

## **SLEEING business consultant membership recruitment letter**

### **One, company profile**

Beijing SLEEING Consulting Co., Ltd. (SLEEING for short) to promote entrepreneurial economic development as its mission, on the basis of many pioneering examples and entrepreneurship theory, forming a unique, comprehensive, scientific, practical business strategy consultant system, has become the entrepreneurial strategy advocate and leader.

### **Two, recruitment background**

With the continuous development of entrepreneurial economy and entrepreneurial environment is dynamic and complex, business consultant needs expanding and upgrading, business consultant industry has entered a period of fast growth. Can foresee, the next 15 to 20 years is the golden period of Chinese business consultant industry, but also is a critical moment for the vast number of business consultant enterprises and individuals to achieve leap forward development.

Since the 2007 world financial crisis, a large number of enterprises closed, suspend, amalgamated and switched raised serious challenges to the traditional enterprise management theory and business consulting method, traditional consultant mode of one-sided, isolated, static, passive has been unable to meet the modern enterprise practice demand of system, association, dynamic, active. Business consultant elite or enterprises stuck in a link or a field of business will face difficulties, or even abandoned by the market. Cooperation and alliance with complementary resources, risk sharing, benefit sharing and other characteristics, is an important way to enhance the value of business consultant.

SLEEING deeply understand the characteristics of contemporary business environment, on the basis of summarizing many business examples and entrepreneurship theory, forming a unique, comprehensive, scientific, practical business strategy consultant system, to provide customers with one-stop service - "cyclic training" + "business strategy making" + "business strategy implementation". In order to better promote the development of entrepreneurial economy, bigger and stronger business consultancy market, SLEEING hopes to conduct cooperation and alliance with you, if you are government, association, VC, PE, brokerage, banking, accounting firms, law firms, asset evaluation, quality certification, training, management software enterprise, other professional services and individual interested in business consultancy. In order to provide the most professional and the most complete services for entrepreneurs.

### **Three, membership system**

SLEEING take the "entrepreneur" as the center, take "create value, lead to development" as the goal, hope to create win-win cooperation alliance system together with all types of business consultants. The system includes three levels of project cooperation, brand agents and strategic alliance and four types of R & D member, service member, marketing member, knowledge member.

Project cooperation: if you have the resources related to business consulting projects and lack of project implementation capacity, we can seize the opportunity through the project information sharing, and sharing project income;

Brand agent: if you have a business consultant implementation capacity but lack of market brand, we can through the brand agency upgrade product quality, expand the market;

Strategic alliance: if you have a business consultant implementation capacity and has corresponding market brand, we can tap the market demand through strategic alliances, enhance the service ability;

R & D member: together to innovation consulting products for specific entrepreneur needs, increase the consulting tools, in order to developing markets. Such as: software enterprises, industry associations, government departments etc.;

Service member: together to provide consulting services for entrepreneurs, increase the content of services, improve service quality. Such as, VC, PE, brokerage, banking, accounting firms, law firms, the asset appraisal institution, quality certification bodies, industry and Commerce agency, training institutions, etc.;

Marketing membership: together to spread entrepreneurship strategy concept, coordinated customer relationships, increase consulting opportunities. Such as, relevant agencies and personal love business strategic management;

Knowledge members: together to share business consultant knowledge system, actively promote the consultant level, rapidly expanding profit space. Such as, professional organization has certain advantages in the field of business strategy management.

If you want to promote the development of entrepreneurial economy and has a certain expertise related to business strategy management, you can choose the type of membership according to the specific circumstances. By running the system, you will benefit from the growing membership relations, and promote the business opportunity and service ability.

#### **Four, membership benefits**

##### 1, Project income

SLEEING members can participate in the process of business consultancy project from any links, such as opportunity mining, market research, business negotiation, plan formulation, plan implementation, risk control etc.,. SLEEING will select the general contractor or signing contract forms to provide consulting services for entrepreneurs according to the specific circumstances of members and project. Through effective co-operation among members, can reduce the project risk, improve the profit space, and realize the revenue sharing.

##### 2, Value-added proceeds

Through the integration of elements between members, members can expand the traditional business scale, innovative value-added service means, reduce consulting business costs, improve resource utilization efficiency, realize the added value.

##### 3, Latent earnings

Through knowledge spillovers and brand interaction between members, members can rapidly enhance brand reputation, improve the professional service capabilities, access to business opportunities, share market development achievements.

## **Five, support system**

### 1, Online registration system

Registered as a member of SLEEING through this system, you can enjoy the membership and power;

### 2, Online communication system

Members can real-time exchange of information through the system, deepen mutual understanding;

### 3, Online display system

Members can display expert opinion and relevant cases of their own through [www.sleeing.com](http://www.sleeing.com), get project opportunities, enhance the brand image;

### 4, Online training system

Members can through member center of SLEEING free inquiry and download the relevant business training information, in order to comprehensive understanding the related knowledge and tools of business strategy management;

### 5, Field training system

SLEEING will provide on-site training of senior consultant free to outstanding members, so as to share best consultant practice, comprehensively enhance the consultant level;

### 6, Market sharing system

The member can share the SLEEING customer resources, participating in the SLEEING market promotion activities, improve the market influence. For high quality project, SLEEING can provide technical and commercial support services to members, to jointly promote the progress of the project;

### 7, Knowledge sharing system

SLEEING will share the best business management practice with the core members, assist the core membership design business model, enhance innovation capability, to bridge the gap of elements, to build a complete business strategy management system.

## **Six, join process**

### 1, understand SLEEING

You can be a preliminary understanding of SLEEING strategy, culture and product through browse the website ([www.sleeing.com](http://www.sleeing.com));

### 2, understand membership policy

Carefully read the "SLEEING business consultant membership recruitment letter", to understand the recruitment background, membership system, membership benefits, support system and so on, can also carry out two-way communication through the hotline (86 010-62530048);

### 3, membership application

You can fill in the "SLEEING business consultant membership application form" according to the specific circumstances, and sent to SLEEING member mailbox ([slh@sleeing.com](mailto:slh@sleeing.com));

### 4, member registration

SLEEING will review your application for membership in five working days. Eligible applicants can free online registration SLEEING membership. Membership after successful registration will

be a membership account and password, member by membership account and password to enjoy the rights and interests of the members of SLEEING. Members take full responsibility for the security of member account and password and the consequences of all activities and events through its membership account;

5, member communication

After becoming a member, members can communicate instantly through membership online communication system with SLEEING and the other member;

6, training and presentation

Members can through the member online training system to fully understand the business strategy consulting related knowledge and main tool, also can through the member online display system show your view and case. SLEEING will invite outstanding members participate in the on-site training of senior consultant for free, share best consulting practice;

7, business development

SLEEING will provide the market sharing system and Knowledge sharing system according to the specific circumstances, in order to jointly develop the market, improve the service ability.

### **Seven, contact way**

If you want to catch the entrepreneurial economic development opportunities, to win a broad market space; if you want to improve business consulting capacity, help entrepreneurs to achieve leapfrog development, SLEEING business consultant membership system will provide you with a new business model, welcome you and your team to join the ranks of the SLEEING membership!

Website: [www.sleeing.com](http://www.sleeing.com)

Hotline: 86 010-62530048

E-mail: [slh@sleeing.com](mailto:slh@sleeing.com)