

Seiundo is a consulting company, serving the fashion industry as our core business. Our business offers comprehensive services, such as contents production of EC sites, education, web site designing, brand consulting, and sales support.

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Nomination Category: Sales Individual Categories

Nomination Sub Category: Sales training manager of the year

Nomination Title: Chino Nakagome, Fashion Educator in China

1. Tell the story about what this nominated team achieved since the beginning of July last year (up to 500 words). Focus on specific accomplishments, and relate these accomplishments to past performance or industry norms. Be sure to mention obstacles overcome, innovations or discoveries made, and outcomes:

During the past few years, more and more apparel companies from around the world flocked to China. However, many companies suffer from the lack of education towards the retail shop staffs. Chino Nakagome develops new solutions and educational programs for the fashion industry in China.

Developed the “Manager Course” to:

- Define the shop manager as the most important position as the role model.
- Succeed in changing the perception of the true role of the retail shop staff.

Persuasive logic is the main essence of the education common among the Chinese. The

Japanese telepathic communication style is not understood by the Chinese, and in order to overcome this, we prepared textbooks with photographs to explain the logic.

First, we had a trial class intended for the graduates of Ximan color, the school which has been operating for ten years in China, and after that we went into the actual program with students who applied. A lot of people who are interested in fashion attended this program in spite of the very high cost, 8600 Rmb for 7days. Now we have major companies using these programs as their corporate training.

Solutions and emphasized points upon education in China

- Teaching about what “servicing customers” is all about
- Basic knowledge on consultative sales
- Contents need to be persuasive and instantly effective in order to reach the Chinese students.

Foreigners tend to think that the Cultural Revolution happened a long time ago. However, the influence is still deeply existent in China. Therefore, people don't have a deep sense of service. The main task for the retail staff is to prevent robbery. They do not necessarily know much about fashion.

This program uses a manual textbook and role playing methods.

- 1: To have the understanding that the shops are stages, to display the cleanliness and the basic concepts of manner.
- 2: How to establish trust with the customers. To turn walk-in customers into actual clients.
- 3: Basic knowledge on styling. Using these fashion knowledge, to persuade the customers to purchase multiple items at once
- 4: Basic knowledge on VMD

The method to make big sales by visual merchandising

Seiundo knows the importance of the location of the business and its consumers' demands.

2: List hyperlinks to any online news stories, press releases, or other documents that support the claims made in the section above. IMPORTANT: Begin each link with <http://>, and enclose each link in square brackets; for example, [<http://www.youraddress.com>]:

[http://www.ximancolorjapan.com/business\\_enterprise/index.html](http://www.ximancolorjapan.com/business_enterprise/index.html)

3. Provide a brief (up to 100 words) biography about the nominee:

Chino Nakagome founded Seiundo Co., Ltd. and became CEO in 2003. Becomes a representative of Japan for Ximan color Co., Ltd in 2009.

Worked with 'Oggi' Chinese version with circulation of 488,000 and another 'Rayli' with circulation of 760,000 to coordinate new projects.

Through more than 14 years, succeeded in both the domestic and the international markets in the fashion, interior decoration, Internet, and marketing industries.

Started a career in a fashion magazine and learned both fashion and business. Strives as stylist, fashion editor, and fashion director.