



Sino Matters® Ltd.
中事纵横咨询（北京）有限公司

An Introduction to VIPMandarin

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Background:

Increasingly Foreign Business Leaders in China are expected to speak some Mandarin.

With the global focus on China, the new business mantra is: “Win in China or lose everywhere”. The winners will be the companies and organizations who have best adjusted to doing business in China. Taking the challenge to learn Mandarin is the ultimate adjustment and brings solid competitive advantages since it:

- Signals respect and long-term commitment to China, enhancing your Company’s image with clients and local authorities.
- Allows strong business relationships to develop with clients and key stakeholders.
- Acts as an inspiration for your local organization to set and achieve challenging goals.

The VIPMandarin method

VIPMandarin is a revolutionary verbal approach to learning spoken Mandarin aimed at time constrained foreign Senior Executives in China whose schedules involve frequent travel.

The most challenging aspect of learning to speak Mandarin is the memorization of hard to pronounce words and sentence structures. The traditional method leaves this daunting task to the client as “homework”, resulting in frustration and little hope of near-term success.

In contrast, the VIPMandarin method uniquely takes full responsibility for the memorization and the long-term retention of everything taught. The method provides “tip-of-the-tongue” fluency and great pronunciation, ensuring a motivating and rewarding study experience.

Key features of VIPMandarin:

- A fraction of the normal time investment
- Location independent - travels are not a problem
- Start speaking fluent sentences from the very beginning
- Fastest path to spoken Mandarin



VIPMandarin study elements:

- *Coach-led Sessions* (55 minutes) delivered via video or at Sino Matters. Our in-house trained coaches use a revolutionary verbal spaced repetition system to move high quality sounds of words and sentence structures into long-term memory. The clients may have between 3 to 5 sessions per week during our office hours (including back-up sessions on Saturdays) from 7.30 am to 4 pm. We also provide sessions during all Chinese holidays with the exception of the Chinese New Year's Day and the National Day.
- *Self-study recorded lessons* (30 minutes) that clients listen to while commuting to work, in the gym that build sentence fluency and solidify long-term memorization. Most clients, depending on earlier knowledge and aptitude level, will need to listen to these recordings 2-4 times between the Coach-lead Sessions.
- *Recorded listening exercises* to develop our client's listening skills.
- *Simulations*. After each block of 20 units to build client's confidence in realistic life like native speaking environments and to ensure that clients have acquired the spoken ability intended before proceeding to higher level units.
- *Speeches /Presentations* in Mandarin. Coach assisted preparation and memorization of speeches in Mandarin helps our clients quickly build self-confidence to start using Mandarin in everyday private and business situations.

VIPMandarin Modules:

Module 1	Expatriate Survival I
Module 2	Expatriate Survival II
Module 3	Professional I
Module 4	Professional II
Module 5	Professional III
Module 6	Executive I
Module 7	Executive II

For a description of expected time investment and resulting verbal ability, see the VIPMandarin Module description.



Services offered:

- WeChat video or Live lessons at Sino Matters offices in Beijing or Shanghai
- Extended office hours, weekends (Saturdays) and holidays
- Speech preparation

Service Fee:

2022:	RMB 12,325 + vat / Client / month
2023:	RMB 13,126 + vat / Client / month
2024:	RMB 13,979 + vat / Client / month
2025:	RMB 14,888 + vat / Client / month

Results Guarantee:

The service fee is only due *after* each month and *only* if client is 100% satisfied with results.