

Welcome to BTS-T Communiqué

BTS-T (Beijing Time Sonic Technology Co., Ltd) is a provider of proprietary sales and marketing knowledge, methodology and tools. Its world-class expertise has been used by many industrial leaders including Fortune 500's. Our sales and marketing framework has become a nationally-sanctioned university textbook in China, and its English version has been published by Elsevier for English-speaking readers worldwide.

We help our clients prosper with unique customer value, and we demonstrate this value with our proprietary publications, consultancy, methodology and tools as follows.

1. Main Publications

- **“Selling Behavior”**, a nationally-sanctioned university textbook by the Ministry of Education of P. R. China in 2006;
- **“Exchange Behavior in Selling and Sales Management”**, published globally by Elsevier in 2008 (Elsevier’s editorial comment of this book is **“a revolutionary framework”**);
- **“China Automotive Market Update”**, a monthly publication for membership clients (English version only);
- **“Value-integrated Leadership”**, a MPA textbook co-authored with HIT (Harbin Institute of Technology) for senior officials and business leaders.

2. Consultancy

- **CNM[®] Process**, this consulting service improves sales and marketing operations with customer needs management knowledge;
- **BTS-T MR**, this consulting service roots marketing research (MR) to customer psychographics for action insights.

3. Methods & Skills

- **VINS[™] Pros**, this training program (Value-integrated Selling) innovates sales process and skills with customer value pursuing behavior;
- **VINS[™] MC**, this coaching program (Value-integrated Sales Management Coaching) systemizes fragmented sales management processes with a single framework;
- **VINL**, this leadership program (Value-integrated Leadership) characterizes leadership process with effectiveness metrics.

4. Customer Needs Management Tools

- **CNM[®] Tools**, this software enhances sales and marketing management;
- **CNM[®] WT**, these working templates introduce new concepts into sales and marketing operations.

We hope this communiqué is informative and of value to you, and we look forward to being of service to you.