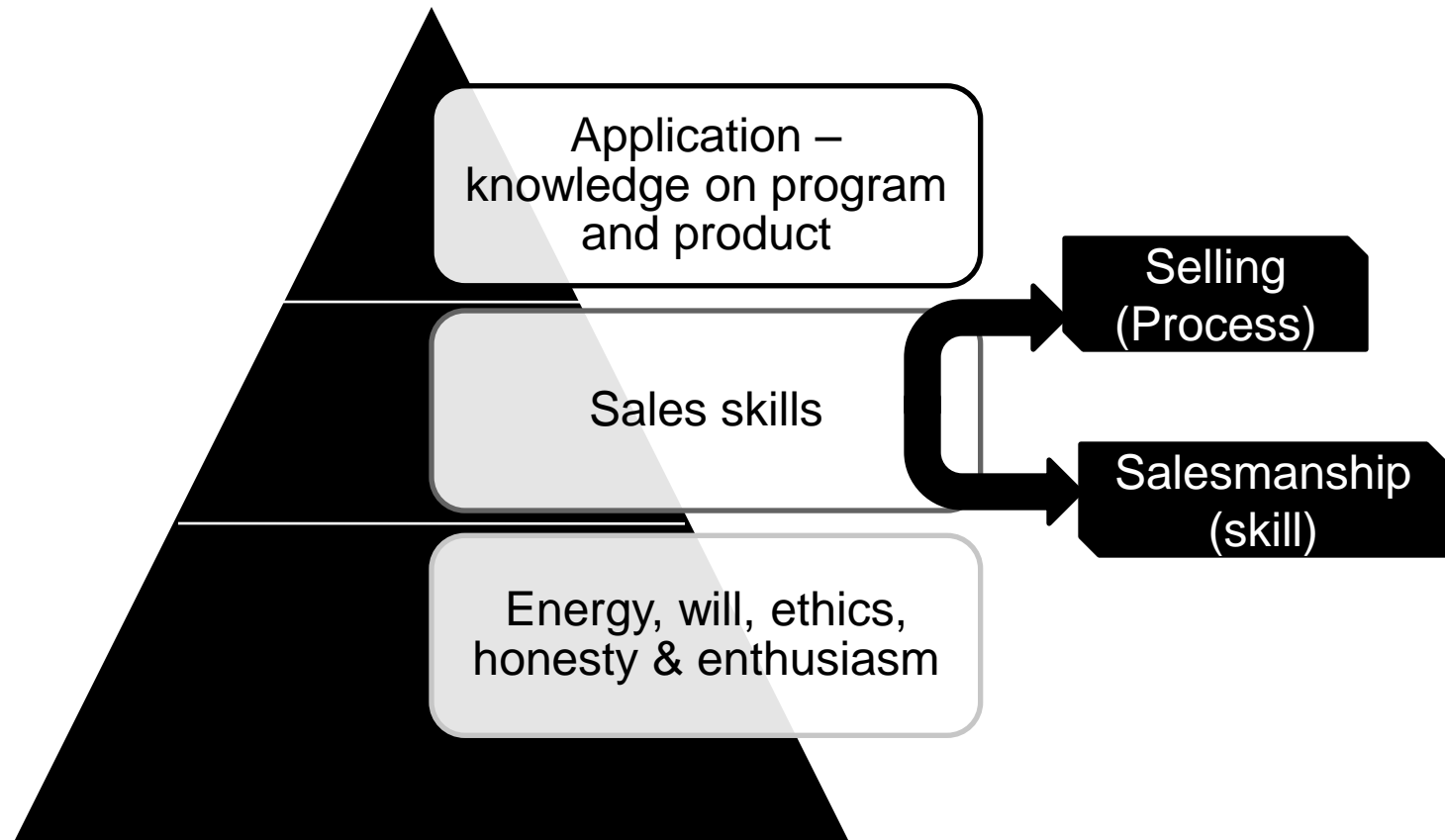


INNOVATE ELECTRONICS

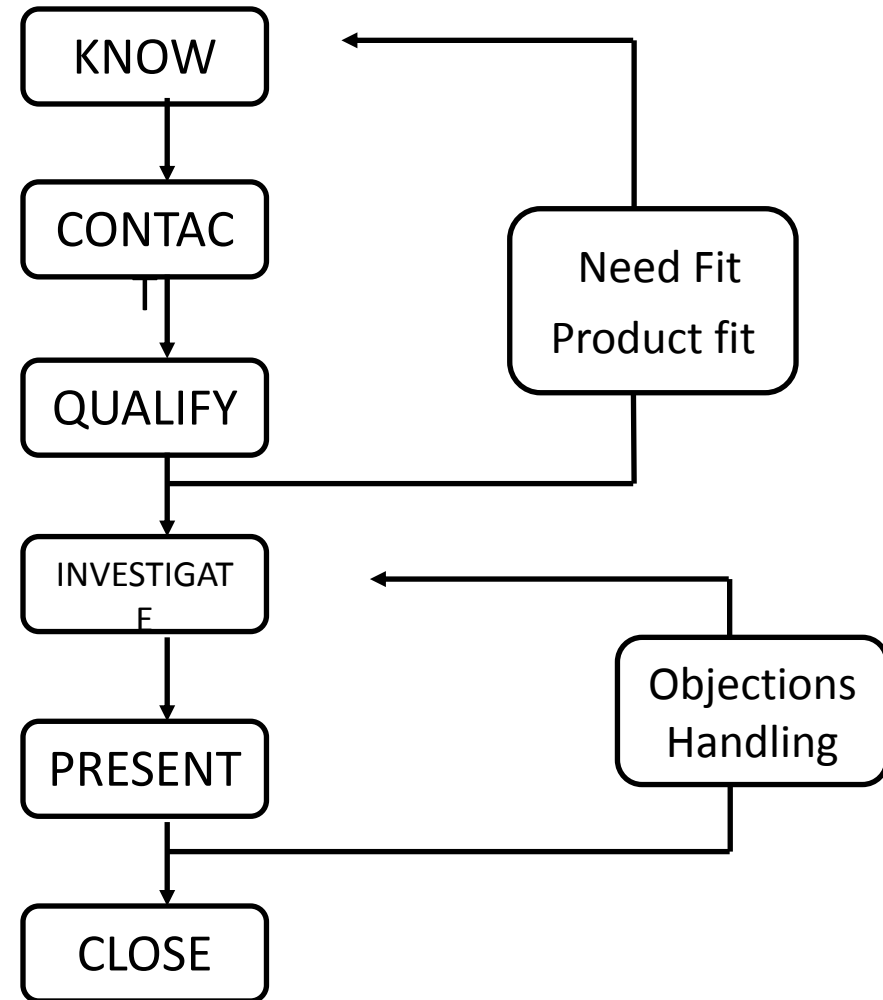
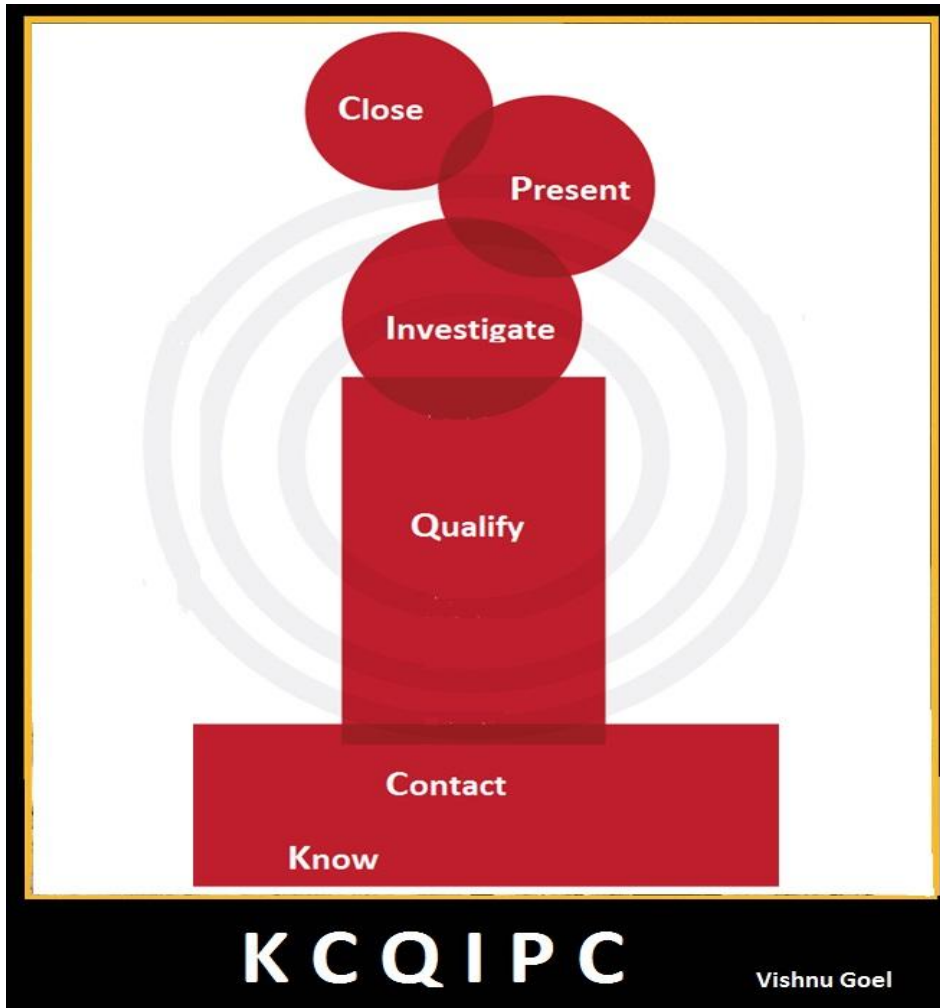
SALES PROCESS & SKILL TUTORIAL





1. LEARN
2. UN LEARN
3. RE LEARN
4. BE AT CONSCIOUS STATE TO GET TECHNIQUE

PROCESS



INVESTIGATE

P: (P1 & P2) Probability of buy & Probability of buy from u

F: (F1 & F2) Future potential & fund allocation

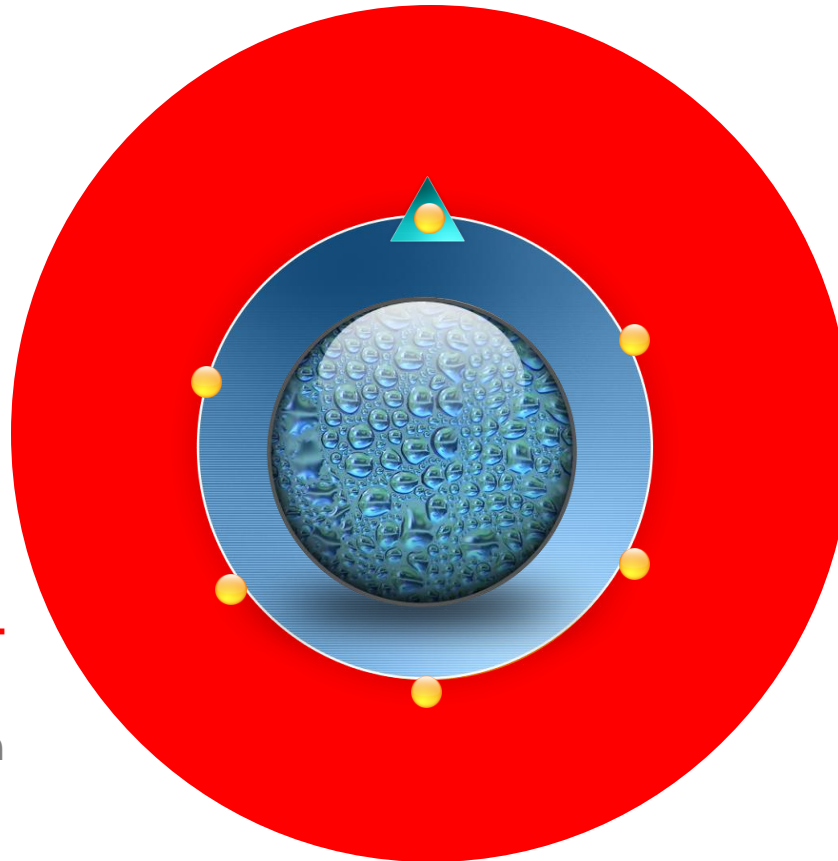
T: (T1 & T2) Target & Timing

PROTOCOL - SALES PROCESS

KNOW

CLOSE
Objection
Handling

PRESENT
Budget
submission



CONTACT

QUALIFY
1. Product Fit and
2. Need Fit

INVESTIGATE

PFT P: (P1 & P2) Probability of buy & Probability of buy from us
F: (F1 & F2) Future potential & fund allocation
T: (T1 & T2) Target & Timing

1. **END USER BUYER**
2. **HEAD OF END USER**
3. **PURCHASE BUYER**
4. **HEAD OF PURCHASE BUYER**
5. **FINANCIAL BUYERS**
6. **INFLUENTIAL BUYER**



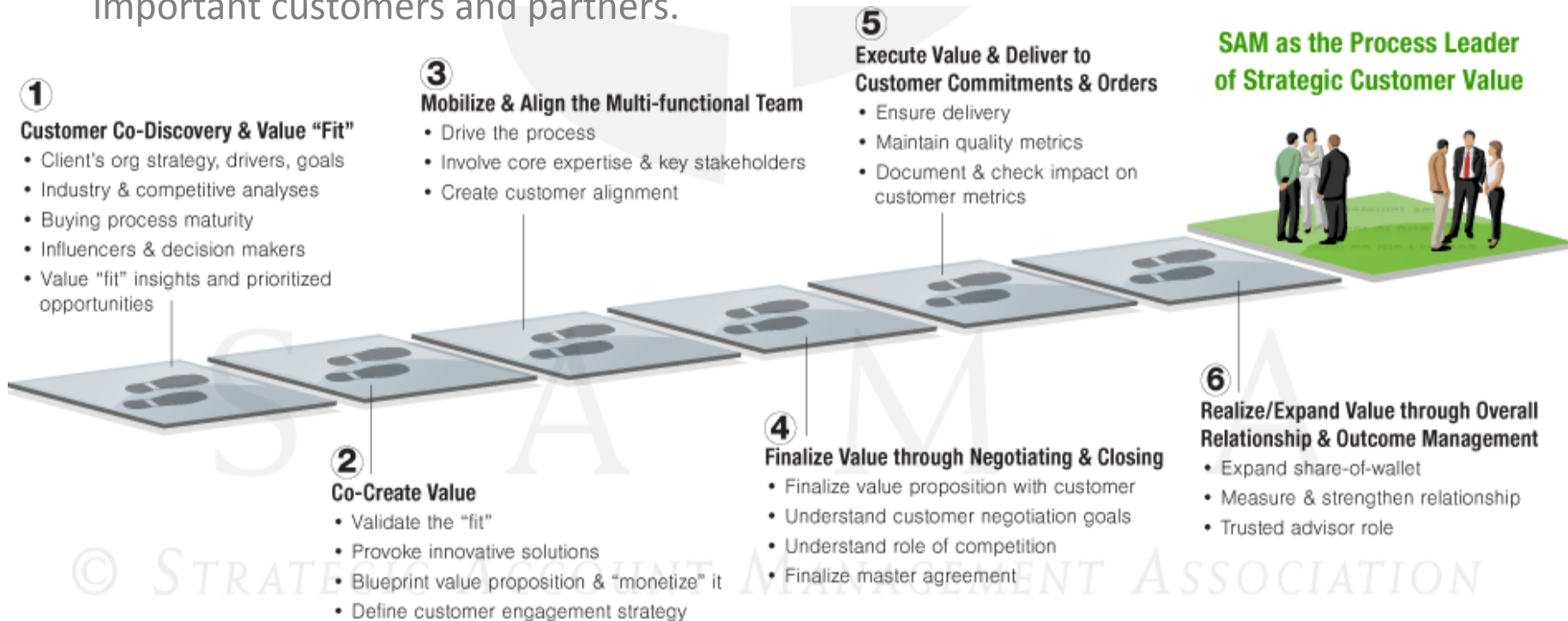
1. CONDUCT ALWAYS JOINT REVIEW WITH PRINCIPAL –
 1. EXCHANGE BEST PRACTICES
 2. MY QUALITY IMPACT THEIR QUALITY
 3. JOINT WORKING GROUP
2. SHARE INFORMATION INTENSIVELY BUT SELECTIVELY
3. DEVELOP PRINCIPAL TECHNICAL CAPABILITY (MAKE PRINCIPALS TO DEVELOP BEST PRODUCT)
4. SUPERVISE YOUR PRINCIPAL WORK (WITH CREATIVITY AND INNOVATION)
5. TURN THE PRINCIPAL COMPETITION KNOWLEDGEABLE
6. UNDERSTAND YOUR SUPPLIER WORK

1. KEY ACCOUNT MANAGEMENT (KAM)



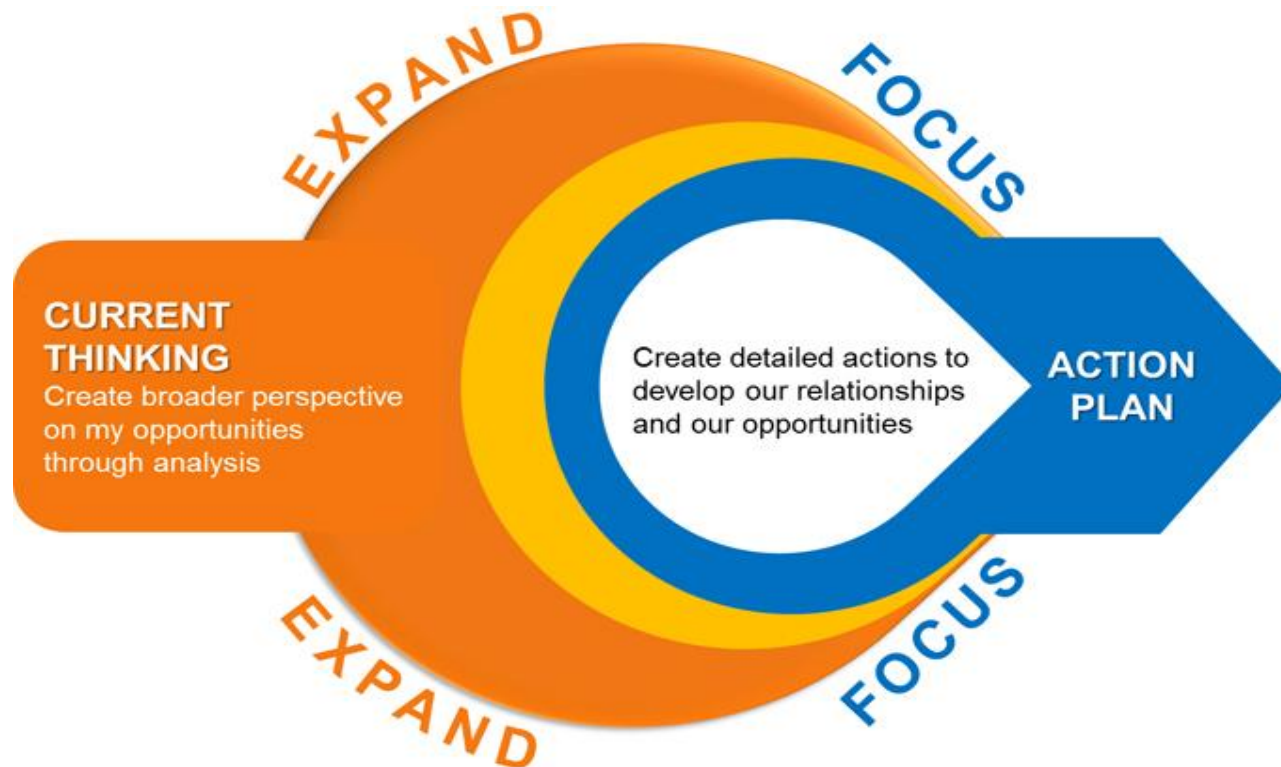
2. STRATEGIC ACCOUNT

is a company-wide initiative in complex, highly matrixed organizations which focuses on building strong and mutually beneficial relationships with a company's most important customers and partners.

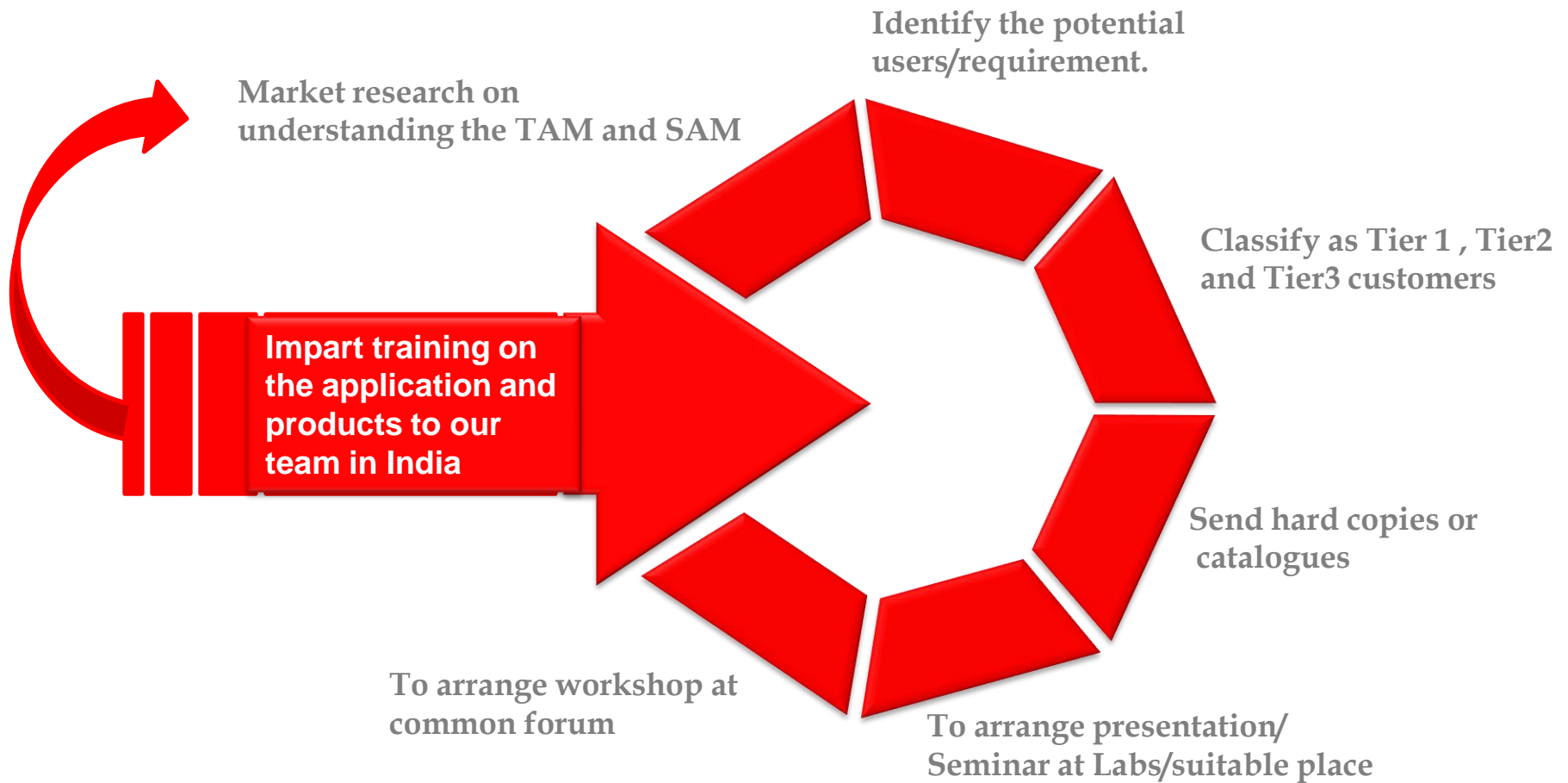


3. TARGET A/C

Improve sales results by focusing on "target" accounts.



STANDARD PROCEDURE OF PRODUCT OR PRINCIPAL



ASSESS OBJECTIVE AND \$\$\$

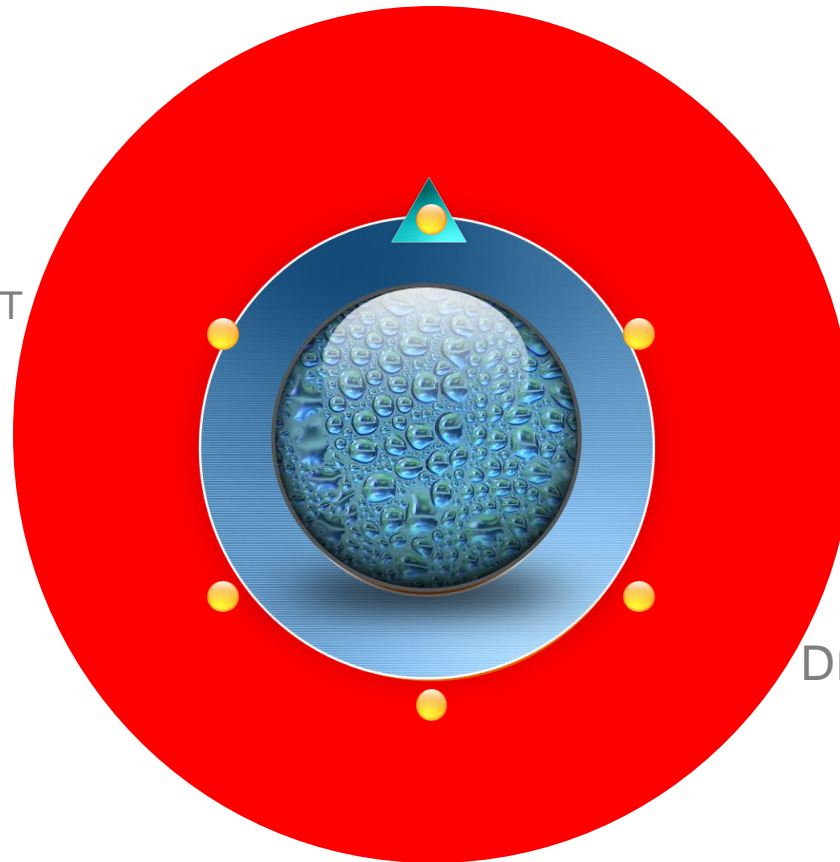
CONFIRMED INVITEE LIST

GENERATE A CONTACT
LIST FOR PROGRAM

PERSONAL VISIT TO
INVITE

DISTRIBUTE TASKS AMONG
INTERNAL TEAM

FAX LIST AND INVITEE LIST TO
BE GIVEN TO RESPONSIBLE



- 1. DO MORE WITH LESS**
- 2. 1ST RULE USE YOUR BEST JUDGMENT, 2ND RULE, THERE IS NO 2ND RULE**
- 3. DO IT RIGHT AT FIRST TIME**
- 4. BE LOGICAL NOT CYCLONICAL**
- 5. BE INNOVATIVE AND CREATIVE**
- 6. DIFFERENTIATE YOUR PRODUCT OR SERVICE**

Thank You