

Free Seminar

Sales Strategy: How to Increase Sales by Discovering Customer's Hidden Needs?

Successful companies understand what new problems arise in customers' lives.

If creative products and services can fit in those needs, customers will buy them without hesitation.

New growth markets are created when an innovative company designs a product or service.

We will share how to position sales on customer needs that have not been found and met yet.

Details

- Date:** 27 April 2018 (Friday)
Time: 2:30 – 5:00 p.m.
Venue: Lecture Theatre, G/F, Hong Kong Central Library
 No. 66 Causeway Road, Causeway Bay, Hong Kong (MTR Tin Hau Station Exit B)
Language: Cantonese
Topic: **Sales Strategy: How to Increase Sales by Discovering Customer's Hidden Needs?**
Speaker: **Dr Mark Lee, Research Director, Asia Pacific Institute for Strategy**
(Dr Lee has over ten years of research and teaching experiences at the university. He regularly conducts Leadership Strategy seminars for business leaders and senior executives on different management strategy issues.)

Registration

Interested persons are welcome to participate in this seminar. Admission is free.

Please visit **SUCCESS Website (www.success.tid.gov.hk)** for online registration, or fill in the registration form below and fax it to **2391 7375**. The deadline for registration is **26 April 2018 (Thursday)** but registration will be closed once seats are all taken. Enquiry Hotline: **3403 6111**.

(Ref: 180427V)

Registration Form

*compulsory

Name*:	<u>(Mr / Mrs / Miss)</u> _____	Age*:	<input type="checkbox"/> <20	<input type="checkbox"/> 20-30	<input type="checkbox"/> 31-40
Email*:	_____	Tel*:	<input type="checkbox"/> 41-50	<input type="checkbox"/> 51-60	<input type="checkbox"/> >60
Address:	_____				
Company:	_____				
Status*:	<input type="checkbox"/> Business Owner (Year Established: ____; No. of Employees: ____) <input type="checkbox"/> Managerial Staff <input type="checkbox"/> Consultant <input type="checkbox"/> Potential Business Starter (Proposed Year of Establishing Company: ____) <input type="checkbox"/> Academic <input type="checkbox"/> Others				
Industry*:	<input type="checkbox"/> Import/Export Trade <input type="checkbox"/> Wholesale and Retail <input type="checkbox"/> Restaurants and Hotels <input type="checkbox"/> Financing, Insurance and Real Estate <input type="checkbox"/> Business Services <input type="checkbox"/> Community, Social and Personal Services <input type="checkbox"/> Manufacturing <input type="checkbox"/> Transport, Storage and Communications <input type="checkbox"/> Construction <input type="checkbox"/> Media <input type="checkbox"/> Others				
SUCCESS Membership and Disclosure*	I have registered as a member of the Support and Consultation Centre for SMEs of the Trade and Industry Department ("SUCCESS"). <input type="checkbox"/> Yes <input type="checkbox"/> No I agree to register as a member of SUCCESS, and receive information from SUCCESS, for example, news of seminar activities, e-newsletter, etc. <input type="checkbox"/> Yes <input type="checkbox"/> No I agree that SUCCESS can disclose my personal data to the co-organiser(s) and speaker(s) of this activity <input type="checkbox"/> Yes <input type="checkbox"/> No				

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