



Soy Camp Improves Sales Skills in Taiwan

As part its preferred customer program, ASA-IM Taiwan conducted a training camp for 87 executives, sales teams, purchasing specialists and manufacturing staff from 10 Taiwanese crushing companies. The camp, designed to enhance participants sales and marketing skills, included session communications, modern marketing concepts, business practices and an overview of soybean market trends. Instructors guided campers through role playing activities that allowed players to practice the concepts introduced.

The camp also provided industry members with a forum to exchange ideas and share their experiences. In doing so, the activity strengthened ties within the trade.

