



BMW Automotive Finance

# BMW SF Dealer General Manager Training

## 宝马经销商总经理金融培训营

PROPOSED BY COMFORT INTERNATIONAL M.I.C.E. SERVICE CO., LTD.  
2019.07



01. EVENT OBJECTIVE
02. EVENT CONCEPT DEVELOPMENT
03. VENUE SUGGESTION
04. EVENT MANAGEMENT
05. TEAM INSTRUCTION

# CONCEPT

The background of the image is a high-angle aerial view of a city skyline, likely New York City, during the day. The Empire State Building is the most prominent feature on the right side. The city is filled with numerous skyscrapers of varying heights, creating a dense urban landscape. The sky above the city is clear and blue.

CONCEPT

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# EVENT OBJECTIVE



## Project Background

With the rapid development of financial business, auto finance is becoming more important for dealers. All General Managers of dealers had realized the financial business was not only an important tool for the sales of new cars and used cars, but also an important source of the dealer's profit. Therefore, how to manage financial business efficiently and effectively is becoming a difficult problem to handle. V32 team is going to develop a brand-new training to support GM focusing more on financial business and driving the whole network in the same direction with BMW SF.

## Project Goals

Support dealer GM focusing more on financial business and improve potentials in different areas, driving the whole network in the same direction with BMW SF.

The background of the slide is a photograph of the New York City skyline at sunset. The Empire State Building is prominent on the right side. The sky is a warm, golden color, and the city lights are beginning to glow. The text is overlaid on this image.

CONCEPT

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# 诚驭未来 悅享价值

宝马金融经销商总经理金融训练营

**BMW SF DEALER FINANCIAL TRAINING CAMP**



KV

The background of the image is a high-angle aerial photograph of a city skyline, likely New York City, during the day. The Empire State Building is the most prominent feature on the right side. The city is filled with numerous skyscrapers of varying heights, creating a dense urban landscape. The sky above the city is clear and blue.

CONCEPT

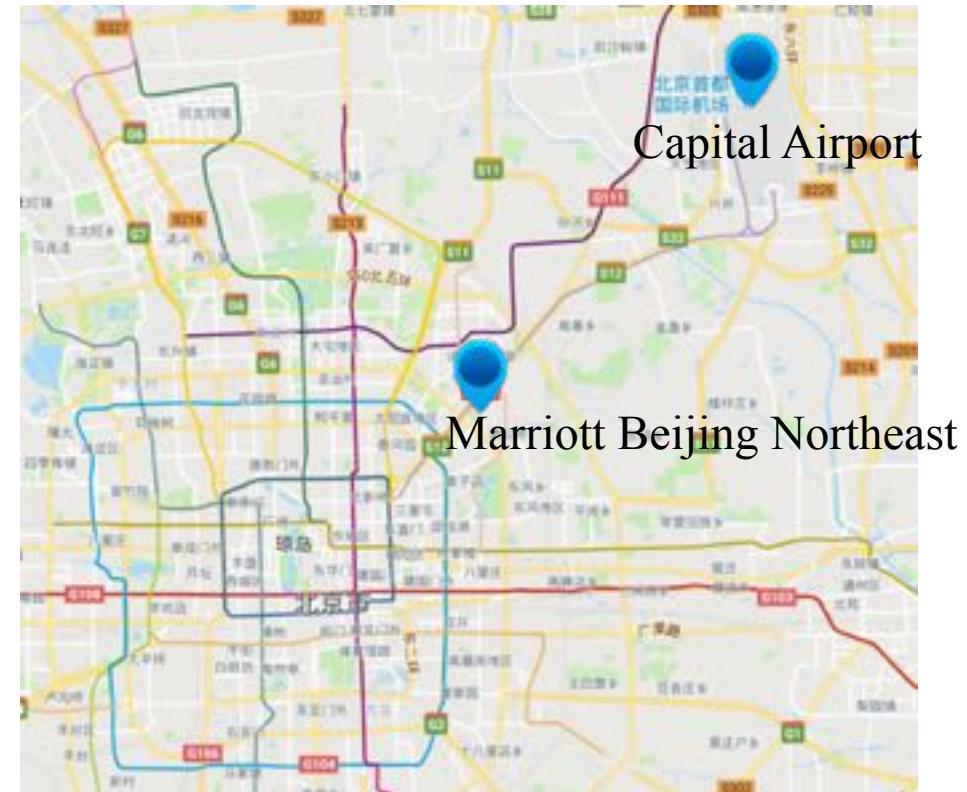
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# VENUE SUGGESTION

## Marriott Beijing Northeast



New luxury 5 Star hotel. Located in the 3<sup>rd</sup> Embassy District and Chao Yang CBD area. Close to Ladies Street, Lufthansa District, Solana and 20 minutes to Beijing Capital International Airport.



Address: No.26 Xiao Yun Road, Chao Yang District  
Hotel to Airport: 26min; 23km;  
Hotel to BJ South Station: 30min, 20km;

# VENUE SUGGESTION

## Marriott Beijing Northeast

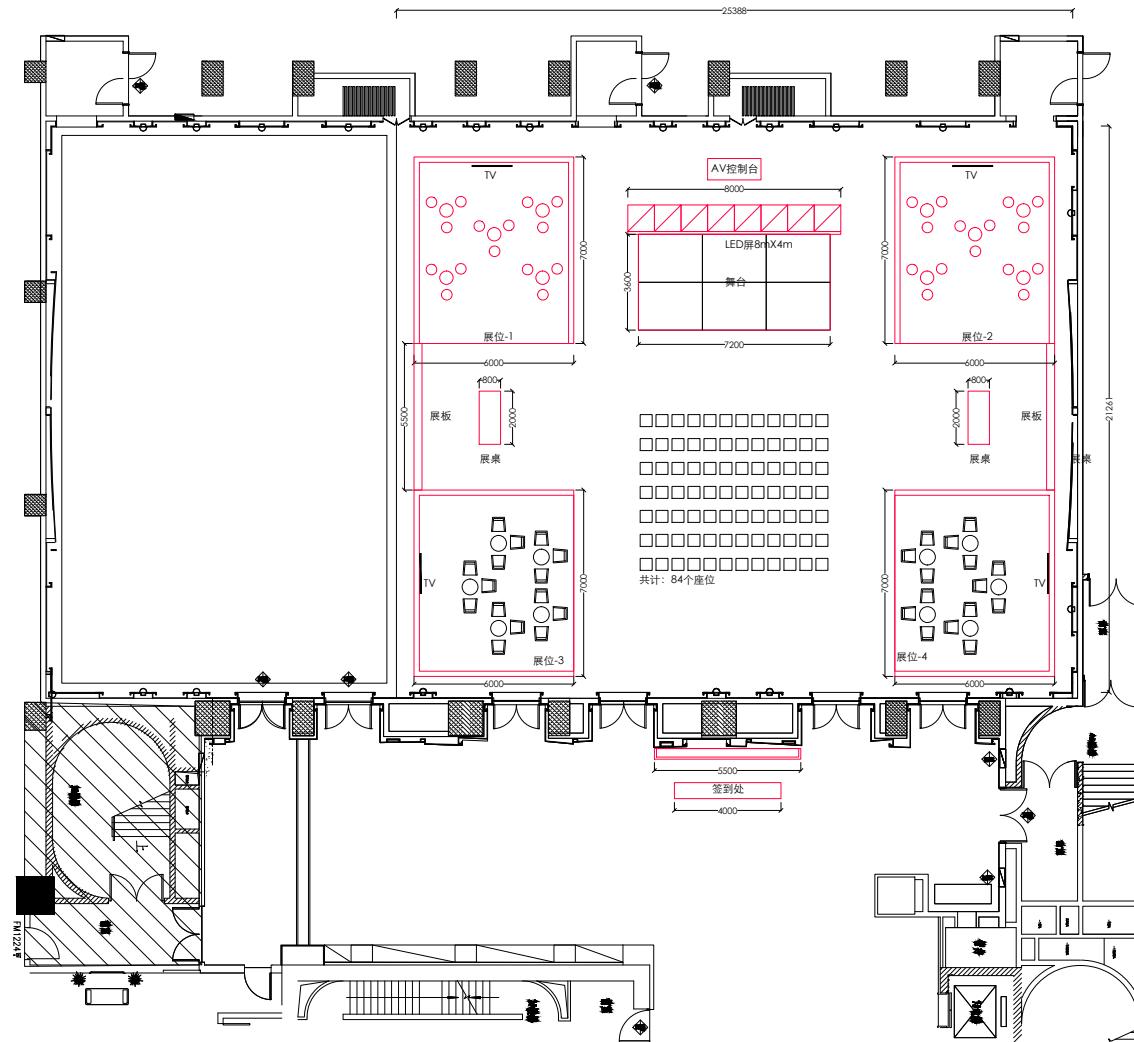


Floor: B2    Ballroom 2&3    558m<sup>2</sup>, 25.6m × 21.8mW\*4.7mH

Lunch Area: 2F

# VENUE SUGGESTION

## Floor Plan



LED Size: 8m  $\times$  4mH

Stage: 7.52mW  $\times$  2.44m

Capacity: 84 seats

# VENUE SUGGESTION

Reception Backdrop  
and Reception Desk

Backdrop: 4\*3mH  
Desk: 3m\*1mH



# VENUE SUGGESTION

Overall Bird View



# VENUE SUGGESTION



先行致远 悅享價值  
BMW經理人財務管理研習營  
OWNER MANAGER FINANCIAL CAMP



BMW經理人  
財務管理研習營  
OWNER MANAGER  
FINANCIAL CAMP



# VENUE SUGGESTION



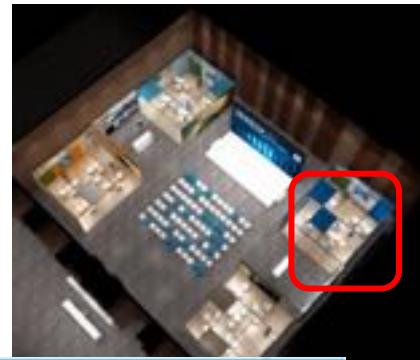
# VENUE SUGGESTION



# VENUE SUGGESTION



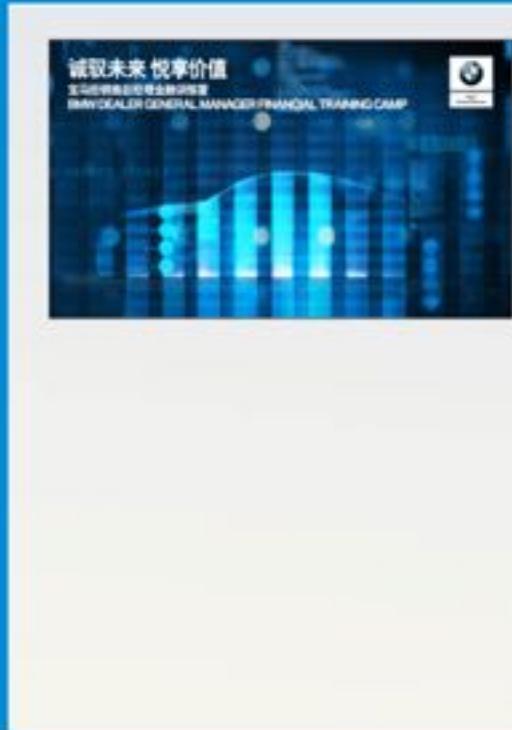
# MODULE 1



## 讲师背板

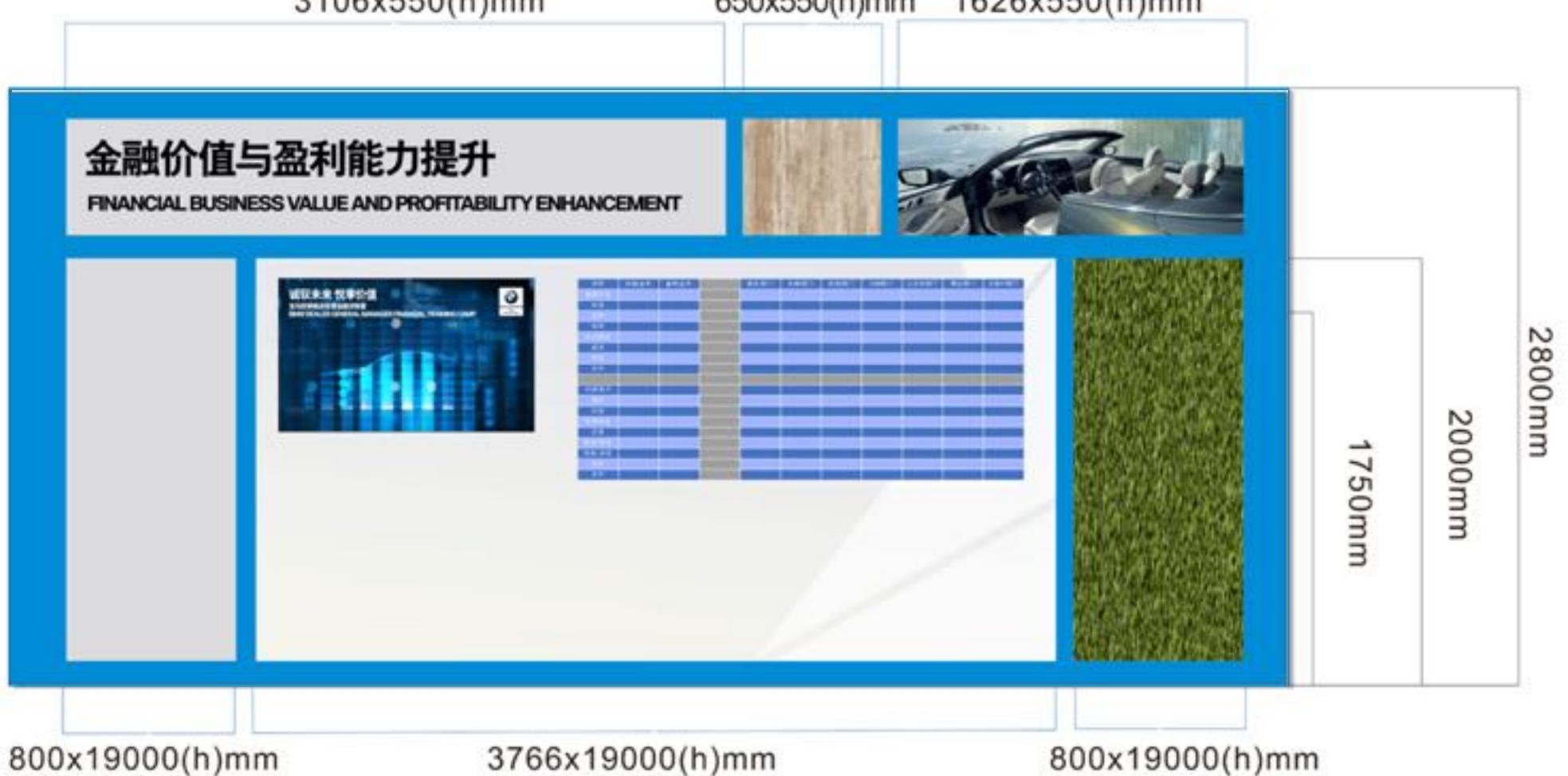
## 金融价值与盈利能力提升

## FINANCIAL BUSINESS VALUE AND PROFITABILITY ENHANCEMENT



# MODULE 1

## 讲师背板



# MODULE 1

## 讲师背板



流程	金融业务	重购业务		新车部门	金融部门	市场部门	CRM部门	二手车部门	售后部门	大客户部门
潜在客户开发										
欢迎										
咨询										
体验										
谈判跟进										
成交										
交车										
关怀										
创建客户										
预约										
欢迎										
车秀检查										
开单										
维修/客休										
终检/洗车										
交车										
关怀										

27个磁贴

单个磁贴尺寸为190x50mm

单个文字尺寸为25x25mm

整体表格尺寸为2100x950mm

磁扣：直径20mm,

黄色80个 绿色130个



# MODULE 1

## 磁贴文字

流程	金融业务
潜客开发	重购业务
欢迎	新车部门
咨询	金融部门
体验	市场部门
谈判跟进	CRM部门
成交	二手车部门
交车	售后部门
关怀	大客户部门
创建客户	
预约	
欢迎	
车旁检查	
开单	
维修/客休	
终检/洗车	
交车	
关怀	

# MODULE 1

左



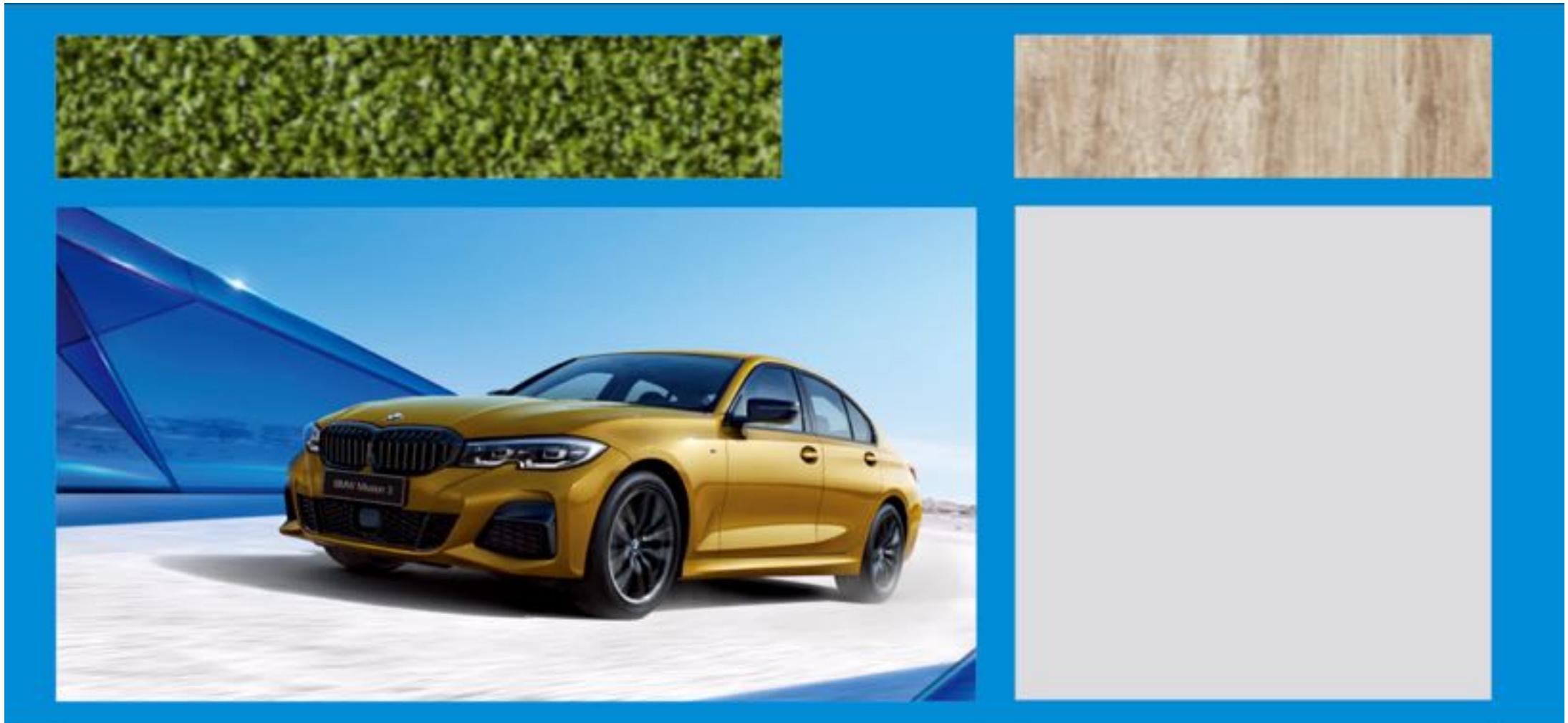
# MODULE 1

左



# MODULE 1

右

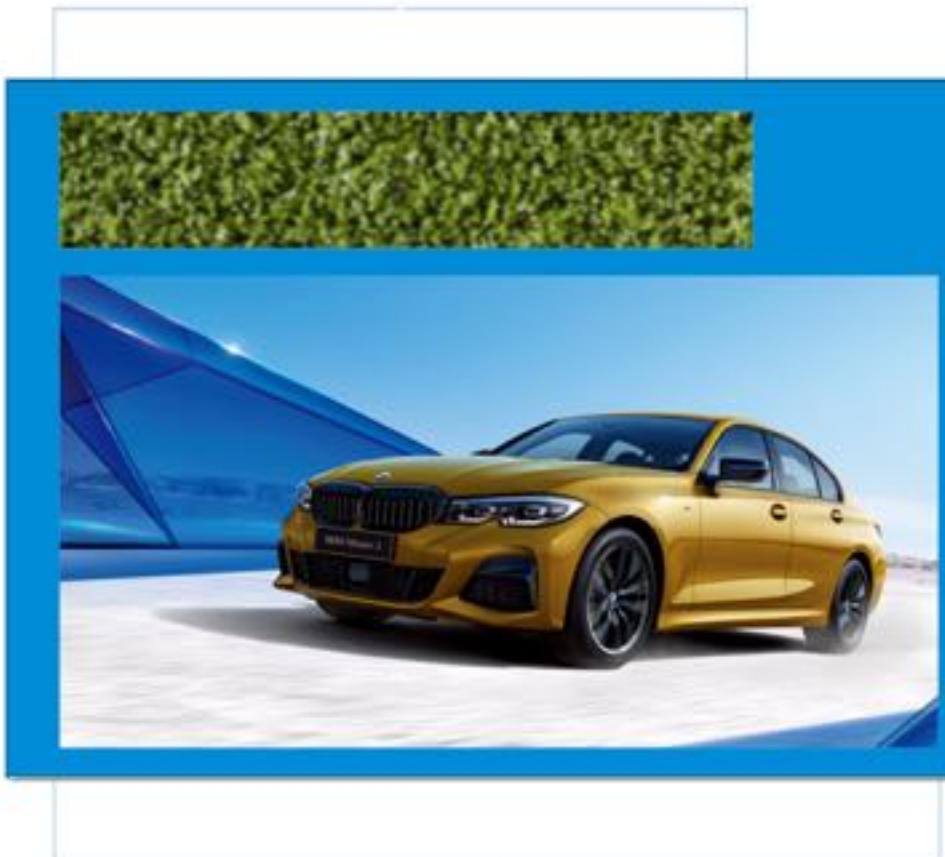


# MODULE 1

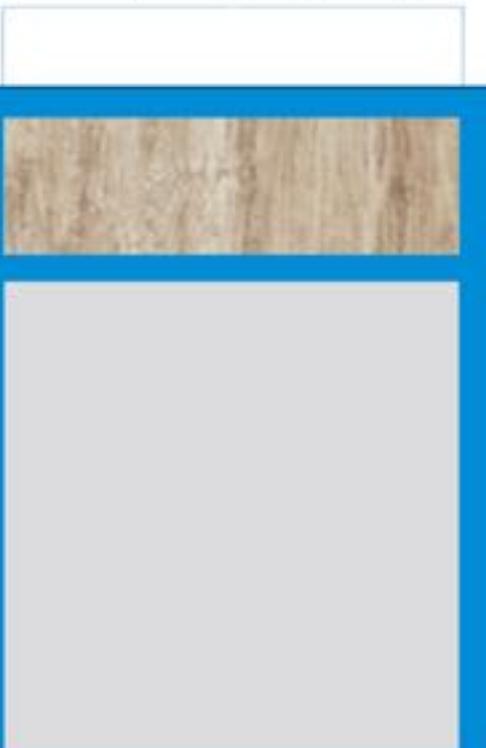
右



2790x550(h)mm



1830x550(h)mm



3535x1900(h)mm

1825x1900(h)mm

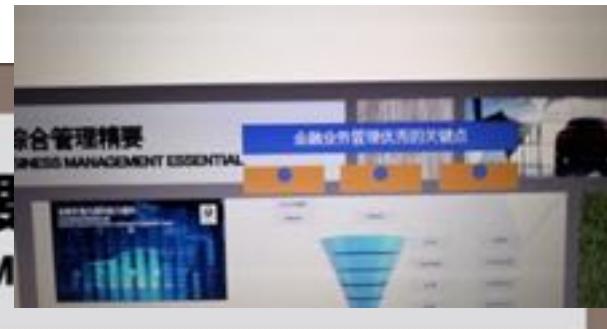
2800mm

2000mm

1750mm

## MODULE 2

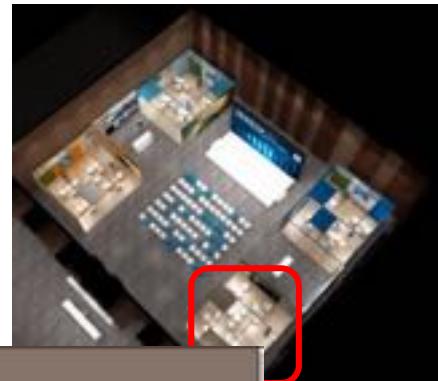
### 讲师背板



关注过程管理为蓝色底



另外需要100个蓝色磁扣



## MODULE 2

### 磁贴文字

蓝色底, 3套：  
金融业务管理优秀的关键点  
关注过程管理

灰色底：  
空白 ~~×~~ 20个

灰色底, 3套：  
数量指标  
质量指标  
开口率  
金融申请量  
合同量  
渗透率  
核准量  
平均贷款金额  
36期金融占比  
金融结构占比  
平均单车金融收益  
金融重购率

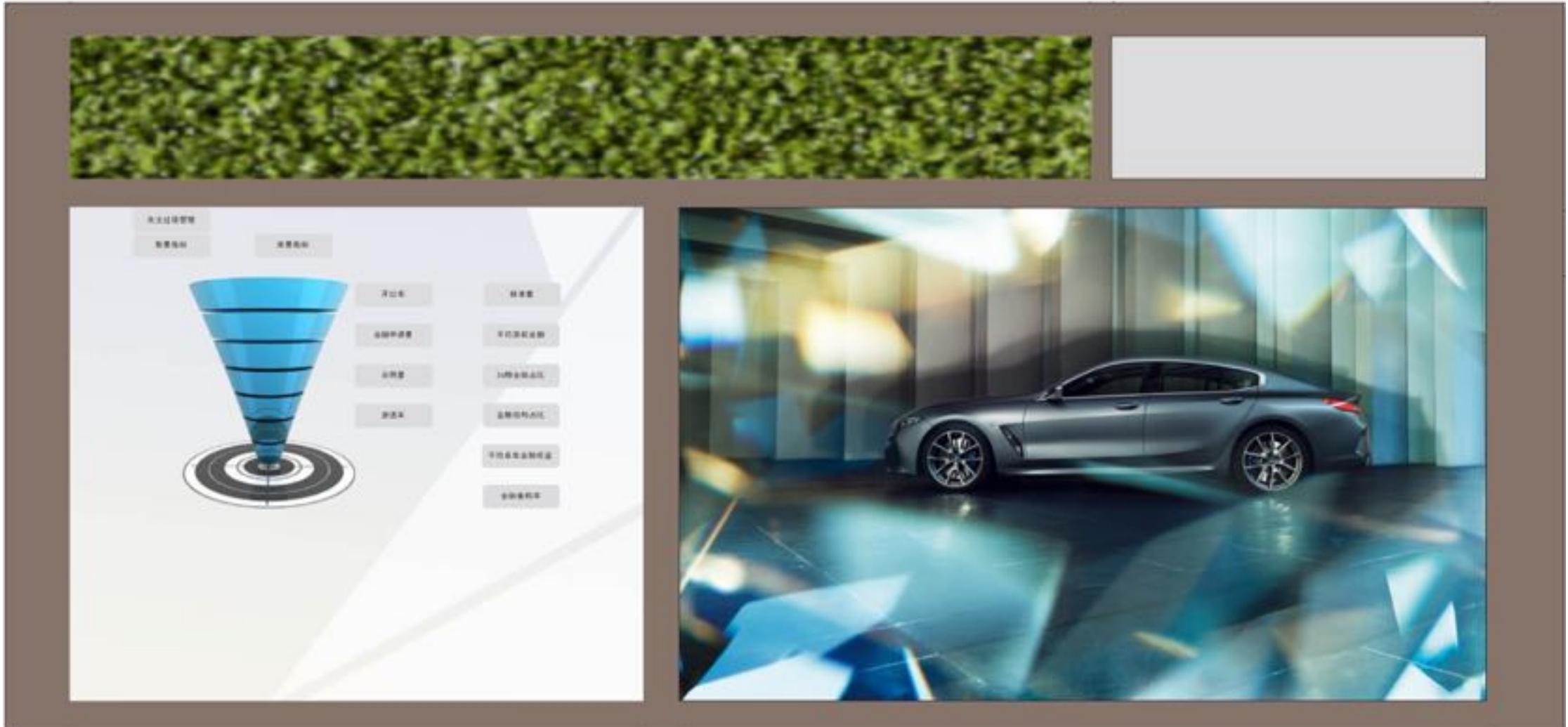
## MODULE 2

### 讲师背板



## MODULE 2

左



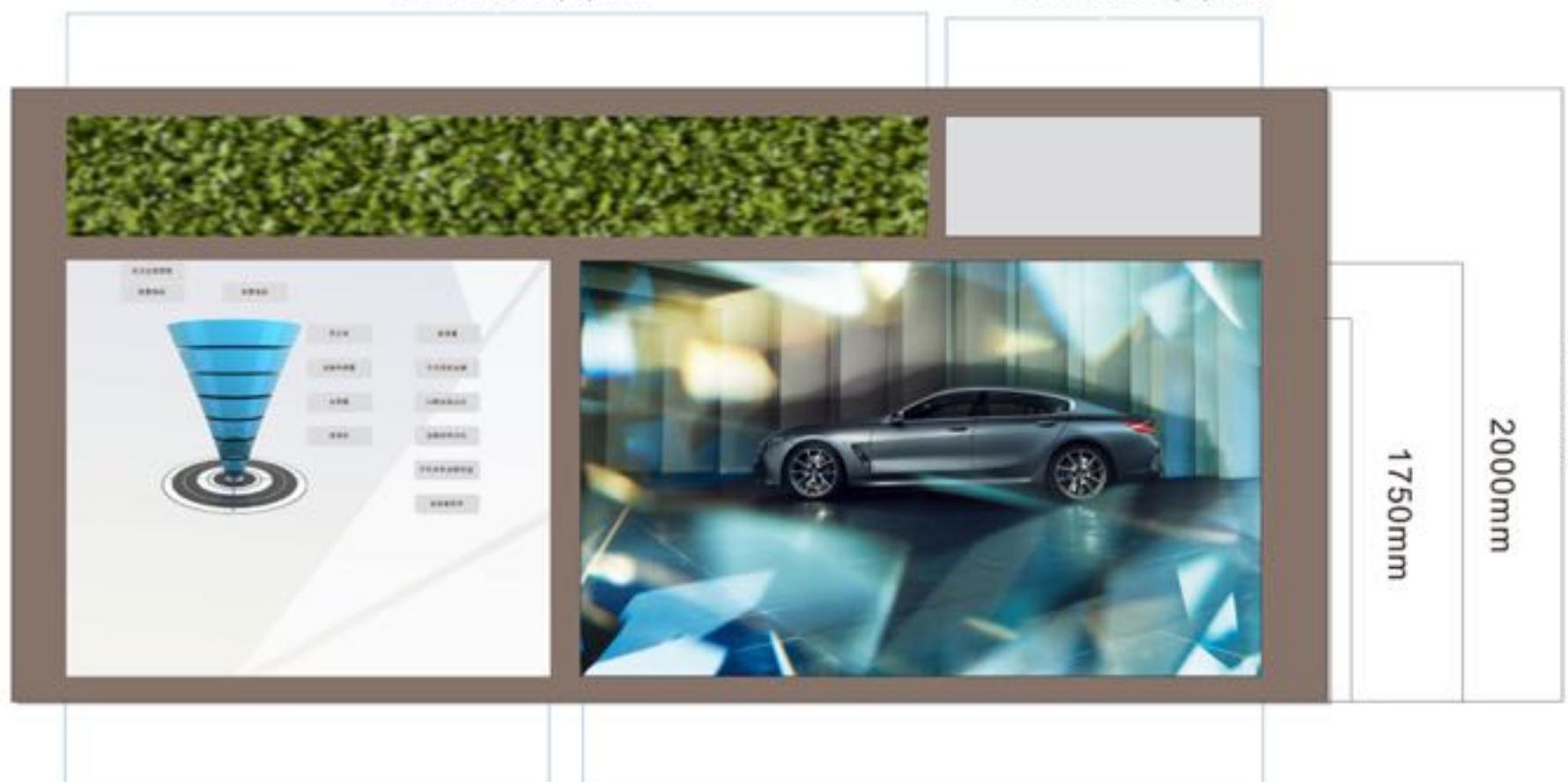
## MODULE 2

左



3932x550(h)mm

1442x550(h)mm



2206x1900(h)mm

3105x1900(h)mm

## MODULE 2

右



## MODULE 2

右

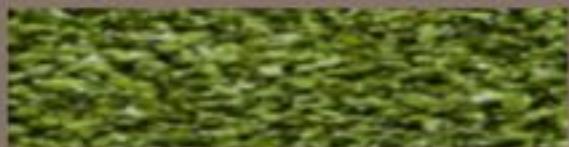


1600x550(h)mm



3230x1900(h)mm

2176x550(h)mm



2206x1900(h)mm

2800mm

2000mm

1750mm

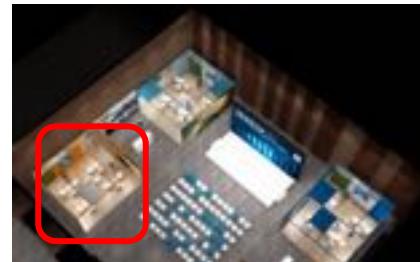
## MODULE 2

### 物料清单



1. 3套磁贴；（每套一蓝底大主题，一蓝底标题，12个灰色，共计3大39小）
2. 100个蓝色磁扣
3. 卡片——BMW提供

# MODULE 3



## 有效规避风险保持长期有序发展 RISK MANAGEMENT & SUSTAINABLE DEVELOPMENT



# MODULE 3

## 磁贴文字

蓝色长底：  
金融业务风险管理

蓝色底：  
风险点  
管控措施  
零售合规  
零售欺诈  
批售风险

# MODULE 3

## 讲师背板



## MODULE 3

左



# MODULE 3

左



## MODULE 3

右



# MODULE 3

右



# MODULE 3

## 物料清单



- 1.喷胶
- 2.1.5m蓝色磁条2条 (分割线)
- 3.卡片——BMW提供



喷胶



黑色磁条 宽10mm 厚度2mm

# MODULE 4

## 讲师背板



### 金融重购业务提升

SF RETENTION BUSINESS ENHANCEMENT

诚致未来 悅享价值  
BMW DEALER GENERAL MANAGER FINANCIAL TRAINING CAMP

金融重购客户生命周期  
新车销售、金融重购、  
二手车置换、售后进厂、其他业务  
机会

留 住客户

金融贷款客户生命周期

1470mm

750mm

# MODULE 4

## 讲师背板



# MODULE 4

左



老朋友, 轻松直达不绕弯

BMW金融老车主购新车, 专享快速审批绿色通道

BMW Financial Services

BMW

Sheer Driving Pleasure

内含优惠和福利工作的BMW金融老车主可享受绿色通道, 具体详情请咨询BMW金融或当地经销商。

# MODULE 4

左



2423x550(h)mmmm

1440x550(h)mmmm 1440x550(h)mmmm

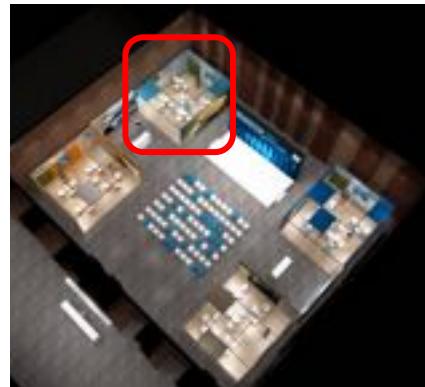


3663x1900(h)mmmm

1693x1900(h)mmmm

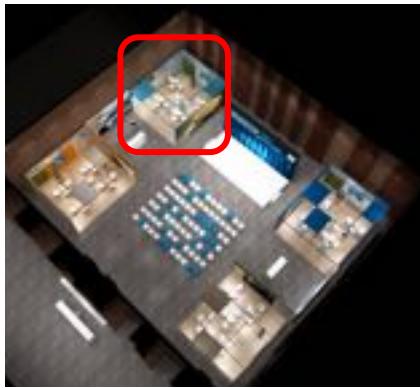
# MODULE 4

右



# MODULE 4

右



# MODULE 4

## 模块4物料清单



- 1.TV
- 2.替换桌卡——BMW提供

## 宝马集团金融业务分布及战略方向

### 宝马集团金融服务业务分布

1991年宝马集团在德国成立了金融服务部门，旨在为客户提供汽车融资解决方案。历经二十多年的发展，宝马集团已在60个国家和地区成立了汽车金融公司、租赁公司或相关事业部。目前这些公司、事业部不仅为8000多名员工创造了就业机会，也使更多的客户得以享受高品质的汽车融资服务。

#### 全球业务分布

60个国家全球化运营



约500万零售服务合同



宝马集团的金融服务在全球的业务覆盖了六大领域，为客户提供多元化的出行解决方案。

#### 业务领域



##### 零售贷款

938亿欧元



##### 批发贷款

188亿欧元



##### 大客户业务

128亿欧元



##### 保险业务

380万个合同



##### 多品牌贷款

67亿欧元

##### 银行业务

104亿欧元

### 宝马金融战略方向

宝马集团在中国提供融资服务时，着眼于以下四大战略方向，力争在中国成为最好的汽车金融服务供应商。

#### 战略方向



## 关于宝马集团金融/租赁业务, 你想知道的都在这里

- 宝马集团于2007年开始在中国市场开展融资服务, 宝马金融于2010年正式成立, 十年间逐步发展和壮大。经过多次增资, 截至2017年底, 宝马金融已经成为中国注册资本最高的汽车金融公司。
- 宝马集团于2016年正式收购先锋租赁, 使宝马集团业务更加完备丰满。



2009年先锋国际融资租赁有限公司 (简称“先锋租赁”) 成立。  
先锋租赁是一家专注于汽车融资租赁和经营租赁业务的企业。

2016年4月, 先锋租赁正式加入宝马集团。

2018年3月, 华晨宝马汽车有限公司 (简称“华晨宝马”) 成为先锋租赁的股东之一。

作为宝马集团在中国的第五家法人实体公司, 先锋租赁为个人和企业提供BMW、MINI、BMW摩托车和劳斯莱斯等宝马集团旗下品牌专属的多种租赁产品和服务, 并针对企业商务出行提供高端定制化解决方案。



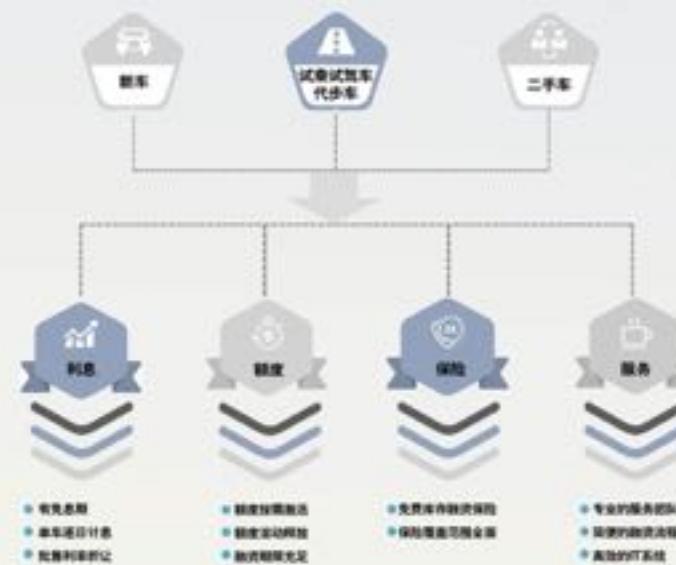
## 我们的金融/租赁产品

### BMW金融

#### 宝马金融零售产品介绍



#### 宝马金融批售融资产品介绍



### 先锋租赁

#### 先锋租赁零售产品概览



## 我们的培训体系

### 诚驭未来 悅享价值

宝马经销商总经理金融训练营

BMW DEALER GENERAL MANAGER FINANCIAL TRAINING CAMP



舞台

1

2

4

3

固定墙体



LED左右



# IPAD内容

## iPad视频内容

序号	视频名称
1	宝马金融产品基础知识
2	宝马金融培训精彩瞬间
3	2019年东区经销商团队零售融资服务挑战赛
4	2019全新BMW 3系精英驾驶培训金融、租赁忠诚客户专场
5	BMW 5系Li & 新BMW X3车型及零售金融广告
6	Dragon经销商融资业务系统上线培训活动视频
7	Joy+ Plate 产品在线学习课程
8	BMW悦加计划广告宣传片
9	BMW悦选明天计划广告宣传片
10	MINI一举三得计划广告宣传片

# VENUE SUGGESTION

## Team Break Menu



AM:

### MENU D

- Tuna fish on mini croissant 金枪鱼牛角
- Tomato cheese sandwich 番茄芝士三明治
- Fruit tart 水果塔
- Red velvet cake 红丝绒蛋糕
- Sliced Seasonal Fruits 鲜果盘
- Coffee & Teas 咖啡和茶

PM:

### MENU E

- chicken salad on 熏鸡肉沙拉配竹炭包
- Smoked salmon tart 挪威三文鱼塔
- Mini nuts pie 坚果派
- Raspberry tart 树莓塔
- Sliced Seasonal Fruits 鲜果盘
- Coffee & Teas 咖啡和茶

# VENUE SUGGESTION

## Buffet Lunch Menu

2F, 万豪咖啡厅



### APPETIZER 冷菜

Salad bar 沙拉吧  
Air-Dried and Cured Meat Platter 风干冷荤拼盘  
Four kinds of Cheese plate 四种芝士盘  
Four kinds of dried fruit 四种干果  
Soda crackers, garlic bread 苏打饼干, 蒜蓉面包  
Cold Seafood 海鲜  
Sushi 寿司  
Sashimi 生鱼刺身  
Soup 汤

### WESTERN HOT DISHES 西式热菜

Braised chicken in red wine 红烩鸡  
Beef goulash 匈牙利牛肉  
Roast pork 烤猪肉  
Fried basa fish with cream sauce 煎巴沙鱼奶油汁  
Sautéed vegetable 炒时蔬

### ON HEATING LAMP 热灯台

Roast German style pork elbow 烤德式猪肘  
German sausage 德式盘肠  
Baked potato 烤土豆  
Oven roasted sweet potato 烤红薯  
Oven roasted pumpkin 烤南瓜  
Grilled vegetables 扒蔬菜 (两种)  
Stewed sauerkraut 烩酸菜  
Fried purple cabbage 炒紫甘蓝  
Red wine sauce 红酒汁  
Black pepper sauce 黑椒汁  
BBQ Sauce 烧烤汁

### NOODLE STATION 面档

### GRILL STATION 扒档

### INDIAN FOOD 印度美食

Chicken curry 咖喱鸡  
Marla snapper 马拉沙鲷鱼  
Stewed lentil in India 印度烩扁豆  
Vegetable curry 咖喱蔬菜

### CHINESE HOT DISHES 中式热菜

Sautéed Beef with black Pepper Corn 中式黑椒牛柳  
Steamed fish with pepper 剁椒蒸鱼  
Braised Bean Curd with Seafood and Vegetable 海鲜豆腐烩时蔬  
Sautéed potato with onion & mushroom 什菌炒土豆  
Dry fried green bean 干煸四季豆  
Wok- fried green chili with egg 尖椒炒鸡蛋  
Fried rice 炒饭  
Dim sum station 中式蒸点

### DESSERT 甜品

Tiramisu Cake 提拉米苏蛋糕  
Cheese Cake 奶酪蛋糕  
Chocolate Lemon Cheese Cake 巧克力柠檬芝士蛋糕  
Chocolate Tartlet 巧克力塔  
Lemon Tartlet 柠檬塔  
Strawberry Tartlet 草莓塔  
Fresh Fruit Tartlet 水果塔  
Caramel Tartlet 焦糖塔  
Strawberry Financier 法式小甜品配草莓  
Strawberry Grille 草莓慕斯  
Fruit Pudding 水果布丁  
Chocolate Panna Cotta 巧克力奶酪布丁  
Walnut Chocolate Cake 核桃巧克力蛋糕  
2 kind of hot desserts in pot 两款热甜品  
Ice cream 冰淇淋

# VENUE SUGGESTION

## Sofa Option

单人沙发	10	—	
双人沙发	4	—	
单人银色沙发	14	—	
单人金色沙发	4	—	

## iPad展示内容架



亚克力抽拉 A5竖版



亚克力强磁 A5横版

## 拍照相框



亚克力 8寸横款

The background of the image is a high-angle aerial view of a city skyline, likely New York City, during the day. The Empire State Building is clearly visible on the right side. The city is filled with numerous skyscrapers of varying heights, creating a dense urban landscape. The sky above the city is a clear, pale blue.

CONCEPT

01. EVENT OBJECTIVE
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# EVENT MANAGEMENT

## Event Program

Time	Duration	Content
9.00-9.30	30	Opening Speech of BMW management
9.30-10.10	40	China Auto Finance Industry Insight
10.10-10.40	30	Tea break & Group photo
10.40-11.40	60	Module1: Financial Business Value and Profitability Enhancement
11.40-11.50	10	Shift
11.50-12.50	60	Module2: Financial Business Management Essential
12.50-14.00	80	Lunch
14.00-14.40	40	Reflection on New Media Marketing by Culture Transition
14.40-14.50	10	Shift
14.50-15.50	60	Module3: Risk management & sustainable development
15.50-16.10	20	Tea break
16.10-17.10	60	Module4: SF Retention Business Enhancement
17.10-17.20	10	Shift
17.20-18.00	40	GM BP sharing and Closing

# DESIGN BOOK



欢迎背板

4\*3m



指示牌

0.8\*1.8m

# DESIGN BOOK



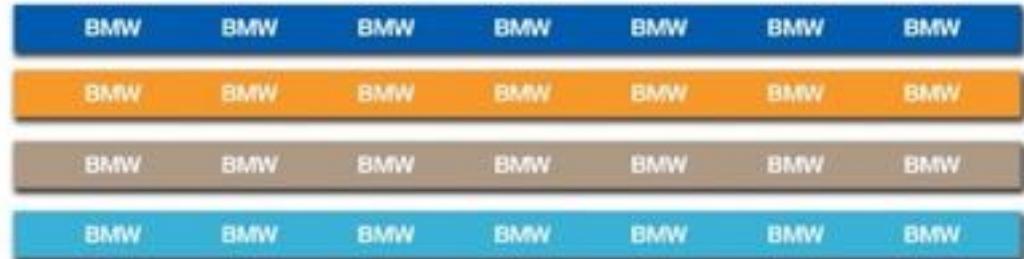
胸卡正面

时间	时长	地点	内容
09:00-09:20	20	中央坐席	开场
09:20-10:00	40	中央坐席	中国汽车金融行业观察
10:00-10:30	30	中央坐席	茶歇&合影
10:30-11:30	60	浅蓝区	金融价值挖掘能力提升
11:40-12:40	60	棕色区	金融业务综合管理精要
12:40-14:00	80	2层自助餐厅	午餐
14:00-14:40	40	中央坐席	文化变迁带给汽车新媒体营销的思考
14:50-15:50	60	棕色区	有效规避风险保持长期有序发展
15:50-16:10	20	茶歇区	茶歇
16:10-17:10	60	浅蓝区	金融业务精进提升
17:20-18:00	40	中央坐席	GM优秀案例分享

胸卡背面

# EVENT MANAGEMENT

## Guest Grouping



签到时嘉宾根据分组领取不同颜色挂绳的胸卡，按签到先后顺序分组；

胸卡背面课程颜色标记代表课程房间颜色，各组嘉宾可快速地按时间及颜色标记确认课程房间

# DESIGN BOOK



餐券正面

2层, 万豪咖啡厅

餐券背面

# DESIGN BOOK



相框包装盒正面

# DESIGN BOOK



手举牌正面



手举牌背面

# EVENT MANAGEMENT

## Guest Grouping



签到根据自己胸卡挂绳的颜色，在礼仪的指引下按组参与课程。

# EVENT MANAGEMENT

## Floral suggestion



Reception flower



Table flower Suggestion

# EVENT MANAGEMENT

## Photographer suggestion and Management

Service Provider: Event Photo

- ✓ Professional event photography company;
- ✓ Provide photo shooting service for BMW event since 2011;
- ✓ Professional photographers for events and meetings;

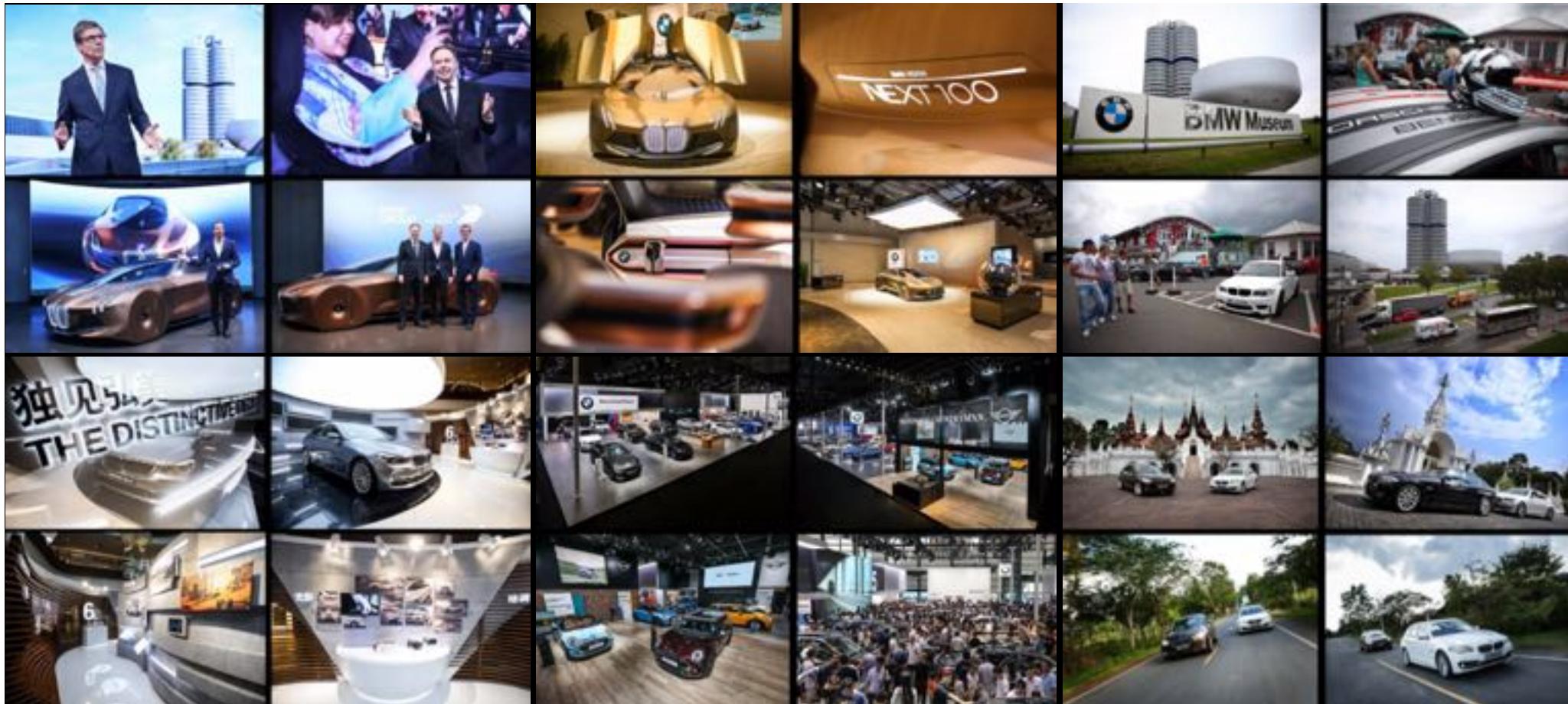
Photographer Management

- ✓ Check photo shooting plan in advance;
- ✓ Provide VIP image before event starts;
- ✓ Sort photos into columns.



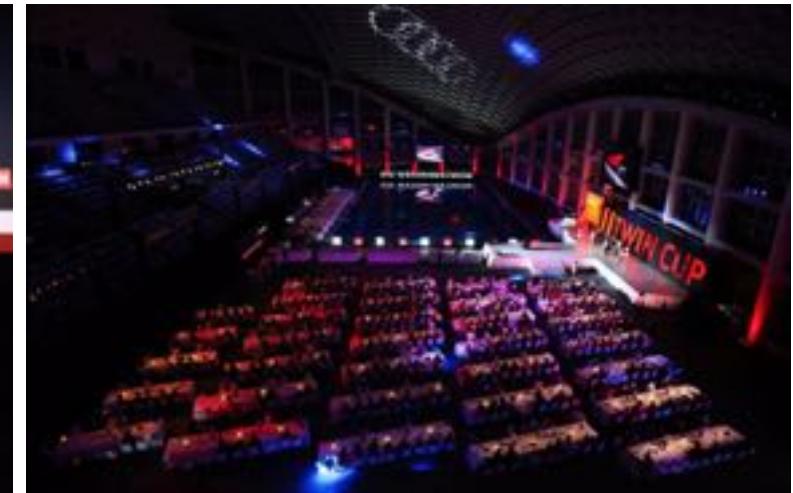
# EVENT MANAGEMENT

## Photographer suggestion and Management



# EVENT MANAGEMENT

## Photographer suggestion and Management



### Team profile

Eventphoto is a professional photography company providing high quality event photography solution to multinational corporations in China. Photography services are available for business events such as celebrations, conferences, forums, ceremonies, banquets, exhibitions, performances, product launches and press releases. Eventphoto is the unique photography organization for Lenovo during Beijing 2008 Olympic Games as Lenovo was the sponsor of Beijing 2008 Olympic Games. Eventphoto also provides excellent service for Tetra Pak, Ogilvy, Prap, Dentsu, Pico, George P. Johnson and other multi national corporations PR and display corporations.

# EVENT MANAGEMENT

## Photographer suggestion and Management

### Video Footage



组织培训的初衷



培训现场情况



嘉宾热烈讨论



培训后的反馈

# EVENT MANAGEMENT

## Emergency Plan

### Bad Weather

- Weather report 1 week before event
- If it is heavy rain or windy, change the route

### Security

- Hotel should be aware of and report in time any kinds of threatened information
- Setup and AV vendor strictly follow the safety instructions;

### Fire Alarm

- Security Preparing enough fire-fighting equipment: such as fire extinguishers and fire blankets
- Set out fire evacuation plan for every part of venue

### Emergency Treatment

- Preparing daily medicines and first aid materials
- Call ambulance immediately when emergency happens
- Check hospital position on the overall route in advance.
- Making sure there are qualified first aid workers at event scene

### Emergency Contact Person

- Project leader is the responsible person for this event
- Each staff should has printed contact list, which includes contact information of every 3<sup>rd</sup> party and other department contact person

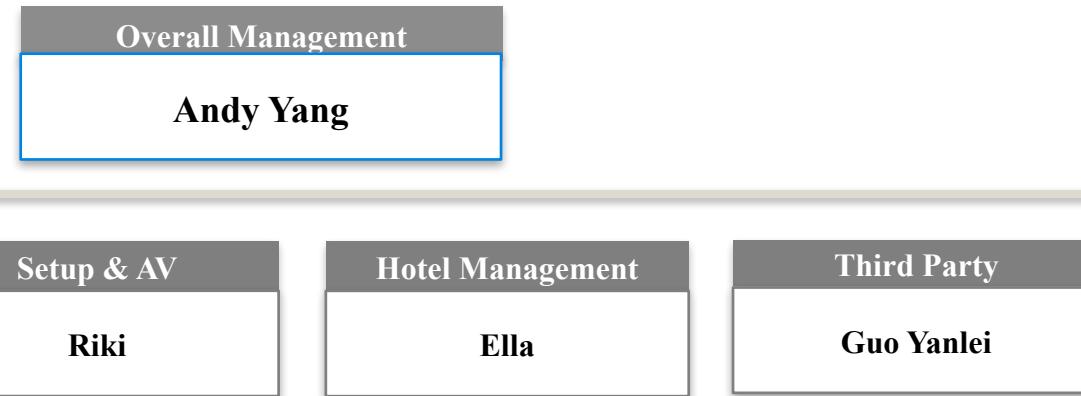


- 01. EVENT OBJECTIVE
- 02. EVENT CONCEPT DEVELOPMENT
- 03. VENUE SUGGESTION
- 04. EVENT MANAGEMENT
- 05. TEAM INSTRUCTION

CONCEPT

# EVENT MANAGEMENT

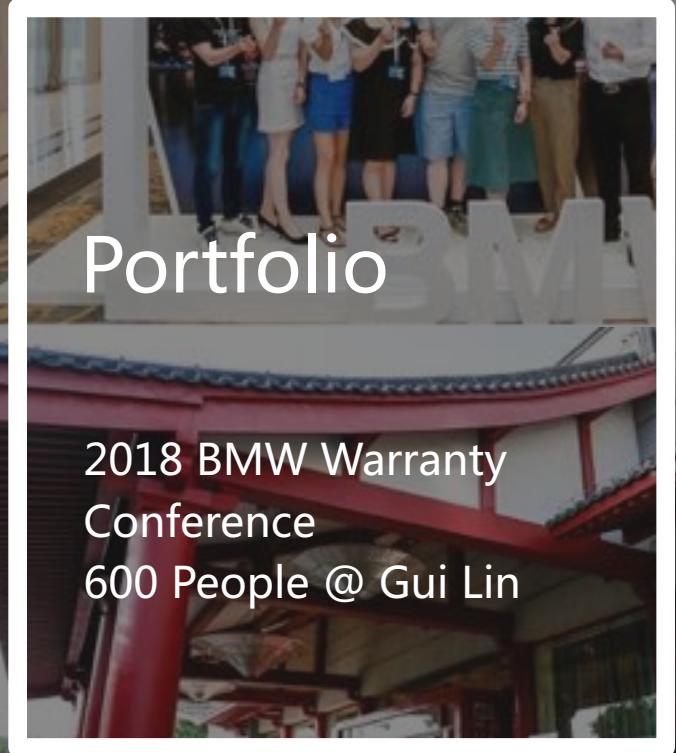
## CMS SERVICE TEAM

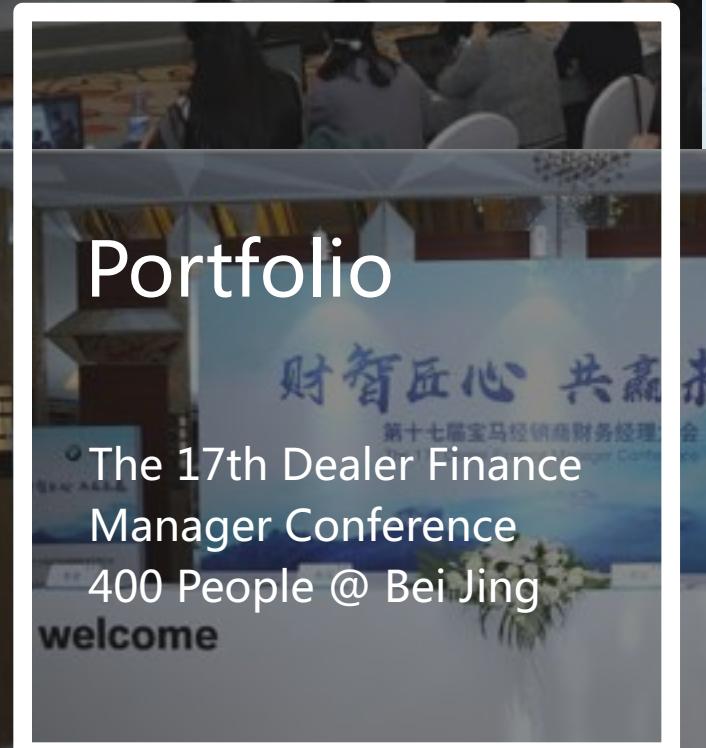


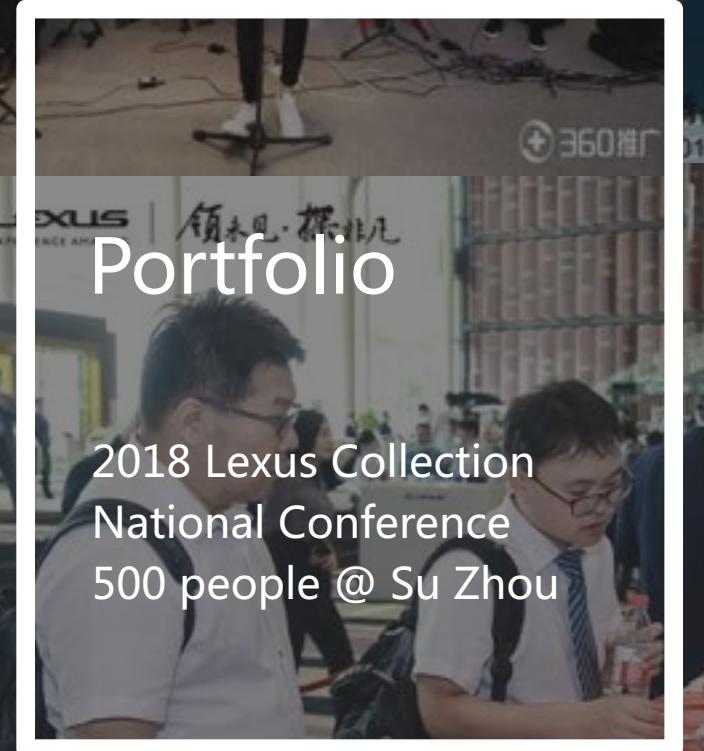


# Portfolio

2017BMW Customer Care  
Conference  
600 People @Yin Chuan







# CORPORATION TRAINING PROGRAM

## 2015 Lexus-CS improvement Japan

Location : Japan-Nagoya Nagasaki Osaka

Capacity : 25 people

Attendee : Dealers

## 2017 Lexus-Outstanding dealers 'training

Location : Australian -Sydney Keynes

Capacity : 37 people

Attendee : Dealers

## 2017 Lexus-Certificated used car training

Location : Chinese Taiwan - Taipei and Nantou

Capacity : 28 people

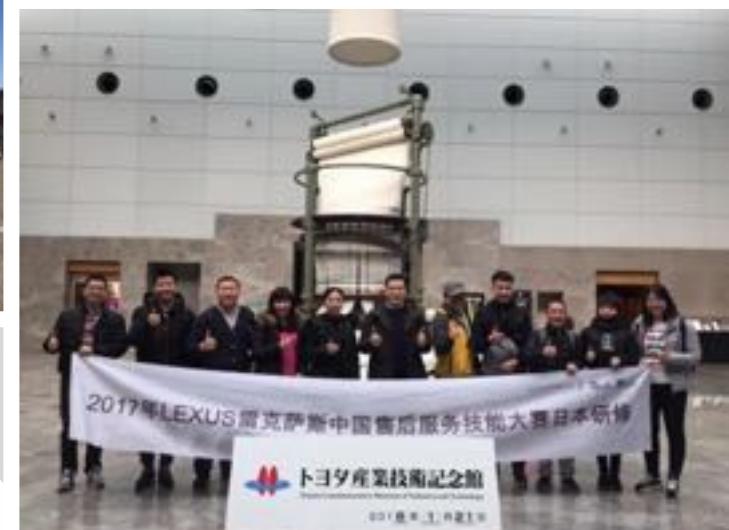
Attendee : Lexus-Certificated used car Dealers

## 2017 Lexus-Aftersales training in Japan

Location : Japan- Osaka and Kyoto

Capacity : 18 people

Attendee : Dealers



THANK YOU.