

公司基本介紹

Q1: What's your **specialty**?

What are you **selling**? [What's your line of business?]

What is the **business property** of your company?

What are your **company's features**?

A1: We research, develop, manufacture, and market high quality pico projectors with reasonable prices.

Q2: **Where** is your product **manufactured**? [Where is it manufactured?]

Do you have your own **plant** here in Taiwan? [You've got your own **plant**?]

Do you have your **factory** in Taiwan? [You've got your **factory** on the island?]

A2: Our products were designed in Taiwan and manufactured in Mainland China.

Q3: Are there any quality concerns in China?

A3: Our product, "PK-301", is the winner of the 2010 Taiwan Excellent Award. Our plant has passed ISO(International Organization for Standard) 9002 quality certification.

Q4: How many employees do you have?

How big is your company?

A4: 140 in Taiwan, 540 worldwide.

Q5: When was your company **established**?

A5: Our company was established (founded) in 2002. Our new products, PK201 and Pk301, were launched in 2010.

Q6: What's the total amount of your **annual sales**?

A6: It's about US\$ 300,000,000.

Q7: **Where** do you **sell most** of your products? [Where do your products usually go?]

A7: Most of our sales are in America, Europe, and Asia. (Canada, USA, France, Germany, China, Taiwan)

Q8: **Where** are your **main markets**?

A8: Most of our sales are in America, Europe, and Asia. (Canada, USA, France, Germany, China, Taiwan)

Q9: **What are your products used for?**

A9: Our products are used for showing pictures (individual images) or videos in presentations or gatherings with family or friends.

Q10: What's your **customer (consumer) type**? [Who can be your major customer?]

A10: Our products are mainly for business people and teachers. In addition, they are ideal for use in homes.

Our **customers** are foreign importers and agents. Our **consumers** are businessmen, teachers, and

family members.

Q11: Which kinds of **advertisement** do you use?

How do you advertise (promote) your products?

Have you been advertising your product?

What's your **marketing strategy**?

A11: We usually attend trade shows and put ads on technology magazines or over the Internet.

若要進一步講時：通常我們的行銷策略與價目表是依據市調、顧客反應而定

Our marketing policies and price list are usually based on market reports and customer reactions.

Q12: Do you have any **branch**? [Where are your **branches** located?]

A12: We have over 10 branches around the world.

Q13: Where are the designers from?

Who designed the product?

A13: Our products are designed by our top engineers in Taiwan.

Q14: Do you take ODM /OEM orders?

A14: Yes, we do.

Q15:問到公司其他產品時...→今天只推銷 PK-301，其他產品請上公司網站查詢

A15: Today we are here to promote PK-301 and PK201. If you are interested in our other products, please visit our website for the information you need.

產品基本介紹

Q1: What's the **unique feature** of your products?

What's **special** about your product?

What are your products' characteristics?

A1: Our products are small, portable, and easy to operate. They are not only for presentation in meeting or teaching, but also suitable for family entertainment. They come with the latest DLP technology offering projections with bright and saturated colors.

Q2: 如何操作？

Show me how it works! [Could you show me how it works?]

Okay. Let me show you how it works....

How does the device **work**?

How does the device operate?

How does the device function?

How do you **activate** the machine?

How do you run the machine?

How do you operate the machine?

How do you use the machine?

A2: First, you press and hold the power button to turn it on. The lens focus can be adjusted by rotating the lens either way. The arrow keys above the body allow the user to choose the functions on the interface. The hardware add-in slots on the back of the body are provided for connection with the television and the computer.

(鏡頭可經由旋轉調整對焦, 機體正上方的箭頭圖示按鍵則是提供使用者在介面作選擇的功能, 另外也提供電視與電腦插槽提供硬體外接)

Q3: What's the **material** of your product? [What is your product **made of**?]

A3: Mainly plastic.

Q4: Is it breakable?

A4: It's not breakable because it's sturdy and tough.

Q5: **Compared with your competitors' products, what are the differences among them?**

A5: Ours are easier to operate and more affordable for most of people. The included software meets the consumers' demand.

Q6: What is DLP?

A6: DLP stands for Digital Light Processing. It's a technology used in mini projectors. DLP technology was first developed by Texas Instrument, which is still the major supplier of this technology. DLP can make the color brighter and more saturated.

貿易條件

Q1: How **much** is one unit? [How much is it for one unit?]

A1: PK201 - USD299 FOB Keelung
PK301 – USD399 FOB Keelung

Q2: How about your **trade terms**?

A2: FOB Keelung.

Q3: Can you do **CIF** term?

A3: We only offer FOB price today. Could you give me your name card and tell me your discharge port? We will e-mail you CIF price after this show.

Q4: What is your **minimum order amount** (MOA)?

A4: It's not required.

Q5: What is your **minimum order quantity (MOQ)**?

A5: It's not required.

Q6: It sounds expensive!

Why is your price higher than your competitors'?

A6: Not really. This projector has passed related quality measures and has the newest technology system in the world.

Q7: **Can you offer us a quantity discount? Or.....**

A7: If you order more than 200sets, we'll offer you 2% off.

付款 (payment) 條件

Q1: What is your **payment** term?

Do I have to **pay** it at one-time?

Do I have to **pay** the full amount at one time?

A1: T/T - 30% down payment upon ordering and 70% before shipment

L/C- L/C at sight.

Q2: 對方要求更好條件時：如 COD(貨到付款)、D/P、D/A、O/A、Installment(分期付款)、遠期/LC

A2: Sorry, because we are new to each other, we have to do business with you for at least 6 months before giving you credit (an installment plan).

Q3: What is your time of payment? (payment deadline= due date)

A3: Before shipment.

Q4: Is it a Firm Offer? (穩固報價?)

A4: Yes, our offer is valid till the end of this month.

交貨/裝運 (delivery/shipment) 條件

Q1: What's your **lead time** (delivery time/shipment)?

How long does it take before shipment?

A1: Within 30 days after order confirmed

Q2: May we **change** the **delivery method**?

May you send them by **air freight**?

Could you deliver the goods within two weeks by **air freight**?

A2: Yes. Different shipping methods will be available. Each shipping method has its own charges that will be

applied to your order.

包裝 (packing) 條件

Q1: What is your **packing**?

A1: We pack them by (under) standard export carton.

Q2: What is your **packing design**?

A2: Our products are packed by standard export carton.

PK201 - 10 sets/ctn

PK301 – 8 sets/ctn

保險 (insurance) 條件

Q1: What about the **insurance**?

A1: The insurance will be all risk for 110% invoice value.

糾紛、索賠、仲裁

Q1: If there are **defective goods**, will you be responsible for them?

A1: We will take full responsibility if our products are defective. You can exchange defective items for new ones within 30-45 days.

Q2: If your goods are in **short supply**, how will you handle it?

A2: We will get in touch with you, and discuss the solution.

索取資料 (目錄、價目表、樣品...)

Q: Do you have any **catalogs**? [**leaflet, flyer**(單張目錄),
pamphlet, brochures(小冊子),
price list(價目表)]

A: Here's our **flyer/DM** for your information.

A: Here's our leaflets/flyers/pamphlets/ brochures/price list for your reference.

Q : May I take a look?

A : Please do! [Sure. Here you are.]

A : Please do! /Sure. Here you are! /Please take your time!

Q: Can you offer **catalogues or price lists** for our reference?

A : Yes! Please wait for a minute and these are our latest catalogues.

※主動提供傳單給對方時：

1.Would you like to see our **catalog**?

2. Here are some fliers and DM, please take a look. (這裡有一些小冊子和傳單給您做參考)

Q: Do you offer samples? (要求樣本時→無法現在給，請他填表格後，以後再與該公司聯絡)

A: We are unable to offer you a sample now. Please fill out this form and we will contact your company later.

Concerning the sample, we need pay for sample charge and postage.

售後服務

Q: How long is your product covered by warranty? (保證書)

A: Our Products are covered by a 3 year manufacturer's warranty against defects. After that, we will charge you after sales service.

洽談過程中

1. Sorry, I can't understand what you mean. Can you explain again, please?

2. No problem! If any questions arise, please contact with our company.

3. Sure, it's my pleasure.

4. Sorry, I didn't catch what you said.

Once more (again), please. = Could you please say it again?

What's "____"?

5. Just a moment, please.

※沒聽清楚 buyers/judges 的問題，要說：

Excuse me? [Pardon? / Could you please say it again?] 或 Sorry, I don't understand what you mean.

Could you explain again, please?

※請對方稍候，要說：

Please hold on a second.

※對方向你致謝，要說：

You are welcome.

※對方要離開，要說：

Thanks very much for visiting us.

※對方說：It is my pleasure. 要回說：

The pleasure is mine.

其他

1. 評審沒話講並且我們介紹完，他又不想走時：

Please feel free to look around.

2. 被問倒時：

That's an excellent question. We will have to contact the management first though. We will get back to you ASAP.

About the technical problem, we will have our engineers answer you later.

Q : Compared with your competitors' products, what are the differences among them ?

(與競爭者比較)

Q : **How well does your product sell?** (銷售情況好嗎? → 好!)

Our products are well received and they sell very well. We have orders coming in almost every day.

Q : Does it use alternating current or direct current? (用交流電或直流電? → 皆可!)

A : Both.

Q : The battery is rechargeable or disposal? (電池是在充電式或拋棄式? → 充電式)

A : The battery is rechargeable.