

上海锦卓商务咨询公司 品牌内训课程目录

课程类别	课程序号	课程名称	天数
1MP市场管理类 (Marketing Programs)	1MP01	渠道管理 (Channel Management)	2天
	1MP02	基础市场 (Marketing Management Basic)	2天
	1MP03	高级市场 (Marketing Management Advanced)	2天
	1MP04	新产品推广 (New Product Promotion)	2天
	1MP05	品牌管理 (Brand Management)	2天
	1MP06	高效产品经理 (Effective Product Manager)	2天
	1MP07	战略市场运作 (Strategic Marketing Management)	2天
2SEP销售类 (Sales Enhancement Programs)	2SEP01	专业销售技巧 (Professional Selling Skills)	2天
	2SEP02	电话销售技巧 (Telephone Selling Skills)	2天
	2SEP03	销售谈判技能 (Sales Negotiation Skills)	2天
	2SEP04	区域管理 (Regional Management)	3天
	2SEP05	目标管理与行动计划 (Target Management And Action Plans)	2天
3GMP经营管理类 (General Management Programs)	3GMP01	如何成为优秀主管 (How to Become an Excellent Supervisor)	2天
	3GMP02	成功经理人 (Successful Management)	2天
	3GMP03	提高执行力 (Exeuction To Win)	2天
	3GMP04	项目管理 (Project Management)	2天
	3GMP05	情境领导 (Situational Leadership)	2天
	3GMP06	培训培训师 (Train The Trainer)	2天
	3GMP07	问题的解决 (Problem Solving)	2天
	3GMP08	会议管理 (Meeting Management)	2天
	3GMP09	沟通技巧 (Effective Communication Skills)	2天
	3GMP10	谈判技巧 (Negotiation Skills)	2天
	3GMP11	变革管理 (Change Management)	2天
	3GMP12	战略决策与规划 (Strategic Decision Making and Planning)	2天
	3GMP13	六项思考帽 (Six Thinking Hats)	2天
40P生产运作类	40P01	供应商选择评估与管理 (Selection Evaluation and Management of Suppliers)	2天
	40P02	实用采购技术 (Practical Purchasing Techniques)	2天
	40P03	采购中的成本与价格分析 (Cost and Price Analysis in Purchasing)	2天
	40P04	采购谈判 (Purchasing Negotiation)	2天
	40P05	物流管理 (Logistics Management)	2天