

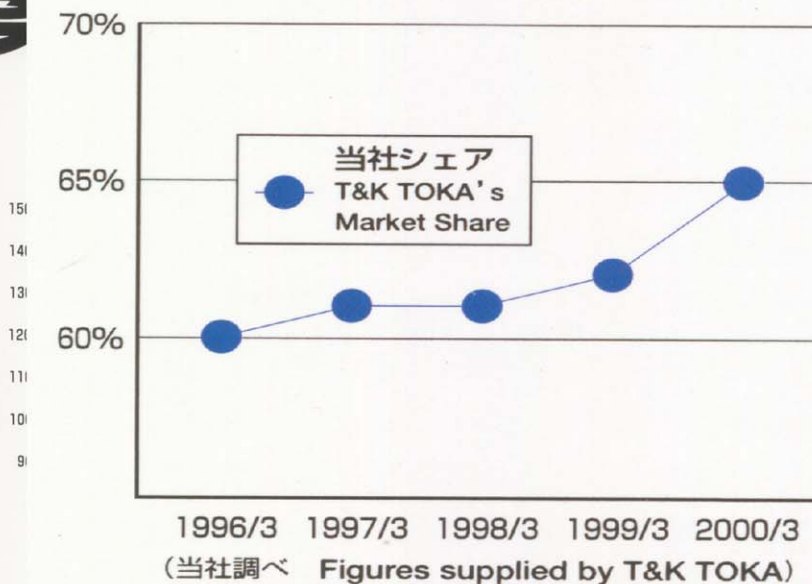


IDEA-MAKERS OFFERING ABUNDANT KNOWLEDGE OF PRODUCTS AND LEADING INFORMATION TO THE 'FRONT-LINES' OF THE PRINTING INDUSTRY

識
提

当社シェア (UVインキ)

T&K TOKA's Market Share (UV Ink)



新人研修内容

“提案出来る営業マン”は、約1年にも及ぶ長期研修の中でじっくり育て上げていきます。研修中は、製品知識、印刷の知識など営業活動の基礎を先輩との同行研修で学び、ユーザーとのコミュニケーションを深め営業マンとして自立する基礎を習得します。

Training For New Company Recruits

We painstakingly mould our new recruits into “idea-making salesmen” over a long term training program that spans approximately 12 months. Here, under the supervision of senior staff, they are trained in the fundamental elements of salesmanship and gain knowledge in such areas as ink products, printing and customer relations; all of which prepares them for their future profession as salesmen.

営業スタイル

現在、営業スタッフは約90人。毎朝のミーティングを生かし、営業目的を持って得意先を訪問。印刷現場に新鮮な情報を提供しつつ、市場の最新情報をキャッチ。より充実した商談を行ないます。

The Caliber Of Our Salesmanship

Currently we have approximately 90 sales staff. All take the most out of a morning strategy meeting held daily, making sales proposals for their customers. While it is a fact that they visit printing factories providing them with the latest information, they also pick up fresh information from the “front-line” of the printing industry. Here, worthwhile business interaction takes place.

UVインキをコアにした営業活動

毎月の定例会議では、これからのあらたな市場変革への対応やインキという完成された製品をいかに売り込んでいくか、積極的に意見を交換。特に、現在インキ業界でシェア1位を誇っているUVインキをコアにして、提案型の営業活動を行なっています。

Sales Promotion Of Our Core Product; UV Ink

At a regular meeting held monthly, aggressive and energetic opinions are shared on future methods of meeting new market changes, its performance and how sales methods of finished ink products can be better improved. In particular, feedback and proposals are exchanged on our core product, UV ink, that currently enjoys the top market share within the ink industry.