她给你一个名额** |
| **总结：**  **最后再利用，** **自己和公司签的协议，要完成** **200 亿美元的目标，让他帮忙开店，强拉一下** |
| 如果没有顺利进的客户，我们再想各种方式，磨一个星期，不行就放掉，放掉是放在那里偶尔问候一下，不要聊死了 |
| **医疗保健品行业内部开会通常有以下几种类型的会议：**  **一、产品研发会议**  **新品策划研讨会：**  **参会人员主要包括研发团队核心成员、市场调研专家以及高层管理人员等。例如，研发部门的药剂师、生物技术专家会同市场部门中熟悉消费者需求和市场趋势的调研人员，以及公司的产品总监等共同参与。**  **会议内容围绕着挖掘市场上未被满足的医疗保健需求展开深入讨论，比如针对特定疾病的预防或辅助治疗领域，分析现有产品的不足，探讨如何开发出具有创新性和差异化的新产品。像在心血管健康领域，研究如何利用新的生物科技或天然成分，开发出更有效的保健品来辅助降低血脂或血压。会上还会对产品的功效预期、适用人群、剂型设计等进行详细规划。例如，针对老年人常见的骨质疏松问题，商讨是开发钙片形式的保健品还是口服液形式，以更好地满足老年人的服用习惯和吸收需求。**  **会议成果通常是形成一份详细的新品研发方案初稿，包括产品概念描述、初步的配方设想、预期的研发周期和预算等。**  **研发进度汇报与评估会议：**  **参会者有研发项目负责人、各专业领域的科研人员（如医学专家、化学家、营养师等）以及质量控制人员等。比如在一家专注于营养补充剂研发的企业中，参与会议的可能有营养学博士负责讲解产品成分的研究进展，化学分析师汇报成分的稳定性测试情况，以及质量控制主管说明生产工艺的优化情况。**  **会议主要是各研发小组汇报阶段性成果，包括已完成的实验数据、遇到的技术难题及解决方案等。例如在一款新型益生菌保健品的研发过程中，科研人员汇报不同菌种的筛选结果、在模拟肠道环境中的活性测试数据，以及如何解决产品在储存过程中活菌数量下降的问题。同时，会议还会对研发进度进行评估，对照项目计划的时间节点，检查是否存在延迟风险，并讨论如何调整资源分配以确保项目按时完成。质量控制人员则会详细汇报产品质量检测的结果，包括纯度、安全性等方面的指标是否符合标准。**  **会议结束时，会明确下一阶段的研发重点和目标，并制定详细的行动计划。例如确定接下来要进行的人体临床试验的方案和时间安排，或者进一步优化产品配方以提高功效和稳定性。**  **二、市场营销会议**  **市场趋势分析与策略制定会议：**  **参与人员涵盖市场部全体人员、销售团队负责人以及行业分析师（如果有外部聘请的专业市场研究机构人员也会参与）。比如市场部的品牌经理、渠道推广专员会同销售部门的大区经理，以及专业的医疗保健行业市场研究顾问一起开会。**  **会议重点是分析当前医疗保健品市场的动态和趋势，包括消费者需求变化、竞争对手的动向、行业政策法规的更新等。例如，通过市场调研数据发现消费者对天然有机保健品的需求呈上升趋势，会议将讨论如何调整公司的产品策略和营销宣传重点，以满足这一市场需求。同时，结合市场趋势和公司的产品特点，制定针对性的市场营销策略，包括产品定位、价格策略、促销活动计划、广告宣传方案等。比如针对一款新推出的免疫增强型保健品，确定将其定位为高端专业的健康产品，制定相应的价格体系，并规划在社交媒体平台上开展一系列的专家讲座和消费者体验分享活动，以提高产品的知名度和美誉度。**  **会议成果是形成一套完整的市场营销策略方案，明确各阶段的营销目标和具体实施计划，包括各项营销活动的时间节点、责任人员和预算分配等。**  **销售业绩总结与计划会议：**  **参会人员主要包括销售团队全体成员、市场部相关人员以及公司高层管理人员。例如销售部门的区域经理、客户经理与市场部的营销策划人员以及公司的销售总监、总经理等一起参与会议。**  **会议首先对过去一段时间（通常是一个月、一个季度或一年）的销售业绩进行详细总结，包括各产品的销售数据、销售渠道的表现、客户反馈等。例如分析不同地区的销售额差异，找出销售增长较快的区域和原因，以及销售下滑的区域存在的问题。同时，客户经理会分享与客户沟通中收集到的产品意见和市场需求变化。然后，根据销售业绩和市场情况，制定下一阶段的销售计划，包括销售目标的设定、销售渠道的拓展和优化、客户关系管理策略等。比如计划在下一季度重点开拓电商销售渠道，增加线上推广投入，并针对大客户制定个性化的销售方案和服务计划。**  **会议结束时会明确每个销售人员的具体销售任务和目标，并制定相应的考核和激励机制，以确保销售计划的顺利实施。**  **三、质量管控会议**  **质量标准培训与更新会议：**  **参会者主要有质量控制部门全体人员、生产部门相关负责人以及研发部门的质量专家等。例如质量控制部门的质检员、质量主管会同生产车间的主任、工艺工程师，以及研发部门中负责产品质量研发的专家一起参加会议。**  **会议内容包括对国家和行业最新的质量标准、法规进行解读和培训，确保公司全体人员了解并严格遵守相关要求。例如详细讲解新颁布的保健品质量检测方法和标准，以及如何在生产过程中进行质量控制以符合这些标准。同时，结合公司的实际情况和产品特点，对公司内部的质量控制标准进行更新和完善。比如根据市场反馈和监管要求，提高公司某类保健品的纯度标准，或者增加对某些潜在污染物的检测项目。**  **会议成果是全体参会人员对新的质量标准有了清晰的理解和掌握，并制定出详细的质量控制操作手册和流程更新方案，用于指导生产和质量检测工作。**  **质量问题分析与改进会议：**  **参与人员包括质量控制人员、生产技术人员、采购人员以及相关管理人员等。例如质量检测员发现某批次产品存在质量问题后，召集生产线上的工艺操作员、原材料采购专员以及质量经理、生产经理等共同开会分析问题。**  **会议围绕出现的质量问题进行深入分析，查找问题的根源。可能是原材料的质量波动，如某一批次的中药材有效成分含量不达标；也可能是生产过程中的工艺控制不当，如温度、湿度等参数偏离标准导致产品质量下降；或者是包装环节出现问题，影响了产品的保质期和稳定性。针对找出的问题根源，制定切实可行的改进措施，如加强对原材料供应商的质量审核和管理，优化生产工艺参数，改进包装材料和技术等。例如，如果发现是原材料问题，决定与供应商重新签订质量保证协议，并增加对原材料的抽检频率；如果是生产工艺问题，组织生产技术人员进行技术培训和工艺改进试验。**  **会议结束时会明确改进措施的责任人和完成时间，并建立质量问题跟踪机制，定期检查改进措施的实施效果，确保类似质量问题不再发生。**  **四、行业交流与合作会议**  **行业研讨会与学术会议：**  **参会人员广泛，包括企业内部的科研人员、管理人员，以及来自同行业其他企业的专业人士、学术界的专家学者、行业协会代表等。例如在一场医疗保健品行业的学术研讨会上，公司会派遣研发团队中的医学博士、产品经理等参加，同时还会邀请高校的医学教授、科研机构的专家以及其他知名企业的技术骨干共同参与。**  **会议主要围绕行业的前沿技术、研究成果、发展趋势等主题进行深入交流和探讨。例如举办关于生物制药技术在保健品领域应用的研讨会，会上专家学者会分享最新的研究成果和技术突破，企业代表则会介绍各自在产品研发中应用相关技术的经验和案例。同时，会议还为企业提供了一个展示自身实力和产品的平台，促进企业之间的合作与交流。比如在会议期间设置企业展示区，展示公司的最新产品和技术成果，吸引潜在的合作伙伴关注。此外，还会组织专题讨论环节，针对行业面临的共性问题，如保健品的安全性评价标准、市场监管政策的影响等，进行广泛的讨论和交流，寻求行业解决方案。**  **会议的成果包括企业人员获取了行业最新的知识和信息，拓展了专业视野，为企业的产品研发和创新提供了新思路。同时，通过与其他企业和专家的交流，建立了潜在的合作关系，为企业未来的发展创造了更多机会。例如企业与高校科研团队达成合作意向，共同开展某项新技术的研发项目，或者与其他企业在原材料采购、市场推广等方面建立合作联盟。**  **合作洽谈会议：**  **参会者主要有企业的高层管理人员、商务拓展人员以及潜在合作伙伴的代表等。例如公司的总经理、商务总监会同有意向进行合作的原材料供应商、销售渠道商、研发机构等方面的代表进行会议。**  **会议目的是就具体的合作项目进行洽谈和协商，包括合作方式、合作内容、利益分配等关键事项。例如与原材料供应商洽谈长期供货合同，讨论价格优惠、质量保证、供货周期等条款；与销售渠道商商讨产品的代理销售事宜，包括销售区域划分、销售任务和目标、促销支持等方面的合作细节；与研发机构探讨共同开展新产品研发项目，明确双方的责任和义务、知识产权归属、研发经费的分担等问题。在会议过程中，双方会充分沟通各自的需求和优势，寻求最佳的合作方案。**  **会议结果是达成合作协议或者明确下一步的合作推进计划。如果洽谈成功，双方会签订正式的合作合同，并确定具体的项目实施时间表和责任人。如果还需要进一步的沟通和协商，会约定下一次会议的时间和重点讨论事项。** |
| **新加坡有很多出名的粤式餐厅，以下是一些推荐：**  **利苑酒家（Lei Garden）：位于新加坡的奇美诗（Chijmes），是一家荣获米其林一星的餐厅。它从一家传统的粤式餐厅发展成为国际知名的餐饮集团。这里的菜品精致，不断推陈出新，招牌菜有自制的蜜汁炸核桃、潮州式腌猪脚等。海鲜菜品也非常出色，如用 XO 酱蒸石斑鱼、用中国酒蒸阿拉斯加帝王蟹等。此外，还可以提前预订米其林星级套餐，品尝到餐厅的特色菜肴。**  **万豪轩（Wan Hao Chinese Restaurant）：位于新加坡万豪酒店内，将传统的烹饪技艺与现代的餐饮理念相融合，提供精致的粤式美食。这里的点心很受欢迎，比如北海道扇贝和鲟鱼子酱蒸饺，口感鲜美。还有川味蒜香酱蒸牛肚和山药、蟹肉和蟹黄油炸的鳕鱼等特色菜品，既保留了粤菜的精髓，又有创新的元素。**  **华厅（Hua Ting Restaurant）：在新加坡乌节大酒店内，是一家备受赞誉的粤菜餐厅。这里的菜品丰富，无论是传统的粤菜经典，还是创新的粤菜料理，都能满足食客的需求。餐厅经常推出新年意头菜和套餐，适合家庭聚餐和商务宴请 。**  **红星酒家（Red Star Restaurant）：这是一家具有 47 年历史的老牌粤式餐厅，非常正宗。餐厅的装修具有老牌五星饭店的风格，服务员会推着传统的粤式手推车为客人上菜。这里的肠粉、叉烧酥、流沙包、虾饺等粤式点心都非常出色，是体验粤式早茶的好去处 。**  **翡翠皇宫（Crystal Jade Palace）：这是一家老牌的连锁粤式餐厅，其菜品如叉烧、豉汁凤爪、肠粉、菠萝咕噜肉等都很值得品尝。餐厅的环境优雅，适合家庭聚餐和朋友聚会 。**  **华乐酒家（Hua Le Chinese Restaurant）：开业 31 年，是新加坡正宗的粤菜老字号，多次被《Singapore Tatler》评为 “新加坡最棒的餐厅” 之一。餐厅环境典雅舒适，菜品在粤菜风格的基础上有一些改良，推荐西兰花炒蟹肉、龙虾面和菠萝包等。这里午餐时段提供点心，晚餐则不供应 。**  **喜来登酒店李白粤菜餐厅（Li Bai Cantonese Restaurant at Sheraton Towers Singapore）：位于新加坡喜来登酒店内，提供地道的粤菜美食。餐厅采用大桌布局，配以玉器、银器和骨瓷餐具，营造出尊贵的用餐体验 。**  **新加坡比较出名的日料店：**  **Akira Back @ JW Marriott Hotel Singapore South Beach：这家店的主厨秋成勋（Akira Back）非常有名，拥有丰富的料理经验，曾在亚洲、非洲、中东和美洲等地开设过 16 家餐厅。店内的菜品融合了韩国、美国和日本的风味，招牌菜 “Holy Cow!” 将炸至完美的虾天妇罗、寿司米、Tajima 牛里脊和泡菜桃子酱巧妙结合，令人惊艳。人均消费 100 新币以上，位于 30 Beach Road, Level B1M, JW Marriott Hotel Singapore South Beach。**  **Mikuni @ Hotel Fairmont Singapore：费尔蒙酒店内的这家日料店提供高品质的日本料理，拥有经验丰富的厨师团队和优质的食材。这里的寿司、刺身等料理都备受食客赞誉，是享受精致日料的好去处。**  **Sen of Japan @ The Shoppes at Marina Bay Sands：位于滨海湾金沙购物中心，店内的食材新鲜，料理技艺精湛。在享受美食的同时，还能欣赏到滨海湾的美景。这里的菜品丰富多样，从传统的寿司、刺身到创意料理都有提供 。**  **Shoukouwa Restaurant：这是一家米其林二星的日料店，采用来自东京丰州市场的新鲜海产，为食客带来清爽鲜美的味觉体验 。**  **Shukuu Izakaya：是一家居酒屋风格的日料店，氛围轻松愉快，适合朋友聚会或休闲用餐。这里提供各种日式小吃、烤物、拉面等，菜品口味地道。**  **Nanbantei Japanese Restaurant @ Far East Plaza：在远东广场的这家日料店，以其正宗的日式烤肉而闻名。店内选用优质的肉类，经过精心烤制，口感鲜嫩多汁，搭配上特制的酱料，味道十分美味。**  **The Gyu Bar：主打和牛料理，提供各种高品质的和牛菜品，如和牛寿司、和牛烤肉等。店内的和牛品质上乘，脂肪分布均匀，入口即化。**  **Shinzo Japanese Cuisine：是一家性价比高的日料店，由拥有 30 年经验的资深主厨主理，为食客打造别开生面的用餐体验 。**  **Kouteppan：店内提供价格较为亲民的 omakase 套餐，午餐 6 道菜的 omakase 只需 58 新币，晚餐 8 道菜的 omakase 为 88 新币。菜品以海鲜为特色，还有特色的日本 A5 和牛釜饭等。地址位于 1 Kim Seng Promenade, #B1-134 Great World。**  **Hakusushi：同样位于 Kim Seng Promenade，这里提供关西风味的寿司和 omakase 套餐。午餐的 omakase 售价 68 新币，有 9 道菜；晚餐的厨师发办售价 88 新币，有 12 道菜。**  **Misato：位于 Centerpoint 地下一层，店铺面积较小，装修简单，但菜品精致，味道正宗，价格实惠。招牌菜有老虎虾丼饭、味增酱腌制的 A5 和牛等。**  **Paaru：隐藏在牛车水珍珠山的半山腰艺术区，环境清幽，具有京都的京町屋风格。这里的料理注重 “旬”，即食物与季节的自然配合，少油脂多炖煮，突出食材本身的色泽、香味和味道。**  **estate 全日制自助餐厅：位于乌节路核心地带的新加坡乌节希尔顿酒店内，以住宅风格打造，氛围迷人。晚餐自助餐有现点现做的主厨招牌菜、丰富的海鲜、西餐和亚洲美食，还有招牌黑松露烤鸭等特色菜肴。特别推荐周五周六晚上的海鲜与美酒盛宴，以及周日的香槟早午餐 。**  **basilico 餐厅：在新加坡乌节康莱德酒店内，主打意大利美食，以活泼的共享氛围和浓郁的意式风情闻名。餐厅环境有着浓厚的托斯卡纳农舍风格，特别是露天阳台的用餐体验，非常棒 。**  **osteriamozza：这是洛杉矶米其林一星级餐厅在亚洲的唯一分店，由美国名厨 Nancy Silverton 主理。这里的加州意式美食让人回味无穷，酒单也非常丰富 。**  **Chatterbox：这是一家网红新加坡早午餐餐厅，提供全天早午餐，菜品丰富，味道不错。推荐品尝帕尔马火腿包蛋配烤土司。**  **老曾记：售卖各种口味的酥皮饺和炸物，以咖喱味的最为出名。这家店在乌节路这种繁华商业街，逛累了买一个果腹很方便。**  **史努比餐厅：也就是查理布朗咖啡厅，这一人一狗是很多人的童年记忆。装潢和食物造型都很可爱。吃完可以去隔壁的史努比专卖店带纪念品回来，这是世界上第一家查理布朗咖啡厅。**  **布丁狗主题餐厅：一家适宜小憩的主题餐厅，店里摆着软萌的玩具，饮品和甜品花花绿绿很童趣，味道也不错。**  **乌节路街头冰淇淋：义安城出口列着好几家这样的冰淇淋，其中在谢霆锋的《十二道锋味》中出现的那家老爷爷的摊子最火。冰淇淋可以配面包或华夫饼。**  **味之楼：新加坡有几家口味正宗的粤菜，味之楼就是其中一个。这边的走的是高大上路线，价格较高，但装潢高雅，食材品质很高。** |
| **分享一些有趣的日常**  **今天我参加了与监管机构的例行会议，以为会像往常一样来回讨论合规问题。但会议进行到一半时，一位官员随口提到了一条我们都没有听说过的新监管指南。这让我们不得不当场调整计划。这让人感到压力很大，但也让我意识到这个行业的变化速度有多快，保持灵活性是多么重要**  **今天，我和一位新客户谈论我们最新的健康补品，以为他们会问一些关于功效和安全性的常见问题。但他们问我，‘这种产品是否也能帮助高水平运动员缓解压力？’这完全改变了我们讨论的方向，现在我们正在考虑如何向完全不同的受众推销该产品**  **在一次国际制药会议上，我与另一家公司的高管交谈，他们突然认出我来自我多年前参与的一个项目。原来，他们现在的公司间接受益于我们当时所做的研究。我们最终进行了一场非常有趣的讨论，讨论这个行业到底有多小**  **今天一开始和其他实验室的日常工作一样，但在测试新配方时，我们意外地发现产品稳定性有了惊人的改善。我们原以为需要数周反复试验的事情在几个小时内就发生了！这提醒我们，研究是多么不可预测，即使是‘错误’也能带来突破** |