



**MARKETING TRAINING COURSES**  
**AUTUMN 2008**

**市场营销培训课程**  
**2008 年 秋**

BEIJING NOVEMBER 20-21, 2008

北京 2008 年 11 月 20-21 日

Value-Based Marketing

增值市场营销

Using Segmentation to Develop a Tailored B2B Offering

利用市场细分，为行业客户提供量身定制的产品和服务

[www.b2binternational.com.cn](http://www.b2binternational.com.cn)

市场研究 · 营销咨询 · 营销培训

MARKET RESEARCH · MARKETING CONSULTANCY · MARKETING TRAINING

## Training event at a glance

What?	<ul style="list-style-type: none"> <li>Value-Based Marketing</li> <li>Using Segmentation to Develop a Tailored B2B Offering</li> </ul>
When?	<ul style="list-style-type: none"> <li>Thursday, November 20, 2008</li> <li>Friday, November 21, 2008</li> </ul>
Where?	Central Business District, Beijing
How much?	3,000 RMB per attendee, per day

### What makes B2B International's training courses different?

Our team has decades of experience in the field. However, we also understand how valuable our clients' contribution is to our training events.

In addition to the insights and knowledge that our trainers bring to the table, some of the most important learnings result from the discussions and debates that our trainers stimulate, and from the practical aspects of our workshop sessions. This is why all our training courses combine unrivalled marketing and

strategy know-how with the opportunity for candidates to get hands-on and practical. During the courses attendees are encouraged to:

- learn the concept, model or tool
- see how others have practised its application successfully
- apply the concept, model or tool to their own business
- decide how they can implement it in their own business

### What will I learn?

#### Value-Based Marketing

Thursday, November 20, 2008

Our value-based marketing workshop explores the key marketing principles and how you can make them work for you.

9.30-11.00	<ul style="list-style-type: none"> <li>What is value-based marketing?</li> <li>Market intelligence and value-based marketing</li> </ul>
11.30-13.00	<ul style="list-style-type: none"> <li>Market analysis and market mapping</li> <li>Market segmentation</li> </ul>
14.00-15.30	<ul style="list-style-type: none"> <li>Competitive intelligence</li> <li>Creating customer value</li> </ul>
16.00-17.30	<ul style="list-style-type: none"> <li>Pricing for value capture and profit</li> <li>Implementation and measurement</li> <li>Round-up &amp; final tips</li> </ul>

## 培训一览

题目	<ul style="list-style-type: none"> <li>增值市场营销</li> <li>利用市场细分, 为行业客户提供量身定制的产品和服务</li> </ul>
时间	<ul style="list-style-type: none"> <li>2008年11月20日, 星期四</li> <li>2008年11月21日, 星期五</li> </ul>
地点	北京 CBD (中央商务区)
价格	人民币 3000 每人每天

### B2B International 的培训课程为何与众不同呢?

我们的团队拥有数十年的市场营销和战略经验。而且我们深信, 客户的参与会给我们的培训课程增光添彩。

除了我们培训师本身给您带来的行业洞察力, 知识和经验, 您还可以通过课程中互动环节中的探讨和辩论, 对所学内容加深理解和认识。这就是为什么我们所有的课程都能结合市场和战略, 并确保学员能够

掌握并付诸实践。在培训中我们鼓励学员们:

- 学习概念, 模型以及工具
- 了解其他人怎样熟练应用并取得成功
- 应用适合各自商业领域的概念, 模型及工具
- 决定如何在各自商业领域内执行和 实施

### 学员能学到什么?

#### 增值市场营销

2008年11月20日, 星期四

我们的增值市场营销互动课程在于探索市场规律的关键因素以及您如何运用这些规律为企业服务

9.30-11.00	<ul style="list-style-type: none"> <li>什么是增值市场营销?</li> <li>市场情报和增值市场营销</li> </ul>
11.30-13.00	<ul style="list-style-type: none"> <li>市场分析和市场定位</li> <li>市场细分</li> </ul>
14.00-15.30	<ul style="list-style-type: none"> <li>市场竞争情报</li> <li>给客户创造价值</li> </ul>
16.00-17.30	<ul style="list-style-type: none"> <li>合理的定价策略</li> <li>执行和监管</li> <li>总结</li> </ul>

## Using Segmentation to Develop a Tailored B2B Offering

Friday, November 21, 2008

This course is designed to help you develop and convey a CVP (customer value proposition) that meets your target market needs and is tailored to different target groups.

9.00-10.30	<b>The basics of CVP development</b> <ul style="list-style-type: none"><li>• What is a customer value proposition?</li><li>• Key characteristics of a CVP</li><li>• Why have a CVP?</li></ul>
11.00-12.30	<b>CVPs in business-to-business markets</b> <ul style="list-style-type: none"><li>• Challenges of CVPs in B2B markets</li><li>• Communicating CVPs in B2B markets</li><li>• CVPs in practice – challenges for your business</li></ul>
13.30-15.00	<b>Segmentation and CVPs</b> <ul style="list-style-type: none"><li>• What is segmentation?</li><li>• Why segment a business market?</li><li>• Types of segmentation – firmographic, behavioral and needs-based segmentation – why and how?</li><li>• Market intelligence and CVP development</li></ul>
15.30-17.00	<b>Tailoring CVPs towards your segments</b> <ul style="list-style-type: none"><li>• Targeting CVPs at individual segments – the practice</li><li>• What does this mean for your business?</li><li>• Tips on implementation</li></ul>

### Do I have to attend both courses?

No – you are welcome to attend just one of the training sessions, although of course we'd be delighted for you to join us on both days! The courses have been designed as standalone units, which can be attended individually. However, the courses undoubtedly complement each other to form a thorough and comprehensive 2-day training programme.

### Registration Fee

Attendance at our courses costs 3,000 RMB per day, which includes copies of all training materials to take away. Lunch and refreshments will also be provided and are included in the price.

### PAST CLIENTS

Over the years we have provided courses to some of the largest companies in the world, including the likes of Air Products, Deutsche Telekom, Dow Chemical, Dow Corning, Grundfos, Intel, International Paper, Michelin, Owens Corning, Shell and Yahoo! in over 100 countries.

*"Thanks so much for your excellent presentation, teaching, case studies, and the opportunity for us all to learn off each other. I hope we will have further opportunities to learn from B2B International."*

Shell

## 利用市场分割发展成为一个专业的 B2B 专家

2008 年 11 月 21 日, 星期五

为您的发展量身定制并能传递 CVP (客户价值定位), 能够针对不同的目标群体并达到你的目标需要。

9.00-10.30	<b>CVP 发展的背景</b> <ul style="list-style-type: none"><li>• 什么是客户价值定位?</li><li>• CVP 的关键因素</li><li>• 为什么要有 CVP?</li></ul>
11.00-12.30	<b>CVP 在 B2B 市场</b> <ul style="list-style-type: none"><li>• CVP 在 B2B 市场的挑战</li><li>• CVP 在 B2B 市场的渠道</li><li>• CVP 的实施 – 您行业的挑战</li></ul>
13.30-15.00	<b>CVP 的市场细分</b> <ul style="list-style-type: none"><li>• 什么是市场细分?</li><li>• 为什么要对行业的市场进行细分?</li><li>• 市场细分的类型 – 图解型, 动作型, 需要型</li><li>• 为什么要市场细分, 怎样市场细分?</li><li>• 市场情报和 CVP 的发展</li></ul>
15.30-17.00	<b>专业的 CVP 对您的市场的细分</b> <ul style="list-style-type: none"><li>• 针对特定市场的 CVP – 实施</li><li>• 这对您企业意味着什么?</li><li>• 技术和执行</li></ul>

### 我一定要同时参加这两个培训课程吗?

我们欢迎您能来参加全程两天的培训课程, 也非常欢迎您来参加两天培训课程之一, 我们的课程设计为两个独立课题。但是, 毋庸置疑的, 为了让这两天的培训更加透彻和全面, 两个课程是相辅相承的。

### 报名费

参加培训者每人每天 3000 元, 包括所有的培训材料, 午餐及甜点。

### 我们的客户

在过去的几年里, 我们曾给超过 100 个国家 的很多世界知名企业做过营销培训, 如 Air Products, Britvic, 德国电信, 陶氏化学, 道康宁, 格兰富, 英特尔, 国际纸业, 米其林, 欧文斯科宁, 壳牌和雅虎等!

*"非常感谢你们的精彩介绍, 讲授和案例分析。你们为我们大家提供了互相学习的机会。我希望将来还有机会参加 B2B International 的培训课程"*

壳牌公司

## Registration

To register your attendance at our next Beijing training event, please print out and complete this form, then fax it back to +86 (0)10 6515 6643. Alternatively, you can email it to [beijing@b2binternational.com](mailto:beijing@b2binternational.com)

If you have any further questions, or would like to book your place(s) over the phone, please call us on +86 (0)10 6515 6642.

Course Title	Date	Price per person	No. of places requested (please complete)
Value-Based Marketing	Thursday, November 20, 2008	3,000 RMB	
Using Segmentation to Develop a Tailored B2B Offering	Friday, November 21, 2008	3,000 RMB	

You will be sent an invoice for the total amount upon receipt of your registration form. Please note that an administration fee of \$50 per person will be charged for cancellations more than 14 days before the event. We are sorry but we are unable to provide refunds for places which are cancelled less than 14 days before the event. However, we are happy to accept replacement candidates at no extra charge.

## Your contact details

Title (Mr/Mrs/Ms, etc)	<input type="text"/>	First name	<input type="text"/>	Surname	<input type="text"/>
Job title	<input type="text"/>				
Company	<input type="text"/>				
Address 1	<input type="text"/>				
Address 2	<input type="text"/>				
Address 3	<input type="text"/>	Zip	<input type="text"/>		
Email	<input type="text"/>	Tel no	<input type="text"/>		

Courses attending (please check as appropriate):

Value-Based Marketing  Using Segmentation to Develop a Tailored B2B Offering

Details of additional attendees

Name	<input type="text"/>	Job title	<input type="text"/>
Tel no	<input type="text"/>	Email	<input type="text"/>

Courses attending (please check as appropriate):

Value-Based Marketing  Using Segmentation to Develop a Tailored B2B Offering

More space for additional attendee details are overlaid

## 报名登记

如想预定此次公开课的席位, 请打印并填写下表, 发传真致 +86 (0)10 6515 6643。或者, 您可以通过邮件形式发送到 [beijing@b2binternational.com](mailto:beijing@b2binternational.com)。

如果您有其他的问题, 或者您想通过电话预订, 请致电 +86 (0)10 6515 6642。

课程题目	日期	价格 (每人)	参加培训人数 (请填写)
增值营销培训	2008年11月20日, 星期四	人民币3000元	
利用市场细分, 为行业客户提供量身定制的产品和服务	2008年11月21日, 星期五	人民币3000元	

收到您的预定表格后, 我们将会给您寄一份付款通知书, 请务必及时付款。如超过 14 天未付款, 席位将被取消。

## 您的详细信息

性别	<input type="text"/>	姓名	<input type="text"/>	姓	<input type="text"/>
职位	<input type="text"/>				
公司	<input type="text"/>				
地址 1	<input type="text"/>				
地址 2	<input type="text"/>				
地址 3	<input type="text"/>	邮编	<input type="text"/>		
邮箱	<input type="text"/>	电话	<input type="text"/>		

所参加课程 (请标注)

增值市场营销  利用市场细分, 为行业客户提供量身定制的产品和服务

## 其他参加培训者的详细信息

姓名	<input type="text"/>	职位	<input type="text"/>
电话	<input type="text"/>	邮箱	<input type="text"/>

所参加课程 (请标注)

增值市场营销  利用市场细分, 为行业客户提供量身定制的产品和服务

更多报名者信息, 请填写在后页。

Details of additional attendees

Name  Job title

Tel no  Email

Courses attending (please check as appropriate):

Value-Based Marketing  Using Segmentation to Develop a Tailored B2B Offering

其他参加培训者的详细信息

姓名  职位

电话  邮箱

所参加课程 (请标注)

增值市场营销  利用市场细分, 为行业客户提供量身定制的产品和服务

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Details of additional attendees

Name  Job title

Tel no  Email

Courses attending (please check as appropriate):

Value-Based Marketing  Using Segmentation to Develop a Tailored B2B Offering

其他参加培训者的详细信息

姓名  职位

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Details of additional attendees

Name  Job title

Tel no  Email

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