

# New Western Cuisine

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产品设计

思之交融 心之聚会

Meeting of Minds / Gathering of Hearts

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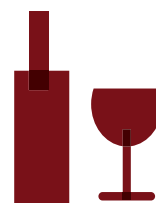
**Fred Tibbitts, Jr.**

Fred Tibbitts, Jr. is the foremost global wine & spirits consultant for National Account chain hotels and restaurants, based at Bangkok and New York. He travels the world annually attending several of the leading wine and spirits expositions, seminars and conferences. He is a writer for industry and entertainment publications in China and the U.S.

常驻在曼谷和纽约的Fred Tibbitts, Jr.是全球最著名的品酒顾问之一，他为众多的连锁酒店及餐厅提供咨询。还参与过许多国家重要的餐饮会展以及项目。大量相关的著作及评论发表，在业界，一时洛阳纸贵。

## For Meetings of the Mind Only Premiums Will Do

### 会展 只有高品质



We all know that any MICE worth his salt dines exclusively on the finest wine and cheese, which easily explains why your average mouse trap in Beijing, Shanghai or any other fashionable destination in the P.R.C., baited with the least expensive cheese from the outdoor market and served with the local, economy "banquet wine", fails to attract even your average MICE; only premium cheese and wine will do. So, to attract the more desirable and profitable of MICE worldwide:

**Your reception wine & cheese menu might include:**

Brie & Burgundy  
Camembert & St. Emilion / Bordeaux  
Parmesan & Barbera or Prosecco Sparkling Wine  
Gorgonzola & Chianti Classico / Sangiovese  
Feta & New Zealand Pinot Noir

**Your dessert wine & cheese menu might include:**

Bleu d'Auvergne & Sauternes  
Stilton & Port Wine

Always provide Extra Virgin Olive Oil & Baguette in Abundance

Meetings are about adding value for the client, who responds by selecting your upgrades: The better value you demonstrate, the more upgrades become the obvious choice. Clients utilize meetings and events in some cases to bring their own team together for inspiration and focus, while in other cases to provide an opportunity to entertain their clients and customers and improve relationships. Educated MICE know this and custom design client packages engineered

to provide the best value at the top of the trade-ups ladder. Anyone can sell on price; but your close ratio will be poor and you will find you attract the budget-conscious business the better educated, more experienced MICE would prefer their competitors win. And anytime your competitor is pleased you have closed on a piece of business, brace yourself: the apple is rotten.

The key to increasing revenue and profits with MICE is to understand the client and in particular, the reasons they are holding the event or events. Know their culture: Know their decision makers: Know their event wins and provide a customized set of trade-ups that enhance the prospects for a more successful event or events. If they see the added value, they will find a way to pay for it. Thus, trade-ups mean premiums from A to Z, which translates to increased revenues and profits.

The most experienced and best educated MICE always load the top trade-up package with so many bells & whistles and comfort factors that by comparison the lesser packages are not even in the running. The client wants the top package more than ever, because it will insure an even more successful meeting/event than they had envisioned when they came to you. Share their vision, show them added value and close at the top. Sell on success, not on price.

I close with a little-known strategy some of the most successful MICE (many

graduates of The Ivy League MICE School of Hard Knocks) have utilized with great success: Design, negotiate and close on the top trade-up package your skill sets allow. But then, once the client has shaken hands and signed on the dotted line, tell them the following:

"Mr. MICE, to show you how committed we are to working with you to produce an over-the-top meeting/event, we have an agreement addendum for your consideration: If at the conclusion of your meeting/event you are completely satisfied, we're even. If you feel we missed the mark, we're going to discount your final bill by 20% on the spot. But if you feel we went over-the-top for you and we exceeded your expectations, you can thank our team with a 20% bonus. And those of our team who made it happen for you will share in your generosity."

The client has nothing to lose: He is empowered to gain a 20% rebate if you fall short of his expectations and, as importantly, he is empowered to reward you and your team for excellence.

Clients pay their top performers bonuses: Be a top performer for your client and be rewarded accordingly. And who among your team, knowing that anything short of excellence in execution might cost you a 20% penalty, would give anything less than 120% effort to "wow" the client? Not to mention the possibility of sharing a 20% gratuity.

I am **Red Fred**, over & out.

我们都知道，任何的会展时事都以其上好的酒和奶酪给人们留下别具一格的印象，这也就解释了为什么大家都对北京、上海以及中国其他任何时尚之都情有独钟。从外边市场上选择奶酪配上经济型的酒，这些餐桌上的东西恐怕连一般的会展时事都不能满足，只有上好的奶酪和酒才能做到这一点。所以，用这些去吸引那些上品位的会展活动吧。

**你的迎客菜单上的酒和奶酪应该包括：**

布里与勃艮第  
卡门贝特与圣爱美浓/波尔多  
戈贡佐拉与古典基安蒂/桑娇维塞  
费塔和新西兰黑比诺

**你的甜点菜单上的酒和奶酪应该包括：**

艾迪布尔韦涅 & 索泰尔纳  
斯蒂尔顿和鲜红

时刻要准备好足够的法国长面包和特级初榨橄榄油

会议的目的是为了给客户带来价值。客户通过会议和活动在某些程度上将自己的团队聚合在一起，进而来鼓励他们；另一方面，通过款待新老客户，可以增进和合作伙伴之间的关系。好的会展时事可以为彼此提供最好的贸易交往的阶梯。什么人都可以明码标价，但是你的增长率会很低，同时你会发现去吸引那些预算意识是很重要的。有经验的会展会希望他的竞争对手赢。竞争对手会高兴看到你结束了一项商业的贸易的关注，也就是说：这是个烂苹果了。

通过会展活动增加收益的关键是了解客户，特别是他们举办这些活动的原因。了解他们的文化也很重要：去了解他们的决策层，了解他们活动成功的关键因素同时提供活动成功的一系列协助。如果他们看到了附加值，他们就会为此而买单。因此，贸易窗口指的是从A到Z，也就是说提高收益。

最好的会展活动会带来很好的贸易机会，同时有很好的宣传。相对于从前，客户越来越想要更好的服务了。因为这样可以保证这些活动会比你设想的更加成功。分享见解和观点，展示给他们可以提供的附加值然后在高潮的时候关闭。卖的是成功，不是价格。

我知道一些成功举办会展活动的诀窍，那就是：设计、谈判并且在你的贸易合作即将成功的时候结束。但是，当你的客户在握手并且在文件上签字的时候，别忘了提醒他下面的内容：



“先生，我们倾力与您合作，使得我们的活动达到了空前的成功，出于您的角度的考虑，我们有一些附件：如果您感到对此项活动很满意，我们更加高兴。如果您认为我们的工作没有达到既定目标，我们将给您8折的折扣。但是如果您认为我们的成果超出了您的预期，请您给我们20%的分红。这是我们的团队协助您一起赢得的胜利，并希望得到您慷慨的分享。”

客户没有任何损失：如果你没有满足他的期望值，他将得到20%的补偿，同时重要的是，他将为你和你团队的杰出而给予你们褒奖。

客户付出了他们的红利：在你们的客户面前，你要成为一个顶级的表演者，就能够及时的受到客户给予的肯定。在你团队的人，知道如果做的不够完美的话，就会害的你失去20%的损失，那么，在你团队里的任何人，谁不会付出120%的努力去赢得客户由衷的赞叹呢？更不要说还有20%红利的分享呢。

我是**田博华**，一直在这里。