



VINCENTcompas

catalog 2012



Revitalize Sales Force Potential 激活销售队伍潜力

ACHIEVEMENT BEGINS WITH STRONG SALES TEAM 绩效源于精锐销售队伍

Vincent Compas at a Glance

企业介绍

文森康柏有限公司（原名为康柏斯管理顾问有限公司）于1998年由现任首席顾问李光威先生创立，我们专长协助快消行业销售组织发展和提升销售队伍的业务能力。

我们主要业务涵盖8大系列24门针对快消行业特定的课程、评估学员学习程度和潜力、实地业务指导和辅导、提供培训后跟进工具和计划表、设立行销管理和店内绩效系统、强化前线人员管理、建立培训体系、全国性销售大会培训、培训经销商等等。

十四年来文森康柏销售系统、工具、技巧和管理理念已传达至上百家企业，数十万销售人员，并且协助无数前线人员平步青云成为企业高层。今天我们的核心业务皆来之五至十年以上的合作企业，我们贡献给企业的价值、学员和客户的满意度不言而喻。

多年来文森康柏销售系统常被抄袭，但极少被超越。

Vincent Compas Sdn. Bhd. (formally known as Compas Management Consulting Sdn. Bhd.) was founded in 1998 by our Chief Consultant Mr. Vincent Lee.

Since then, Vincent Compas is strongly committed in developing Sales Organizations and Sales Force Competencies. Our scope of business includes 8 series and 24 sales training programs specifically designed for the FMCG environment, sales force learning and potential assessment, on-the-job coaching, post training follow up action and tools, field sales and in-store performance system, frontline management, training plan development, national sales and distributor conference etc.

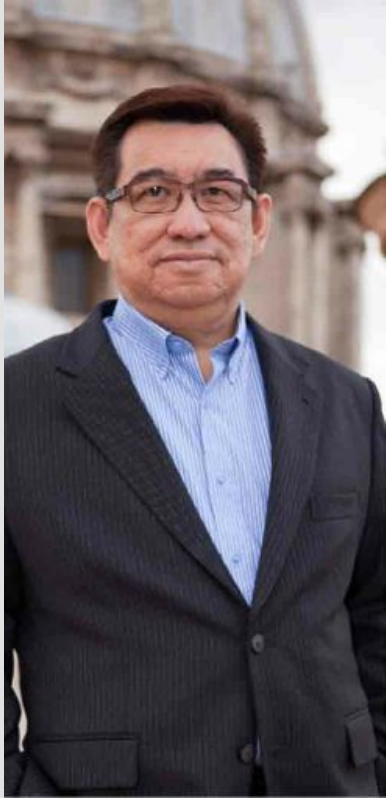
Over the course of 14 years, we have extended our sales management system, models, techniques and theories to hundreds of companies and thousands of salespeople. To date, we have assisted hundreds of salespeople to progress their career to senior management position. For the great values and benefits given to our clients, today, our core business is generally made up of clients that have been with us for 5 to 10 years.

“Vincent Compas Sales Management System is frequently copied by others, but hardly being surpassed.”



Trainer's Introduction

讲师介绍



“My vision is to increase sales force competency and professionalism in the FMCG industry.”

- Vincent Lee

Vincent Lee

Through his solid and practical experience, he founded Vincent Compas Sdn. Bhd. in 1998. Vincent has been awarded and recognized by international institutions on delivering specific training programs; appointed by Danone Group to be their sales management and training consultant for their China operations; training partner with Carlsberg brewery China for more than a decade.

With 30 years of sales, management and training experience, Vincent has developed 8 series of 24 training programs. His unique and outstanding training methods are inspiring and interesting, this enables participants to convert knowledge and tools to skills and habits. Vincent is regularly engaged by multinationals in China, Hong Kong, Malaysia and Singapore as their sales management consultant.

As at 2011, Vincent has conducted 1,913 sessions of workshop and 50,134 man-days of training for hundreds of companies across Asia Pacific. Today, Vincent's achievement in training consulting industry is well respected and recognized. He is truly the Guru and Master in the FMCG industry.

李光威

李光威先生是马来西亚华人，凭着多年快消行业实战经验于1998年创立文森康柏有限公司，目的在于增强销售队伍的业务能力和专业水平。截止至2011年，李先生在亚太区合作企业上百家，亲自完成1,913场培训，共50,134人次。

李先生曾荣获澳大利亚米雪尔国际学习中心讲授销售培训课程的特许证，美国亚力山大学院对于总经理管理技巧课程的特别认可，法国达能亚太区总部委任为中国达能集团的销售管理及培训顾问，丹麦嘉士伯啤酒在中国合作超过十年的培训伙伴。

李先生拥有30年雄厚的销售、管理和培训经验。他开发了8个系列共24门针对性的课程，研发了独特和高超的授课技巧，生动有趣，使学习者能深入浅出，有效协助学员把知识和工具转变成技巧和本能，是中国、香港、星、马多家跨国快消龙头企业长期聘请的销售顾问。

李光威先生在培训顾问行业的成就实在是目共睹，桃李满天下，造就人才恒河沙数。他绝对是快消行业中的百科全书、职业宝典。

10 Reasons for choosing Vincent Compas

选择文森康柏的十项理由



1. Master programmer and trainer

原作者及大师级老师

Vincent Lee has trained 50,134 participants across Asia, America and Europe continents in the past 14 years. And he has personally developed more than 95% of Vincent Compas training contents.

超过百分之九十五的课程根据李光威老师的雄厚经验独立开发。李老师十四年来培育学生超过五万人，今天学员分布亚洲、美洲和欧洲三大洲。

2. Specifically for FMCG environment

绝对适合快消品行业

Combined with his 30 years experience in modern trade, FMCG sales & management, training and consultancy, he has developed programmes that are specifically designed for the FMCG industry.

李老师结合本身三十年的卖场工作经验，快消品销售及管理，顾问和培训，开发和制定了快消行业所需的课程。

3. Well-established and recognised

信誉良好、认知度高

Our major business is supported by clients that have been with us for 5 to 10 years. 90% of clients repeat purchase after the first session.

我们主要的生意皆来之合作五至十年的客户，百分之九十的客户上过一堂课后都会重复采购。

4. Series of programmes

系列课程、连贯性强

We have 8 series of 24 courses that can fully satisfy the major training needs of FMCG clients. Courses are interrelated, hence no contradiction or confusion for the participants.

我们拥有八大系列二十四门课，能够满足快消品客户的主要需求。课程之间连贯性强，不会相互矛盾或排斥给学员造成困扰。

5. Working tools provided

提供实施工具、改善工作习惯

We have successfully developed a lot of working tools, tricks, methods and models for the participants to transform knowledge into instinct and habits.

我们研发了许多针对性的学习工具，能令学员通过工具、口诀、模式和方法，把知识转变成技巧和本能习惯。

6. Post-training action planner

培训后行动计划及跟进

2 – 3 weeks of action plan is provided after every course to enable the organization to rehearse, check and evaluate the participants.

每堂课结束后都有两到三星期的跟进行动计划、表格和工具，方便企业对学员进行培训后复习、检查功课和考核。

7. Programs updated every 2 to 3 years

课程每两三年更新

New modules, contents and teaching methods are updated every two to three years so that participants can learn and absorb better. Participants are ensured of up-to-date knowledge and staying ahead of competition.

课程平均两三年以内都会纳入新元素，增强内容和修改授课方式，确保学员更容易掌握和吸收，使学员能与时俱进，跑在时代的前端。

8. Manual published in bilingual

讲义以双语印刷、提升学习效果

Participants can understand the contents, learn, analyze and complete exercises easily. It maximises the training outcome.

能让学员更有效认识课程内容，理解与分析，完成作业，达到培训最大效果。

9. Workshop conducted in Mandarin & Cantonese

以普通话或广东话授课

Enable Chinese educated participants, or participants who communicate in Mandarin or Cantonese to actively involve in discussion, assignment and role-play, increase their learning.

对于受中文教育，或者以华语或方言做生意的学员，能更有效的参与讨论和演练，使学习的效果提升到最高境界。

10. Successful career development for salespeople

为销售人员建立成功事业

Through our training, we enrich participants career and develop many of them to be corporate leaders or successful businessmen.

通过文森康柏的培训，学员的事业得以提升。今日在企业任高职者、在商界从商者比比皆是，数不胜数。



5 Stages of Sales Organization Development

销售组织发展的五个阶段

Stages of Development 发展阶段	Sales Force Development Process 销售阶段开发过程	Sales Force Position 销售职务	Training Providers 培训机构
1	School leavers, new in the industry, self-learning, learn from mistakes, lead by improperly trained senior. 离校生、刚入行、自己摸索、从错误中学习、由没经过正统培训的老员工指导。	Part-time Workers, Merchandisers 临时工、理货员	In-house program 内部培训 Vincent Compas 文森康柏 Educational Institution 教育学府
2	Induction training, train by senior who has attended training, in-house program, internal workshops focus on sharing experience and successful stories. 入职培训、上级领导在外培训后回来开班、内部教材、内部培训，主要讲解成功案例和经验交流。	Frontline Salespersons 前线销售员	
3	Engage external qualified trainer, mainly focus on essential knowledge and skills, management assist in post-training follow up. 外聘资深老师授课，主要讲解必备知识和技巧，再由内部管理层作培训后跟进。	City Managers, Executives, Supervisors 城市经理、主任、主管	
4	Engage professor from universities, mainly focus on strategies and case studies. 聘请大学教授，主要讲解策略和案例。	Province or Area Managers, Senior Managers 省级、区域经理、高级经理	
5	Send employees to universities, overseas studies, EMBA etc. 送员工去大学、海外深造、参加硕士班等等。	Director, VP and Regional Positions 总监、副总裁、大区负责人	

6 Keys to Successful Sales Training

成功开启销售培训的六把钥匙

1	Impart Knowledge 传授知识	- What is it	- 是什么
		- Why doing it	- 为什么
		- What to do	- 做什么
		- How to do	- 怎样做

2	Master Tools 掌握工具	- Tricks & models	- 手法及模式
		- Formulas	- 计算公式
		- Mnemonics	- 口诀
		- Forms & formats	- 报表和格式

3	Enhance Skills 增进技巧	- Role-play	- 角色演练
		- Discussion	- 分组讨论
		- Case study	- 案例分析
		- Skills assessment	- 技巧评分

4	Post-training Follow-up 课后跟进	- Exercise	- 作业
		- Homework	- 功课
		- Post-training test	- 培训后考试
		- In-house role-play	- 内部进行演练

5	Conduct Evaluation 进行评估	- In-house demo	- 内部示范
		- Field coaching	- 跟线辅导
		- Internal assessment	- 内部评估
		- KPI achievement	- 绩效考核

6	Establish Instinct 建立本能	- Positive attitude	- 正确心态
		- Improved behavior	- 改善个人行为
		- Better personal habit	- 优化个人习惯
		- New point of view	- 全新观点

by Vincent Compas
during training
由文森康柏进行培训

by client after training
培训后由客户落实跟进

Training Programs

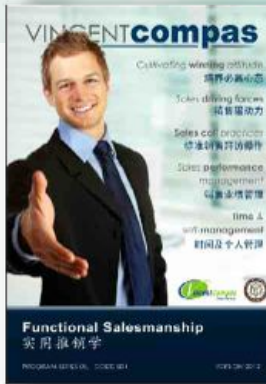
培训课程

Salesmanship Development Series 推销学系列

“
Knowledge
and tools
foster skills,
follow-ups and
evaluations
refine instinct.”

“
知识工具
育技巧，
跟进评估
炼本能。”

- Vincent Lee



SD1
version 2012

Functional
Salesmanship
实用推销学

- Cultivating winning attitude
- Sales driving forces
- Personal performance management
- Sales target achievement tools
- Sales call practice
- Building call index
- Time & self management

- 培养必赢心态
- 销售驱动力
- 个人业绩管理
- 完成销量指标的工具
- 标准拜访操作
- 建立拜访指数
- 时间及个人管理

(Most fundamental and essential course)
最基础和必需的课程



SD2
version 2012

Advanced
Salesmanship
卓越推销学

- Field sales management
- Increase market coverage
- Widen product distribution
- Conduct retail audit
- Successful in-store improvement
- Merchandising management system
- Basic account management

- 市场行销管理
- 提升市场覆盖
- 扩大产品铺市率
- 进行零售店调研
- 成功店内改进
- 陈列管理系统
- 基础客户管理

(Expected to release in April 2012)
预计将于2012年四月推出

Sales Competencies Advancement Series 业务技能晋级系列



BP1
version 2012
Essential Selling Skills
销售技巧

- Effective questioning
- Four questioning tactics
- Transforming feature to advantage
- Leading customer to benefits
- Feature-Advantage-Benefit FAB selling skills
- Effective sales approach
- Objection handling skills

- 高效提问技巧
- 四种提问手法
- 转变特点为优点
- 引导客户利益
- 特点-优点-利益销售法
- 有效销售陈述
- 处理抗拒技巧

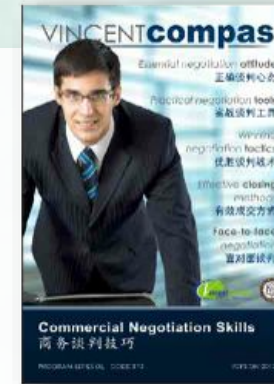
No. 1 Seller
最畅销课程



BP2
version 2012
Advanced Selling Skills
高级销售技巧

- Numeric FAB selling
- Tabulating complex sales approach
- Rules of sales argument
- Magnifying & contracting tactics
- Counteracting the unknown
- Median approach and common ground
- Introductory AIDA approach
- Consultative SPIN approach

- 数据特优利推销法
- 设计较复杂的销售陈述
- 销售辩论的原则
- 扩大和收缩策略
- 对抗未知数
- 以中位数和共同点推销
- AIDA式推介手法
- SPIN顾问式推销模式



BP3
version 2012
Commercial Negotiation Skills
商务谈判技巧

- Essential negotiation attitude
- Mastering the trade-off matrix
- Practical negotiation tools
- Face-to-face negotiation
- Tactics and counter-tactics
- FACT counter-tactics
- Key negotiation strategies
- Winning negotiation tactics

- 正确谈判心态
- 掌握妥协矩阵
- 实战谈判工具
- 面对面谈判
- 战术及反战术
- FACT反战术模式
- 关键谈判策略
- 优胜谈判战术

Strongly recommended
隆重推介



Channel Development Series 渠道开发系列



CD1 version 2012 Field Sales Management 行销管理

- Practical itinerary plan
- Establishing the FSM system
- Sales call management
- Building & analysing call indices
- Collecting market information
- Strategic management review
- Professional field sales operations
- 实用行程计划
- 建立FSM行销管理系统
- 拜访客户管理
- 设立及分析拜访指数
- 收集市场信息
- 策略绩效管理
- 专业行销运作

(This program is under revision for the time being)
此课程目前在重新修订中



CD2 version 2012 In-store Performance Management 店内绩效管理

- Defining the in-store criteria
- Establishing the ISP system
- In-store data collecting and auditing process
- ISP reports and data analysis
- Monthly management review
- Strategic direction management
- Implementing corrective actions
- 明确店内绩效定义和范围
- 建立ISP店内绩效系统
- 店内数据收集和审核流程
- ISP报表和数据分析
- 月度绩效回顾
- 策略方向管理
- 落实市场改进行动

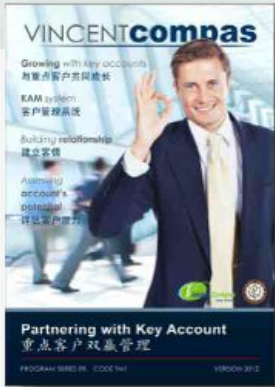
(This program is under revision for the time being)
此课程目前在重新修订中



CD3 version 2011 Trade Marketing for Salesperson 销售人员市场推广

- Trade marketing concept & theories
- Eight scopes of trade marketing
- Pros & cons of 12 types of promotional activities
- Sales promotion management
- Measuring promotion effectiveness
- In-store brand building
- Create consumer loyalty
- 市务推广概念及理论
- 市务推广八大范围
- 十二种促销活动的利与弊
- 促销管理
- 衡量促销活动的效果
- 店内品牌建立
- 建立消费群忠诚度

Modern Trade Management Series 现代通路管理系列



TM1 version 2011 Partnering with Key Account

重点客户 双赢管理

- Growing with key accounts
 - Establish key account management system
 - Building relationship with key account
 - Assessing account's potential
-
- 与重点客户共同成长
 - 客户管理系统
 - 建立客情关系
 - 评估客户潜力

(This program is under revision for the time being)
此课程目前在重新修订中



TM2 version 2012 Planning & Negotiating with Key Account 重点客户 计划及谈判

- Structuring account plan
 - Target allocation
 - Cost evolution and comparison
 - Negotiating with key account
 - Preparing trading terms
 - Cannibalization strategy
 - Category management approach
 - Annual review and format
-
- 建立客户计划
 - 指标分配方式
 - 费用演变和对比
 - 与重点客户进行谈判
 - 制定贸易条款
 - 运用蚕食法策略
 - 品类管理手法
 - 年度计划和格式



General Trade Management Series 传统渠道管理系列



TM3 version 2011 Selecting & Auditing Distributors 挑选及审核 经销商

- Understanding distribution strategy
- Evolution of selling system
- Establishing distributors' roles & functions
- Checking distributor's market
- Selecting and auditing distributors
- Four stages of distributor's business
- 了解分销策略
- 销售系统的演变
- 设定经销商角色与职责
- 检查经销商的市场工作
- 挑选及审核经销商
- 经销商业务的四个阶段

(This program is under revision for the time being)
此课程目前在重新修订中



TM4 version 2011 Developing & Managing Distributors 开发及管理 经销商

- Managing & motivating distributors
- Establishing wholesale network
- Distributor's sales information system
- Building partnership
- Providing value-added activities
- 激励及管理经销商
- 建立批发网络
- 经销商销售管理信息系统
- 建立伙伴关系
- 提供增值服务

(This program is under revision for the time being)
此课程目前在重新修订中

Promoters Management Series 促销人员管理系列



PG1
version 2010
Promoters Development Programme
促销小姐提升课程

- Be a qualified promoter
 - Standard work practices
 - Three effective introductions
 - Handling customers problem
 - Appropriate sales argument
 - Merchandising management
 - In-store performance improvement
-
- 成为合格促销员
 - 标准日常操作
 - 三项实用介绍手法
 - 解决客户难题模式
 - 适当销售辩论
 - 陈列管理
 - 店内绩效改进

Strongly recommended
隆重推介



PG2
version 2012
Selling Skills for Promoters
促销人员销售技巧

- Introduction skills
 - Ice-breaking techniques
 - Fundamental questioning skills
 - FAB selling skills
 - Sales argument tools and technique
 - Skills assessment and standards
-
- 介绍技巧
 - 破冰手法
 - 基本提问技巧
 - 特优利推销技巧
 - 销售辩论工具及手法
 - 技巧评估及标准



PG3
version 2010
Promoters Management
促销小姐管理

- Daily management techniques
 - On-the-job coaching
 - Follow-up of PG's training
 - Field observation and improvement
 - Strengthen promoters roles and functions
 - Promoter management system
 - Developing promoter team
 - Monthly assessment
-
- 日常管理技巧
 - 进行工作指导
 - 促销小姐培训后跟进
 - 实地观察及改进
 - 强化促销队伍角色与职责
 - 促销队伍管理系统
 - 培育促销队伍
 - 进行每月评估

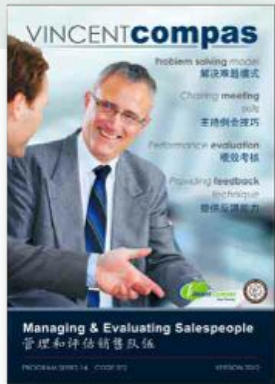
Sales Force Management Series 销售队伍管理系列



SF1 version 2010 Motivating & Leading Salespeople 激励及领导 销售队伍

- Motivational probe and analysis
- Major motivational theories
- Measuring staff morale
- Handling demotivators
- Leadership analysis tool
- Understanding employees style
- Determining leadership potential
- Adapting leadership styles
- 激励探索和分析
- 主要激励理论
- 测量员工士气
- 处理情绪低落的因素
- 领导能力分析工具
- 了解员工类型
- 确定领导潜力
- 应用适当的领导风格

Sales Force Management Series 销售队伍管理系列

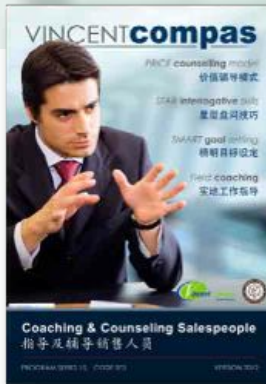


SF2 version 2010 Managing & Evaluating Salespeople 管理及评估 销售队伍

- 5B chairing meeting
- Meeting planner and minutes
- Praising and reprimanding
- Praise Sandwich technique
- Problem solving model
- PART follow-up action
- Performance evaluation

- 主持会议的5B技巧
- 准备例会和会议记录
- 进行表扬和谴责
- 称赞三文治技巧
- 解决员工工作难题模式
- PART式跟进行动
- 建立绩效考核

Strongly recommended
隆重推介



SF3 version 2010 Coaching & Counseling Salespeople 指导及辅导 销售队伍

- Consciousness and competence matrix
- Seven steps of field coaching
- Field coaching forms and reports
- PRICE counseling model
- SMART goal setting model
- STAR interrogative skills

- 意识和能力矩阵
- 实地指导七步骤
- 实地辅导表格和报表
- 价值辅导模式
- 精明目标设定模式
- 星型盘问技巧

Strongly recommended
隆重推介

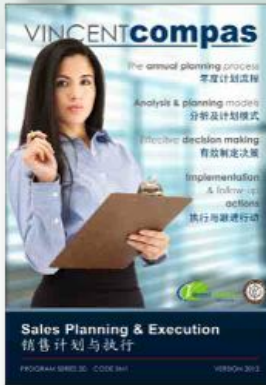


SF4 version: N/A 修订中 Training & Developing Salespeople 培训及开发 销售队伍

- Sales training strategic direction
- Training needs analysis
- Training tools development
- Classroom assessment
- Potential rating & analysis
- Post-training follow-up and reinforcement
- Assessing T&D effort
- 销售培训策略方向
- 培训需求分析
- 开发培训工具
- 课堂评估
- 学员潜能评估和分析
- 培训后跟进及强化
- 评估培训和人员开发效果

(This program is not available
for the time being)
此课程仍在开发中

Sales Management Series 销售管理系列



SM1

version 2010

Sales Planning & Execution
销售计划与执行

- The annual planning process
- Designing sales strategies
- The SWOT analysis & gap studies
- Key functioning areas
- The eight planning styles
- Key action & L-matrix
- Implementation & follow-up

- 年度计划流程
- 计划销售策略
- SWOT分析和差距研究
- 核心职能
- 八种策划方式
- 关键行动及L型矩阵
- 执行与跟进

Strongly recommended
隆重推介



SM2

version: N/A 修订中

Sales Management Ratio
销售管理计算公式

- Comprehensive KRA management
 - Field sales and market data
 - In-store performance criteria
 - Credit control management
 - Inventory monitoring & management
 - Promotion effectiveness
 - Sales operations calculations
- 全面重点业绩范围管理
 - 实地行销及市场数据
 - 店内绩效范围
 - 财务监控管理
 - 库存监控及管理
 - 促销效果计算
 - 销售运作计算法

(This program is not available for the time being)
此课程仍在开发中

全新推出

Excellent Store Manager's Series 金牌店长系列



ST1

version 2012

Selling Skills for Shop Assistants
提升店员
销售技巧

- Fundamental questioning skills
- FAB selling skills
- Effective sales approach
- Objection handling skills
- Hybrid questioning techniques
- Numeric selling
- The AIDA & SPIN model
- Conduct sales bargain
- Post-training follow-up
- 基本提问技巧
- 特优利推销技巧
- 有效销售陈述
- 处理抗拒技巧
- 混合提问法
- 数据推销法
- 爱达式和回旋式推销
- 进行讨价还价
- 培训后跟进



ST2

version 2012

Managing Shop Assistants
实用店员管理

- Motivating shop assistants
- Managing morale
- Assessing leadership
- Adapting your leadership style
- Charing regular meeting
- Providing and encouraging feedback
- Problem solving model
- Evaluating shop assistants
- 有效激励店员
- 管理士气
- 测评领导力
- 适应您的领导风格
- 主持例会
- 提供及鼓励反馈
- 解决难题技巧
- 评估店员



ST3

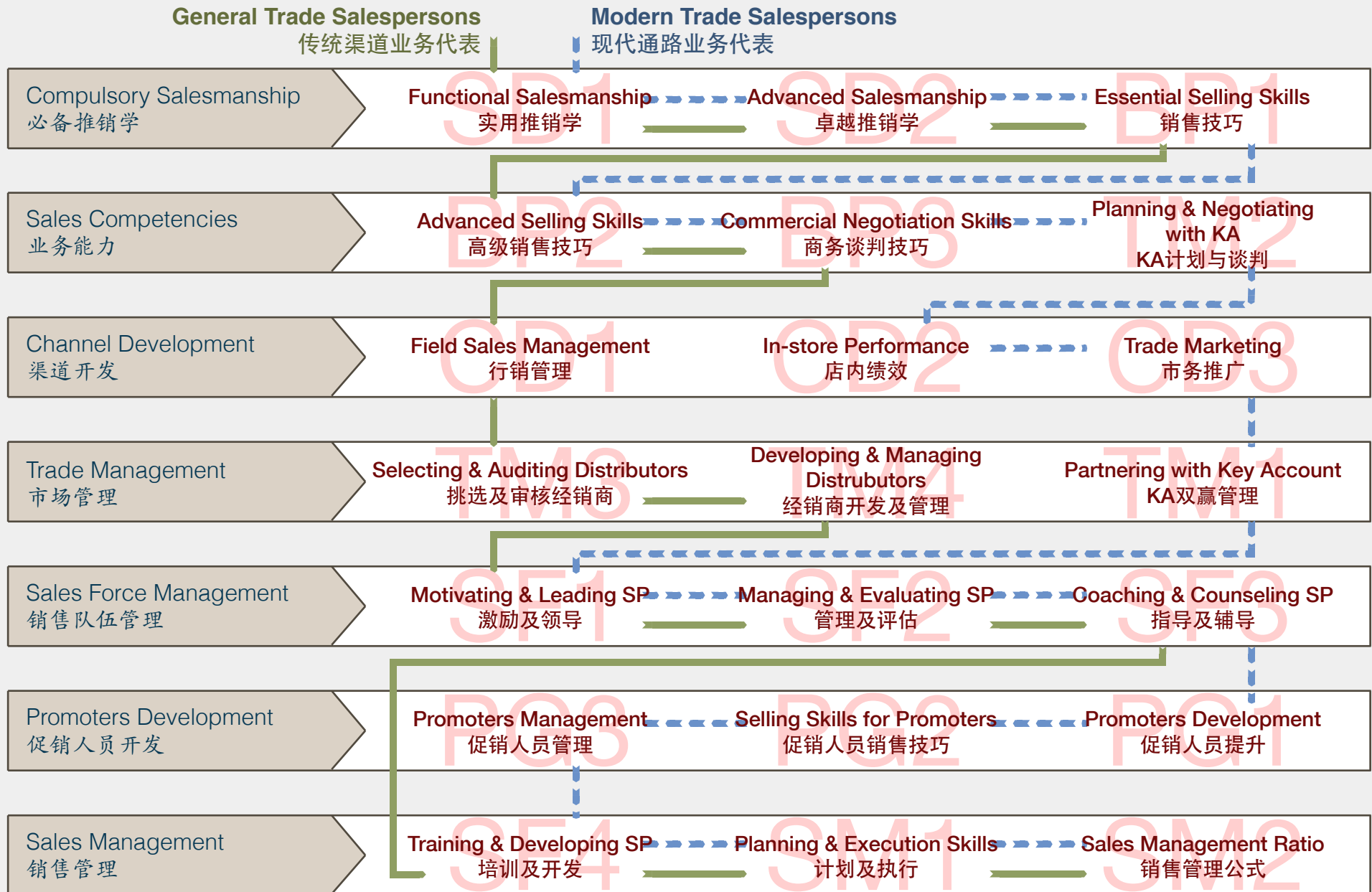
version 2012

Coaching & Counseling Shop Assistants
指导及辅导
店员

- Standards of qualified shop assistants
- Customer service skills
- Developing shop assistants
- On-the-job coaching
- Face-to-face counseling
- SMART counseling model
- STAR interviewing skills
- Personnel management system
- 合格店员的标准
- 服务客户技巧
- 培育店员
- 现场工作指导
- 进行面谈辅导
- 精明辅导模式
- 星型面试技巧
- 人员管理系统

Sales Force Development Path

销售人员职业发展路线图



Key Clients 2007 – 2011

2007 – 2011 主要合作伙伴

Top 5 Groups in 2011
2011年五大合作集团



Top 5 Individual Companies in 2011
2011年五大合作单位



Other Key Customers
其他重点客户



New Clients in 2011
2011年新合作伙伴



Vincent Compas Sdn. Bhd.
马来西亚文森康柏有限公司

Suite 8, GF-18, The Waterfront@Parkcity,
No.5, Persiaran Residen, Desa Parkcity,
52200 Kuala Lumpur, Malaysia.

Website: www.vincentcompas.com
Email: vincentcompas@hotmail.com



<http://www.facebook.com/VincentCompasCompany>