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2) (MMPI, MBTI, Prepare & Enrich,)

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대상자 중심의 전도집회로 차별화하라

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* CRM (customer relationship management)

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* “ ” 5

- 1 : (Target Segmentation)

- 2 : (Need Analysis)

- 3 : (Communication)

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3)

4)

- 4 : (Event planning & Launching)

- 5 : (follow up)

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