



# INTERACTION-TECHNOLOGY FOR VIETNAMESE

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## Workshops Brochure

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# Interaction Capability for Chinese Speaking Vietnamese

## 101 Why Business Model Innovation is crucial? Business Model Workshop (3~6 Hours in Chinese)

*Business model innovation is crucial for Sales and Business Development professionals for several reasons:*

1. **Adaptability to Market Changes:** *In today's fast-paced market, businesses need to continuously adapt to changing customer needs and market conditions. Understanding business model innovation helps sales and business development professionals stay ahead of these changes and adjust their strategies accordingly[1].*
2. **Competitive Advantage:** *By innovating their business models, companies can differentiate themselves from competitors. This differentiation can be a key selling point for sales teams, helping them to attract and retain customers[2].*
3. **Enhanced Customer Value:** *Business model innovation often involves finding new ways to deliver value to customers. Sales and business development professionals who understand these innovations can better communicate the unique value propositions to potential clients, leading to increased sales and customer satisfaction[2].*
4. **New Revenue Streams:** *Innovating the business model can open up new revenue streams. Sales and business development teams can leverage these new opportunities to drive growth and expand the company's market presence[3].*
5. **Efficiency and Productivity:** *A well-innovated business model can streamline operations and reduce costs. Sales and business development professionals can use these efficiencies to offer more competitive pricing or improved service levels to customers[2].*

*In essence, knowledge of business model innovation equips sales and business development professionals with the tools to navigate and thrive in a dynamic business environment. It enables them to be proactive, rather than reactive, in their approach to market challenges and opportunities.*

### References

[1] [Business Model Innovation: What It Is & Why It's Important](#)

[2] [Business Model Innovation: What it is, and Why It is Important?](#)

[3] [Business Model Innovation: Importance, Strategies & Examples - Accelare](#)

## WORKSHOP THEMES

3~6 HOURS/ IN CHINESE

Business model innovation workshops typically cover a range of themes designed to help participants understand and apply innovative strategies to their business models. Here are some common themes:

### 1. Introduction to Business Model Innovation:

- Understanding the concept and importance of business model innovation.
- Differentiating between product/service innovation and business model innovation.
- Case studies of successful business model innovations (e.g., Netflix, Airbnb, Uber).

### 2. Tools and Frameworks for Business Model Innovation:

- **Business Model Canvas (BMC):** Introduction to its nine building blocks and how it helps visualize, design, and innovate business models.
- **Value Proposition Design:** Creating value for customers by identifying their pains, gains, and jobs-to-be-done.
- **Evaluation Tools:** Using SWOT analysis, value innovation, and Lean Canvas to identify opportunities for innovation[1].

### 3. Identifying Opportunities for Innovation:

- Analyzing market trends and consumer behavior to identify shifts and demands.
- Mapping competitors' business models to find opportunities for differentiation and disruption.
- Strategic entrepreneurship frameworks to think creatively and strategically about innovation[1].

### 4. Digital Transformation and Technology:

- Exploring how digital transformation reshapes traditional business models.
- Understanding the impact of emerging technologies on business model innovation.

### 5. Practical Application and Casework:

- Group activities and team exercises to apply the concepts learned.
- Using tools like the Business Model Canvas to map out and evaluate current business models.

- Interactive discussions and Q&A sessions to clarify concepts and build foundational knowledge[1].

## References

[1] [Business Model Innovation \(Workshop Outline 2024/25\)](#)

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## 201 Why SPIN is crucial? SPIN Workshop (3~6 Hours in Chinese)

*SPIN Selling is a highly regarded sales methodology developed by Neil Rackham. It focuses on asking four types of questions: Situation, Problem, Implication, and Need-Payoff. This approach is particularly important for sales and business development (BD) professionals for several reasons:*

- 1. **Customer-Centric Approach:** SPIN Selling emphasizes understanding the customer's needs and challenges rather than pushing a product. This builds trust and rapport, which are crucial for long-term relationships[1].*
- 2. **Effective Problem Solving:** By asking the right questions, sales professionals can uncover the true pain points of their prospects. This allows them to tailor their solutions more effectively, increasing the likelihood of closing deals[2].*
- 3. **Building Trust and Credibility:** Engaging in meaningful conversations and showing genuine interest in the customer's issues helps in establishing the salesperson as a trusted advisor. This is especially important in complex sales environments where trust is a key factor[2].*
- 4. **Higher Conversion Rates:** The structured framework of SPIN Selling helps salespeople connect with their prospects on a deeper level, leading to higher conversion rates and more successful sales outcomes[1].*
- 5. **Adaptability:** The SPIN model is flexible and can be integrated with other sales methodologies, making it a versatile tool for sales teams[2].*

*Overall, mastering SPIN Selling can significantly enhance a sales or BD professional's effectiveness and drive better results.*

### References

- [1] [SPIN Selling: The Ultimate Guide for 2025 - MeetRecord](#)  
[2] [SPIN selling: A definition, examples, and best practices](#)

## WORKSHOP THEMES

3~6 HOURS/ IN CHINESE

SPIN workshops typically focus on enhancing sales skills through the SPIN Selling methodology. Here are some common themes you might encounter in a SPIN workshop:

1. **Understanding SPIN Selling:** Introduction to the SPIN Selling framework, including the four types of questions (Situation, Problem, Implication, and Need-Payoff) and how to use them effectively.
2. **Building Rapport:** Techniques for establishing trust and building strong relationships with clients.
3. **Effective Questioning:** Strategies for asking the right questions to uncover customer needs and pain points.
4. **Handling Objections:** Methods for addressing and overcoming common objections during the sales process.
5. **Closing Techniques:** Best practices for closing deals and ensuring customer satisfaction.
6. **Role-Playing Exercises:** Practical exercises where participants can practice their SPIN Selling skills in simulated sales scenarios.
7. **Case Studies:** Analysis of real-world examples to illustrate successful application of SPIN Selling techniques.
8. **Personalized Feedback:** Individual feedback sessions to help participants refine their approach and improve their sales performance.

These themes help sales professionals develop a deeper understanding of their customers' needs and improve their overall sales effectiveness.



# Interaction Capability for Chinese Speaking Vietnamese

## 301 Why OGSM is crucial? OGSM Workshop (3~6 Hours in Chinese)

The OGSM framework, which stands for Objectives, Goals, Strategies, and Measures, is crucial for sales and business development (BD) professionals for several reasons:

1. **Clarity and Focus:** OGSM helps in clearly defining what the organization aims to achieve (Objectives), breaking these down into specific, measurable outcomes (Goals), outlining the approaches to achieve these goals (Strategies), and determining how success will be measured (Measures). This clarity ensures that everyone is aligned and focused on the same targets[1].
2. **Alignment and Consistency:** By using OGSM, sales and BD teams can ensure that their activities are aligned with the overall business strategy. This alignment helps in maintaining consistency across different departments and ensures that all efforts are directed towards common objectives[2].
3. **Measurable Progress:** The framework emphasizes measurable goals and outcomes, which allows sales and BD professionals to track their progress effectively. This helps in identifying areas that need improvement and making data-driven decisions[2].
4. **Strategic Planning:** OGSM provides a structured approach to strategic planning. It helps in prioritizing initiatives, allocating resources efficiently, and setting realistic timelines. This structured planning is essential for achieving long-term success[1].
5. **Adaptability:** The OGSM framework is versatile and can be adapted to various time horizons and project scales. Whether it's a long-term strategic plan or an annual operating plan, OGSM can be tailored to fit different needs[1].
6. **Enhanced Communication:** By simplifying complex strategies into a one-page overview, OGSM makes it easier to communicate the strategic plan to all stakeholders. This transparency fosters better understanding and engagement within the team[1].

Overall, OGSM helps sales and BD professionals to work more efficiently, stay aligned with the company's strategic goals, and achieve better results.

Are you considering implementing OGSM in your organization, or do you have any specific questions about it?

[1]: [Rock Your Strategy](#) [2]: [Strategy Capstone](#)

### References

[1] [13 Reasons Why Successful Companies Use OGSM](#)

[2] [Using the OGSM Framework for Strategy - Strategy Capstone](#)

### WORKSHOP THEMES

3~6 HOURS/ IN CHINESE

OGSM workshops are designed to help participants understand and effectively implement the OGSM framework. Here are some common themes you might encounter in an OGSM workshop:

1. **Introduction to OGSM:** Overview of the OGSM framework, including its components (Objectives, Goals, Strategies, and Measures) and its benefits.
2. **Setting Objectives:** Techniques for defining clear, strategic objectives that align with the organization's vision and mission.
3. **Defining Goals:** Methods for translating objectives into specific, measurable goals that can be tracked and evaluated.
4. **Developing Strategies:** Approaches for creating actionable strategies to achieve the defined goals. This includes prioritizing initiatives and allocating resources effectively.
5. **Measuring Success:** Identifying key performance indicators (KPIs) and other metrics to measure the effectiveness of strategies and track progress towards goals.
6. **Case Studies and Examples:** Analysis of real-world examples and case studies to illustrate successful implementation of the OGSM framework.
7. **Interactive Exercises:** Hands-on activities and group exercises to practice setting objectives, defining goals, developing strategies, and measuring success.
8. **Feedback and Refinement:** Sessions for participants to receive feedback on their OGSM plans and refine their approach based on insights and suggestions.
9. **Implementation Planning:** Guidance on how to implement the OGSM framework within the organization, including tips for overcoming common challenges and ensuring alignment across teams.

These themes help participants gain a comprehensive understanding of the OGSM framework and how to apply it effectively in their organizations [\[1\]](#)[\[2\]](#).

[\[1\]: Gust de Backer](#) [\[2\]: Cascade Team](#)

## References

[\[1\] OGSM Model \(2024\): How-to & Examples \[+ Template\] - Gust de Backer](#)

[\[2\] OGSM Model: The Only Guide You'll Ever Need + Examples \(2025\)](#)



# Interaction Capability for Chinese Speaking Vietnamese

## 401 Why Content Marketing is crucial? Content Marketing Workshop (3~6 Hours in Chinese)

Content marketing is crucial for sales and business development (BD) professionals for several reasons:

1. **Building Trust and Credibility:** High-quality content helps establish your brand as an authority in your industry. By providing valuable information, you build trust with your audience, making them more likely to engage with your sales team[1].
2. **Lead Generation:** Content marketing attracts potential customers by addressing their needs and pain points. This inbound approach generates qualified leads who are already interested in your solutions[2].
3. **Nurturing Relationships:** Through consistent and relevant content, you can nurture relationships with prospects and existing customers. This keeps your brand top-of-mind and helps move prospects through the sales funnel[2].
4. **Supporting the Sales Process:** Content such as case studies, whitepapers, and blog posts can be used by sales teams to address specific customer concerns and objections, making the sales process more efficient[3].
5. **Enhancing SEO and Online Visibility:** Well-crafted content improves your search engine rankings, making it easier for potential customers to find you online. This increased visibility drives more traffic to your website and generates more opportunities for sales[1].
6. **Educating the Market:** Content marketing allows you to educate your audience about your products, services, and industry trends. This education helps prospects make informed decisions and positions your brand as a go-to resource[3].
7. **Cost-Effective Marketing:** Compared to traditional advertising, content marketing is often more cost-effective and provides a higher return on investment. It continues to generate value long after it has been published[1].

By leveraging content marketing, sales and BD professionals can create a more engaging and effective sales process, ultimately driving better results for their organization.

[1]: [ON24](#) [2]: [ON24](#) [3]: [Surfer SEO](#)

### References

[1] [10 Reasons Why Content Marketing Is Important for your Business](#)

[2] [Why is Content Marketing Important for Your Business? | ON24](#)

[3] [Why is Content Marketing Important? 10 Reasons With Examples - Surfer](#)

## WORKSHOP THEMES

3~6 HOURS/ IN CHINESE

Content marketing workshops are designed to help participants develop and refine their content strategies. Here are some common themes you might encounter in a content marketing workshop:

1. **Understanding Content Marketing:** Introduction to the principles and importance of content marketing, including its role in modern marketing strategies.
2. **Developing a Content Strategy:** Techniques for creating a comprehensive content strategy that aligns with business goals and targets the right audience[1].
3. **Creating Buyer Personas:** Exercises to develop detailed buyer personas to better understand and target your audience[2].
4. **Content Planning and Ideation:** Methods for brainstorming and planning content that resonates with your audience and supports your marketing objectives[2].
5. **Content Creation:** Best practices for creating high-quality content, including writing, design, and multimedia production[1].
6. **SEO and Content Optimization:** Strategies for optimizing content for search engines to improve visibility and drive organic traffic[2].
7. **Content Distribution and Promotion:** Techniques for effectively distributing and promoting content across various channels, including social media, email, and paid advertising[1].
8. **Measuring and Analyzing Performance:** Tools and metrics for measuring the success of your content marketing efforts and making data-driven decisions[1].
9. **Case Studies and Real-World Examples:** Analysis of successful content marketing campaigns to illustrate best practices and inspire new ideas[1].
10. **Interactive Exercises and Workshops:** Hands-on activities to practice developing content strategies, creating content, and optimizing for SEO[2].

These themes help participants gain a comprehensive understanding of content marketing and how to apply it effectively in their organizations.

[2]: [Portland SEO Growth](#) [1]: [Content Marketing Institute](#)

## References

[1] [How to Run a Strategy-Focused Content Workshop](#)

[2] [7 Content Marketing Exercises For Your Workshop - Portland SEO Growth](#)

References:

