

CN-US Client Overview 中国-美国客户概况

Company Information 公司信息:

CN Company Name 中国公司名称: _____

Company's CEO & contact 公司决策人和联系方式: _____

CN Main Office Address 中国地址: _____

City/Province/Country 城市, 省份: _____

Main Office Phone 联系电话: _____

1. Key Contact Names 主要联系人: _____

Title 职务: _____

Email 邮件: _____ Phone Contact 电话: _____

2. Key Contact Names 主要联系人: _____

Title 职务: _____

Email 邮件: _____ Phone Contact 电话: _____

3. Key Contact Names 主要联系人: _____

Title 职务: _____

Email 邮件: _____ Phone Contact 电话: _____

1. CN Corporate Web Address 中国网址: _____

2. CN Corporate Web Address 中国网址: _____

Number of Years in Business 公司创始时间: _____ Private 私营: Yes 是 No 否

Total Company Revenue China 公司总营业额: 2010 _____ 2011 _____

Revenue China 2012 Projected 今年中国市场预计营业总额: _____

US Revenue 2012 Projected 今年美国市场预计营业总额: _____

How would you describe your business 简单介绍一下您公司和所经营的产品?

Employees in CN 中国员工数量: _____ In US 美国员工数量: _____

Year Started in US 在美国经营的时间: _____

Manufacturer 工厂员工人数: _____

Kinds of Products Manufactured 产品介绍 (品种, 数量等) : _____

Do you attend trade shows in the USA? 您公司参加美国的产品交易会吗? _____

Name the trade shows 哪些展会: 1, _____ 2, _____

Do you Exhibit or just attend 您有自己的展位吗? _____

Do you have a specific business image 您的公司有一个独特的企业形象吗? _____

What do you believe sets your business apart from other businesses in your category 您相信什么是让您的企业从同类业务中区分开? _____

What are the most important products or services you offer to customers 您向客人提供什么样的最重要产品或服务?

1. _____
2. _____
3. _____

Business Objectives 企业目标:

Is your business experiencing the kind of growth you need/want? If not, why 您的企业正在经历的增长是您需要/想要? 如果不是, 为什么? _____

What is your single biggest sales and marketing challenge 您最大的销售有多大? 在市场推广上您认为最大的挑战是什么? _____

How are you actively addressing this challenge 您是如何积极应对这一挑战? _____

How would you like to see your business change over the next 12 months 在未来12个月里，您想看到您的生意有多少变化？ _____

How is revenue divided today between 您的营业额里有多少：

Services 服务占 _____ % MFG Product Sales 产品销售占 _____ % Other 其他占 _____ %

Do you offer any of your products online 您的产品能在网络上买到吗？ _____

Would you like to offer more products online 您希望有更多的产品在网络上销售吗？ _____

How much annual revenue is associated with products sold on line 您公司的年销售额中有多少是从网络上直接销售的？ _____

How do you follow up with requests for information from prospects in the USA Presently 目前在美国市场，您们是如何跟您的潜在客户进行跟踪服务的？ _____

Current Advertising Collateral Materials:

Brochures 手册

Newsprint Ads 报纸

Web Sites 网页

Product Videos 产品短片

Service Videos 服务片

Image Library 图片库

Do you have a monthly advertising budget in China 您在中国市场的广告费用有多少？ _____

What programs work well for your business and why 哪项广告对您的产品最管用？为什么？ _____

What programs have not worked well and why 哪项广告对您的产品没有帮助？为什么？ _____

How would you rate your advertising success 您给您的广告投资打多少分？

Not working 无效 _____ Poor 一点点 _____ Average 还好 _____

Good 很好 _____ Very Successful 很成功 _____

Do You Track The Effectiveness Of Your Advertising Dollars 您会跟踪您的广告收入的成效吗?

Yes 是 No 否

USA Marketing Strategy 美国市场营销策略

Create a new company in the US: 建立一个有美国经验的新美国公司

USA Company Name 美国公司名称: _____

1. Key Contact Names 主要联系人: _____

Title 职务: _____

Email 邮件: _____

Phone Contact 电话: _____

2. Key Contact Names 主要联系人: _____

Title 职务: _____

Email 邮件: _____

Phone Contact 电话: _____

3. Key Contact Names 主要联系人: _____

Title 职务: _____

Email 邮件: _____

Phone Contact 电话: _____

1. US Web Address 美国网址: _____

2. US Web Address 美国网址: _____

Please tell us about some of your clients in the USA that you have done some business with?

请跟我们谈谈您们在美国的客人的情况? _____

Does your company have formal representation in North America 您公司过去请过业务代表吗？

Yes 是 No 否

What kind of experience do you have selling or operating in the USA market 您们在美国市场销售和经营的经验？ _____

Do you presently have representation in the USA 您们目前有美国代表吗？ _____

Do you have legal representation 您们有法律代言人吗？ _____

Do you have any distribution or warehousing capabilities in the USA 您们在美国市场有其他经销商或有仓库吗？ _____

Could you provide any sample products when the potential client requests to us for the USA? How soon 如果有客户向我们要样品，您们可以提供吗？需要多久？ _____

What is your current business revenue in the USA 您们目前在美国市场的营业收入？

\$500,000–\$999,000 \$1 million–2.99 million \$3 million to \$4.99 million \$5 million Plus

How do you handle customer service for your USA customers 您是如何在美国市场做客户服务的？

Do you feel that your customers in the USA are being taken care of properly 您觉得您的服务对您的美国客户已经照顾周到了吗？ _____

What do you see as the greatest challenges in the coming 1.5 to 3 years 在未来的一年半到三年里，您认为最大的商业挑战在哪里？ _____

What are the greatest areas of opportunity over the next 1.5 to 3 years 在未来的一年半到三年里，您认为最大的商机会在哪里？ _____

What kind of budget should you commit in order to reach your revenue goals for the USA 您认为在美国市场需要投入多少资金才可以达到您所预期的营业收入？ _____

Marketplace Competition 市场竞争

Who are your biggest competitors in the USA 谁是您们在美国的最大的竞争对手？ _____

What are their primary competitive advantages 他们主要的竞争优势在哪里? _____

What do they offer that you can't or won't 他们为什么可以，而您不行? _____

What do you offer that your competitors can't/won't 哪些是您可以提供给您的客户的，而您的竞争者不行? _____

What is your single greatest competitive advantage 您最大的竞争优势是什么? _____

What is your single greatest competitive disadvantage 您最大的竞争劣势是什么? _____

What are the reasons you would like to initiate a Head Quarter Office In the USA 您需要在美国建立总公司的原因? _____

What do you feel are some of the needs that you would like to have for your company in the USA 您希望我们美国总公司为您们做些什么? _____
