



# Asia-Pacific Management Consulting GmbH

Germany · China · India · Japan · Taiwan · Hong Kong · Korea · Southeast Asia



**Seminar:**

**Sales Training and Planning**

# Why use APMC for Asia Training Courses for your employees?

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## **Who is Asia-Pacific Management Consulting GmbH (AMPC)?**

Asia-Pacific Management Consulting GmbH (APMC) has supported German and European companies since 1997 to be successful in Asia. Our expertise comprises Management Consulting, such as marketing research, competitor analysis, strategy development & implementation, establishment of subsidiaries and plants, due diligence, as well as feasibility studies, search and selection of local partners, crisis management and negotiations with authorities and partners. In HR-Consulting we are specialized in recruitment and training of professionals and mid- to top-level managers for Asia – expats as well as locals.

Our clients are renowned multinationals such as Bertelsmann, Beck's Beer, Carl ZEISS, and innovative SME' such as Kammann Maschinenbau GmbH, Kathrein Werke, KNF Neuberger, Lindner Group, Staedtler, Vitakraft, Wieland Metall, Wiha Werkzeuge and more.

## **What differentiates APMC from other training providers?**

- Our goal is to impart specific knowledge, which is crucial for business success in Asia and with Asian counterparts, to the participants of our seminars. Unlike most other providers of intercultural seminars, we do not hold strict cultural sciences presentations.
- We are THE Asia-Consultancy in Germany with in-depth, up-to-date practical experience from our daily project work with clients from different industries. Thus the participants of our training courses and seminars benefit from first-hand expertise, and learn tips & tricks, as well as best practices and specific advice on behavior, to facilitate successful interactions with Asian business partners and employees for the desired result.
- The participants who profit from our Asia expertise represent numerous industries and countries:
  - Industry Experience: Automotive, banking, building materials, chemical, electronic components, power industry, F&B, pumps & valves, measuring instruments, medical devices, FMCG, cosmetics, mechanical engineering, metal processing, multimedia, optical devices, fittings, fashion, telecommunication, textiles, etc.
  - Country Experience: China, Taiwan, Hong Kong, Singapore, Japan, Korea, India, Thailand, Malaysia, Indonesia, Vietnam
- Best practice examples, as well as examples of failed engagements in Asia are presented to illustrate chances and risks.
  - Most of our seminars are held by Dr Kuang-Hua LIN, CEO & President of Asia-Pacific Management Consulting GmbH. Dr Lin has lived in Germany since 1987. With frequent business travels to Asia, there are not many other trainers who can draw from such a rich pool of first-hand business experience in Asian markets and in Germany.

## Clients comments about our Asia Training Courses

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“Especially impressive for me was the practical relevance. You notice immediately that Dr Lin uses his knowledge from his daily consulting experience. The numerous tips and practical examples are worth its weight in gold for every entrepreneur and manager who deals with China or Asia. The coaching was very helpful for me to get a better understanding about the Chinese and the reasoning behind their actions, which is mandatory for success in China. With this seminar Dr Lin has proven the competency of Asia-Pacific Management Consulting GmbH.”

**Andreas K. Burwick, CEO, Thinking Networks AG, Aachen**

“Overall – Excellent”

“Excellent case studies and dealing with questions”

The workshop lives with the expertise of Dr Lin. One can feel that this is not only theoretical talk – The presented views are backed by professional experiences.”

**Bernd Dautel, Managing Director, Wieland Metals Singapore (Pte) Ltd., Singapore**

- Excellent workbook
- Well balanced and explained details
- Excellent structure/topics
- Asians are not just Asians – some very important differences between Chinese, Koreans and Japanese
- Good basis to improve dealing with Asians
- The great know-how of Dr Lin in culture AND doing business was of great benefit. It was a pleasure to listen to and discuss with him

**Wärtsilä Switzerland Ltd., Winterthur, Schweiz (Statements in anonymous feedback forms of our long time seminar client)**

“Very good speaker, extremely experienced”

“Further comments during the presentations of other speakers were very helpful”

**Seminar “Compliance Management in China Business”, Management Circle, Dr Lin as seminar leader and speaker.**

“First and foremost, again thank you for your engagement, your ideas and the interesting overview of the Asian culture and business world! These two days, and the conversations during lunch-time with you and your staff, showed us many, many new perspectives! We have to, and will, reconsider several things we have heard from you. There were many suggestions, and now I am especially sensitized with respect to how Europeans deal with Asians (and vice versa)! Thank you for that! I guess I will think about you and the seminar many times when I work in Asia.

**Philip Harting, Managing Director Asia, Harting KgaA, Espelkamp**

Seminar Title	Type of Training	Duration	Country Focus
Cultural Seminar	Seminar	1-2 days	China, India, Japan, SEA, Korea, Asia in General
Culture & Negotiations	Seminar & Workshop	2 days	China, India, Japan, SEA, Korea, Asia in General
Negotiation Workshop	Workshop	1 day	China, India, Japan, SEA, Korea, Asia in General
Culture, Purchasing or Sales and Practical Exercises	Seminar & Workshop	1-2 days	China, India, Japan, SEA, Korea, Asia in General
Export Seminar	Seminar	1 day	China
Culture & Production in China	Seminar & Workshop	2 days	China
Success in China	Seminar	1-2 days	China
Preparation for Expat Assignments	Individual Coaching	1-2 days	China, India, Japan, SEA, Korea, Asia in General
Preparation Tailored to Technicians and Engineers	Individual Coaching	1 day	China, India, Japan, SEA, Korea, Asia in General
China Workshop: Establishment of a Branch or Production Facility in China	Workshop	2 days	China
Successful Management of Subsidiaries in China	Seminar & Workshop	1-2 days	China
Compliance Management for the China Business	Seminar	1-2 days	China
Chinese Labor Law	Seminar	1 day	China
IT-Connection China	Seminar	1 day	China
Individual Strategy Workshop	Workshop	1 day Training, 1 day Preparation	China, India, Japan, SEA, Korea, Asia in General
Management Development Training	Seminar, Workshop, Individual Discussion	1-2 days	China, India, Japan, SEA, Korea, Asia in General
Management Development Training and Sales Training	Seminar	2 days	China, India, Japan, SEA, Korea, Asia in General
Human Resources Workshop	Workshop	1 day	China, India, Japan, SEA, Korea, Asia in General
Sales Training	Sales Training with Individual Customized Training Material / Assessment of Sales & Final Report / Individual Employee Assessment	4 days Preparation + Customization of Training Material, 3 days Training, 6 days Assessment of Sales Efficiency & Final Report, 4 days Individual Employee Assessment	China, India, Japan, SEA, Korea, Asia in General
Working with Germans	Seminar	1 day	For Asian Employees

# Sample Agenda: Sales Training and Planning

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## 1. The Principles of Professional Selling

- How to find customers who will buy your products?
- How to approach them?
- How to get leads and qualify them?
- How to prioritise and focus on the most important customers?
- How to win confidence and trust?
- How to make your offer attractive?
- How to compete with your competitors effectively?
- How to build long-term relationships?
- How to negotiate effectively?
- How to customise your sales message and sales styles?
- How to close a deal and reinforce the sale?

## 2. Advanced Selling and Negotiations Skills

- How to plan and prepare for each stage of the negotiation process?
- How to create an environment to achieve successful negotiations?
- How to project a sense of trust, credibility and openness?
- How to be flexible and co-operative without giving money away?
- How to find your own personal best selling and negotiation style?
- How to use your body language and speech to sell?

## 3. Customer Retention and Complaint Management

- How to manage the life cycle of customers?
- How to identify profitable customers?
- How to maximizing customers lifetime value?
- How to improve your customer retention rate?
- How to develop and implement a customer loyalty program?
- How to manage complaints of customers?
- How to conduct after-sales-service profitably?

## 4. Exercise: The Selling of Technical Products

Our trainer will challenge the participants to explain the following questions:

- What is so special about your products?
- Why should the customers buy yours and not from competitors?
- What are the strengths and weaknesses against all major competitors' products?
- What are the arguments to sell our own products?
- How to explain the advantages of your products using notes and visual aids?

# Request for Quotation

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## Asia-Pacific Management Consulting GmbH

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Seminar topic: \_\_\_\_\_

Venue: \_\_\_\_\_

Desired seminar duration: \_\_\_\_\_

Desired seminar date: \_\_\_\_\_

Optional seminar date: \_\_\_\_\_

Est. number of participants: \_\_\_\_\_

### Desired seminar topics & goals:

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\_\_\_\_\_  
\_\_\_\_\_

### Your contact details:

Name: \_\_\_\_\_

Position: \_\_\_\_\_

Department: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

Tel. no: \_\_\_\_\_

E-mail: \_\_\_\_\_

\_\_\_\_\_  
(Date)

\_\_\_\_\_  
(Signature)

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