

STRATEGIES AND SALES DEVELOPMENT | 商业发展战略

Operational Marketing CHINA

中国市场操作

MADE[®]
to
SELL

Mission: Strategies and Sales Development

“ We work with companies, providing strategic and operational support, developing and strengthening the skills of their sales network, with the aim of achieving a tangible improvement in sales performance. ”

策略使命及销售提升发展

我们与企业合作，提供策略性和运营方面协助，发展和加强其销售网络的技能，目的为有效改善销售业绩之表现。

MADE [®] *to* SELL

BUILDING COMPETENCE



○ Headquarter ■ Branch Office ■ Country Sales Consultant | Business Partner

Made to Sell Strategies and Sales Development

Made to Sell is a consulting company specialized in developing Strategies & Sales development to improve the sell out performance of the sales network.

Made to Sell 策略使命及销售提升发展

Made to Sell 是一家顾问公司, 专门从事策略开发及销售发展, 以改善零售销售网络的业绩.

OPERATIONAL MARKETING

EUROPEAN, MIDDLE EAST
AND FAR EAST MARKET

PERFORMANCE ANALYSIS
SALES AND MANAGEMENT
SKILLS DEVELOPMENT
RETAIL EXCELLENCE ACADEMY

STRATEGIC MARKETING

EUROPEAN MARKET

STRATEGY AND TACTICS
EXECUTIVE COACHING

ASSESSMENT CENTER

EUROPEAN MARKET

RECRUITMENT
ASSESSMENT CENTER
POTENTIAL EVALUATION

NETWORK DEVELOPMENT

EUROPEAN MARKET

SALES STRATEGIES
SALES NETWORK MANAGEMENT
SALES NETWORK DEVELOPMENT



Values Human Resources

We put the client at the center of all company procedures; we value human resources both in and out of the company; we review objectives and implement methodologies for the success of every sales development project.

Who We Are Made to Sell

We facilitate and accelerate the processes and fundamental choices that are at the root of Sales Strategies and Development projects.

The Made to Sell Consultant

The *Made to Sell* Consultant supports management in the pursuit of joint goals, providing experience and motivation, and facilitating processes to improve the commercial performance of the distribution network.

核心价值-人力资源

我们将客户视为企业的核心价值。我们评估公司内外的人力资源，我们並审核目标和執行策略等各環節以達成每一个销售开发项目。

关于我们 Made to Sell

我们促进并加快流程和关键的决策，其为销售策略和项目开发的根本。

Made to Sell 顾问

Made to Sell 顾问提供管理方面的協助以進一步達成共同的目标，包括提供经验和积极性，簡化流程以提高分销网络的业绩。

Clients Top Companies

National and international industry leaders rely on *Made to Sell* as we support them in developing efficient operational solutions that are consistent with their brand; we design projects targeting commercial development through our highly skilled and specialized operating units.

Industries

- . Electronic Consumer
- . Energy
- . Fashion
- . Financial
- . Food & Beverage
- . Hotellerie & Spa
- . Interior Design
- . Jewellery
- . Luxury
- . Mall & Outlet
- . Medical
- . Real Estate
- . Telecommunication
- . Transportation
- . Travel Retail
- . Wellness

高端企业客户

国内及国际各大顶级企业都信赖 *Made to Sell*, 因为我们不但协助企业针对其品牌定位发展高效的运营解决方案, 并藉由我们纯熟的技巧和专业化经营团队, 针对商业发展设计项目。

行业

- . 电子消费
- . 能源
- . 时尚
- . 金融
- . 餐饮
- . 饭店及
- . 室内设计
- . 珠宝
- . 奢侈品
- . 商場及奥特莱特
- . 医疗
- . 房地产
- . 大眾傳播
- . 运输
- . 机场旅游零售
- . 健康養生

MADE[®]
to
SELL

OPERATIONAL MARKETING

Performance Analysis
Sales and Management Skills Development

Operational Marketing Business Unit

The **Operational Marketing** Business Unit follows an established framework designed for continuous improvement of the sales staff's sell out performances on the distribution channel.

Operational Marketing 市場營銷

市场营销团队遵循着一个制定好的架构，旨在持续改进销售人员的零售业绩。

ANALYSIS

MYSTERY CONSULTANT
MYSTERY PROSPECT
MYSTERY VISUAL
VISUAL CHALLENGE
BRAND.VISUALCHALLENGE.EU

SELLING STYLE

SALES TRAINING
SALES COACHING
MANAGEMENT COACHING
SALES GUIDE
VISUAL GUIDE
ONLINE DEVELOPMENT
BRAND.SELLINGSTYLE.EU

RETAIL EXCELLENCE ACADEMY

INTEGRATED DEVELOPMENT PATH



Cycle of Value

The model involves two steps: analysis and subsequent empowerment of sales skills.

Analysis

MYSTERY[®]
CONSULTANT Mystery Consultant

Detailed behavioral monitoring of sell out

The Mystery Consultant is an exclusive *Made to Sell* tool, designed to analyse and evaluate the distribution channel; consulting is carried out by professionals with extensive experience in the field; its scope is to retrieve objective data concerning: a detailed qualitative and quantitative behavioural analysis of the sell out process, the sales skills for brand communication and presenting the product/service and the proper application of visual merchandising standards. The Mystery Consultant provides an objective portrait of the distribution channel, with particular focus on sales behaviour and exhibition quality, tracking its current status and highlighting areas needing improvement, crosswise for the sales network and vertically for the single store.

价值循环

此架构包含两个层面：资讯分析以及随后的销售技巧之强化。

资讯分析

MYSTERY[®]
CONSULTANT Mystery Consultant

神秘顧問 详细的零售消费行为监测

The Mystery Consultant 是一个独家 *Made to Sell* 工具, 专门为了分析及评估销售渠道而设计。此咨询是由在该领域具有丰富经验的专业人士所完成的; 其专业领域为收集客观的数据及资料, 针对: 不论质或量方面都相当详细的消费行为程序之分析, 传播品牌的销售技巧, 产品/服务的呈现, 和视觉陈列标准的正确应用。The Mystery Consultant 提供了一个针对分销渠道客观的写照, 尤其注重销售行为和质量的展现, 追踪其当前状态, 并强调需要改进的区块, 针对横向的销售网络发展和和纵向的单一店铺经营。

MYSTERY[®] PROSPECT Mystery Prospect

Behavioral monitoring best sell out practices

The Mystery Prospect is an exclusive *Made to Sell* tool designed to analyse and evaluate the distribution channel; consulting is carried out by professionals with extensive experience in the field; its scope is to retrieve objective data concerning fundamental good practices in the sell out process, the sales assistants' sales skills and the proper implementation of visual merchandising.

MYSTERY[®] PROSPECT Mystery Prospect

神秘主顧 最佳零售消费行为监控

Mystery Prospect 是一个独家 *Made to Sell* 工具, 专门为了分析及评估销售渠道而设计。此咨询是由在该领域具有丰富经验的专业人士所完成的; 其专业领域为收集客观的数据及资料, 针对销售人员的销售技巧及商品视觉陈列的正确操作执行

MYSTERY[®]
VISUAL **Mystery Visual**

Monitoring the correct application of corporate visual merchandising standards

We analyze the elements that characterize the Visual Merchandising standards and the display criteria that the store must comply with in order to maximize the performance of the Brand's sell out. Through Mystery Visual it is possible to anonymously check the correct application of good visual merchandising practices on the distribution channel.

MYSTERY[®]
VISUAL **Mystery Visual**

监控企业商品陈列营销标准的正确应用

商品视觉营销和陈列标准都是我们所分析元素的重要特点，商品视觉营销和陈列标准都是我们所分析元素的重要特点。藉由 Mystery Visual 可以有效的查看并监控营销渠道据点是否正确的执行最佳的商品视觉陈列。

VISUAL[®] CHALLENGE Visual Challenge

Competition on the correct application
of the display criteria and speed in setting up

A development tool used to properly achieve in-store visual merchandising standards, through a competitive tournament aimed at adhering to and increasing the quality of the Brand's display standards as well as the display set up speed. The focus is on achieving the following targets: univocal and shared communications, prompt access to the displays and evaluation criteria, "Just in Time" verification for the shop windows design, visual skills development and communication among the visual team.

Brand.VisualChallenge.eu

Online vertical portal: proper compliance
with visual merchandising standards

The online Brand.VisualChallenge.eu portal is dedicated to managing Visual Challenge competitions and it shares the information related to the display standards that the stores must observe, together with the Challenge rules.

Brand.VisualChallenge.eu

VISUAL[®] CHALLENGE Visual Challenge

陳列挑戰 陈列标准的准确度及陈列完成速度
之竞赛

此工具通过旨在提升陈列标准之准确度及速度之竞赛，以正确的达到店内商品陈列标准。重点是实现下列目标：单一通信窗口和信息共享，对于店内及橱窗陈列的实时评估，陈列技巧和陈列团队内部沟通技巧之提升

Brand.VisualChallenge.eu

在线门户网站: 适当遵守品标准

在线门户网站旨在管理 Visual Challenge (陈列挑战)竞赛，并且根据竞赛规则共享店铺须遵守的陈列准则

Brand.VisualChallenge.eu

Empowerment of Sales and Marketing Skills

Selling Style

Selling Style is a technical/commercial methodological approach, aimed to constantly improve the sell out performances and provide excellent sales service to customers in their sector.

提升销售和营销技巧

风格化销售

Selling Style 是一种技术及商业方面讲求方法的销售途径，旨在不断的改进销售业绩，并专业领域为顾客提供提供出色的销售服务。

Sales Training Experience Competence

Classroom-based group learning using role-play and shared professional experiences. Focused methods of learning sales skills subdivided into different levels and steps, geared at improving sales performances, brand and product valuation for prospective and returning customers.

SellingStyle.eu

Sales & Management Coaching 1-to-1 Field Competence

Made to Sell Sales Coaching seeks to develop Sales and Management skills: improving the product/service sell out performances, increasing the Store Manager's Sales and Managerial skills, by designing specific on-the-job coaching with regards to the available human resources and roles.

销售培训经验的能力

藉由课堂小组互动学习使用角色扮演和共享的专业经验, 重点划分成不同的层次和步骤, 搭配提高销售业绩、品牌和产品的价值以进一步吸引潜在客户和提高顾客回流率。

SellingStyle.eu

一对一销售和管理实地指导

Made to Sell 销售指导目的是在开发销售和管理技巧: 改进产品及服务的销售状况, 以现有的人员配合量身订作的在职训练以增强店经理的销售及管理技巧

Sales Guide Sales Manual

The *Made to Sell* framework for developing sales skills includes a technical- commercial sales guide, published online at the Brand.SellingStyle.eu portal (in the area dedicated to the client brand).

SellingStyle.eu Online Vertical Portal: sell out performance improvement

Sharing and developing sales skills through an online portal dedicated to the sales process of the client's brand and product lines.

SellingStyle.eu
Brand.SellingStyle.eu

Visual Guide A manual defining and teaching good Visual Merchandising practices

Part of the *Made to Sell* development framework includes a Manual that defines and teaches good Visual Merchandising practices in the store, and is published on line at the Brand.SellingStyle.eu portal.

銷售指南

Made to Sell 提升銷售技巧的架構包含：專屬的在线技術性的商業銷售指南

改進銷售在线入门

SellingStyle.eu

通过一个为客户的品牌和产品线的销售过程设计的在线网站，共享和开发销售技巧。

SellingStyle.eu
Brand.SellingStyle.eu

视觉陈列指南

人為定义和教学视觉陈列的良好範例

Made to Sell 一部分的發展框架包括一份手册，定义和教授视觉陈列的良好範例，在商店里和在线 Brand.SellingStyle.eu 门户网站上公布。

Retail Excellence Academy

An integrated framework for continued sales performance development

The *Made to Sell* Retail Excellence Academy strengthens Sales and Management skills and is structured to allow continued skills development by the human resources involved in selling the company's products or services so as to significantly increase the sell out performance of the distribution channel.

The Retail Excellence Academy project is based on an integrated framework that includes: selecting or evaluating the potential of those that will be involved, strengthening communication and technical-commercial skills, on the job performance monitoring, customer satisfaction analysis and periodic follow-ups.

RetailExcellenceAcademy.eu

Incentive Plan

The project allows the client to understand and define the right sales targets to apply to the sales network according to the market, the company's trends and the specific territory, and to connect the Incentive Plan to each resource basing it on quantitative and qualitative evaluations of the sales processes, motivating staff to be proactive and to reach their set targets.

杰出零售研究所

零售卓越院 是一个为了持续的销售业绩发展而整合的一个框架。

Made to Sell 的 Retail Excellence Academy 加强了销售和管理技能而且是专门为了永续的人力资源技能发展设计, 针对公司的产品或服务销售, 以大大提高分销渠道的绩效。

Retail Excellence Academy 项目是基于一个整合的框架, 包括: 选择及评估那些将参与人员的潜力, 加强沟通和技术性商业技能, 对作业性能监测、客户满意度分析和定期的后续行动。

RetailExcellenceAcademy.eu

激励计划

该项目允许客户端理解和定义正确的销售目标, 并根据市场、公司的发展趋势和特定区域及销售网络将激励计划和丰富又有深度的销售进程评估连接, 以积极主动地激励工作人员达到其既定的目标。



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VISUAL: COMUNICODESIGN.COM

MADE[®]
to
SELL

BUILDING COMPETENCE