

## CNM<sup>®</sup> Process

### Briefing

**CNM<sup>®</sup> Process** (Customer Needs Management Process) is a unique consulting service provided to enterprise clients who are seeking to improve their customer interactions. This process helps build all sales and marketing operations directly on critical and relevant customer behaviors, resulting in actionable customer knowledge.

Not only is the **CNM<sup>®</sup> Process** used by multinational corporations, it has also become an integral part of "Selling Behavior", a nationally-sanctioned textbook by the Ministry of Education of P. R. China. Furthermore, its practical framework has been published by Elsevier in the book of "Exchange Behavior in Selling and Sales Management" for English-speaking readers worldwide.

The business methods of **CNM<sup>®</sup> Process** are being patented in the USA under the name of "A quantified system to design, plan and manage organizations' sales activities".

### Benefits

- Not just consultative document, but the methodology and tools to land it
- Improving effectiveness of forecasting, planning and competition strategy with living customer behavior data
- Improving visibility of sales and marketing status with customer behavior-based indicators
- Cutting unproductive paperwork
- Cutting communication costs by integrating related sales, marketing and management work within a single framework

### Single Framework, Multiple Applications



### Consultants

**CNM<sup>®</sup> Process** Experts have many years of experience at management levels of world-class multinational corporations.