





Prof The Hon Sophia Chan JP Secretary for Food and Health The Government of Hong Kong Special Administrative Region

港管理專業協會市場推銷研究社

The Distinguished Salesperson Award Programme celebrates its 50th anniversary this year. Being the first Award organized by The Hong Kong Management Association, its history signifies the long-standing importance of nurturing salesmanship with highest professionalism across different industries.

I would like to take this special occasion to

extend my sincere thanks to members of the Panel of Judges, Award Organizing Committee and Executive Committee of the Sales and Marketing Executives Club for sharing their invaluable time and expertise. My gratitude also goes to our Golden Jubilee Sponsor, Grand Sponsors and Sponsors for their continuous

I would also like to extend my heartfelt congratulations to all the awardees for their remarkable efforts. They are certainly the role models for other thriving sales professionals and I sincerely hope all the awardees continue to uphold high standards and professionalism of the sales industry.

Finally, we are immensely grateful to our Guest of Honour, Prof Sophia Chan JP, Secretary for Food and Health of the Government of the Hong Kong Special Administrative Region for sharing her invaluable insights at the Award Presentation Dinner.



Mr James E Tho GBSChairman

This year, the Distinguished Salesperson Award Programme celebrates its 50 years of establishment. The Award has been making every endeavour to set a high standard for the sales profession and recognize sales elites across industries and borders. We are glad to converge the best salespersons at this Golden Jubilee event and continue to applaud them for the tremendous achievement and enormous contribution they have made to their profession, their companies, and the society at large

On behalf of the Hong Kong Management Association, may I extend my deepest gratitude to all members of the Panel of Judges, Award Organizing Committee as well as Executive Committee of the Sales and Marketing Executives Club. Their support and dedication to the Award has earned much deserved admiration

I would also like to extend my warmest appreciation to our Golden Jubilee Sponsor, Grand Sponsors and Sponsors for their generous support for this meaningful annual Award.

Dr Victor Lee The Hong Kong Management Association

Last but not least, I wish to thank our Guest of Honour, Prof Sophia Chan JP, Secretary for Food and Health of the Government of the Hong Kong Special Administrative Region for gracing us with her presence at the Award Presentation Dinner.

食物及衛生局局長陳肇始

On behalf of the Board of Directors of Sales and Marketing Executives International and all of our members around the world, I extend sincere congratulations to the Sales and Marketing Executives Club of Hong Kong on a successful 50th Distinguished Salesperson Award Presentation Programme. This milestone is an astounding achievement which embraces the convergence of the 50 year legacy of the DSA programme with a bright future for all professionals, built on this solid foundation.

Sales and Marketing Executives International Inc (New York) is a professional association of thousands of members worldwide who make a positive impact on our global economy by adhering to ethical marketing standards, sharing knowledge through their commitment to continuing education.

I encourage each of the award recipients to continue their focus on fundamentals, balancing their business decision making with sound economic and ethical business practices and pledge to make lifelong learning a key to sustained personal growth and professionalism. This will truly make for happy selling!



Mr Willis Turner CAE CME CSE President & CEO Sales & Marketing Executives International Inc (New York)

Thank you to the Hong Kong Management Association and the Sales & Marketing Executives Club of Hong Kong for contributing to SMEI's goal for a better standard of living for all through

With a record breaking number of nominees and companies joining the Award, the 50th Distinguished Salesperson Award (DSA) Programme has continued to accomplish its aspiration in nurturing the sales elites from various industries. It was encouraging to witness companies employing an affluence of resources to train their salespersons to take part in this Award Programme. Undoubtedly it will continue to act as an excellent platform to promote salesmanship and recognize the achievements of sales elites.

With this, I would like to express my heartfelt gratitude to our Guest of Honour, Prof Sophia Chan JP, Secretary for Food and Health of the Government of the HKSAR for officiating the ceremony and the 24 Judges for their professional insights and commitment to the Award. I would also like to take this opportunity to thank Mr Kit Ho, Chairman of the 50th DSA Organizing Committee, and his able team for their efforts in making this Award Programme an unforgettable and successful one



Mr Allen Leung Chairman Sales and Marketing Executives Club

Lastly, I would like to extend my heartiest congratulations to all the winners. I believe this Award stands proudly witnessing your hard work and dedication. May you continue to thrive and attain your goals with your hard work.

It is my great pleasure to be the Chairman of the 50th Distinguished Salesperson Award (DSA) Programme Organizing Committee. The DSA Programme, an international project intended to bring public recognition to outstanding sales personnel, has successfully bestowed recognition upon our salespeople who have made marvelous performance throughout the years.

It is exceptionally encouraging to have a recordbreaking 184 DSA nominations and 61 OYSA nominations from 79 companies this year. With such a new high, I would like to take this opportunity to express my sincerest gratitude to all participating companies and our Golden Jubilee Sponsor - Prudential Hong Kong Ltd, Grand Sponsor - Centaline Group and Convey Advertising and Sponsors - Bamboos Professional Nursing Service Ltd, China Construction Bank (Asia), The Hong Kong and China Gas Company and New iMedia Solutions Ltd. I am also pleased to have Mr Lofai Lo. General Manager of ViuTV to conduct the presentation skills seminar and share his invaluable insights with our nominees.



Mr Kit Ho Chairman 50th DSA Programme Orga

Last but not least, may I take this opportunity to express my deepest thanks to all members of the Organizing Committee for their passion, dedication, and commitment in making the Programme a great success.

Congratulations to all awardees and best wishes to you all for a fruitful and prosperous future. Here marks the end of the 50th DSA Programme, but to you all is a new beginning.





American Express Has Customers' Backs in Life and Business

Seamless solutions for business and life win American Express the Distinguished Salesperson Award for 9 years in a row

s life and business are increasingly interconnected, the market comes to appreciate even more the unique role of American Express in providing the world's best customer experience every day for its esteemed customers worldwide.

Susanna Lee, Country Manager of Hong Kong and Taiwan and General Manager of Insurance (Asia), said: 'Our customers include individuals, corporates and merchants. It takes a multi-dimensional team to serve such a wide range of customers. I am proud to say that our team truly understands the personal and business needs of the users, and we are confident that we will continue to be the best partner in work and life.'

'The extensive scope of American Express' business means customers can always use its products as the one solution for their multidimensional, intertwined, vibrant personal and work lives.'

At the heart of American Express' global business is its people: they are passionate about understanding and taking care of the diverse needs of their clients. Such dedication and professionalism have seen American Express winning the Distinguished Salesperson Award for the ninth consecutive year.

Three Account Managers from American Express, Premium Products, Acquisition and Partnerships, Global Consumer Services Group have received the DSA awards this year. They are: Alex Ng, Kelvin Sin and Nick Lam.

Working with the American Express for over 10 years to manage the credit card premium account acquisition, Ng was able to interpret the various aspects of customer needs of his clients and offer the best solution. For example, when a client of Ng informed him of an impending medical operation, Ng was able to shorten the process of his credit card application approval, so that the client can use the card to settle the medical bill.

'I still remember the look on my client's face as I delivered the newly minted credit card to him at the hospital,' Ng said. 'Because of the considerable size of the medical bill, my client was able to gain quite a few newcomer rewards and mileage points. What was a medical expense had become something useful in fulfilling his lifestyle aspirations.'

Sin, who has been with American Express for 3 years, feels proud of how the global platform of American Express can help him cater to clients' needs wherever they travel. It is especially for the current generation of premier credit card holders, who are global trekkers for both business and leisure.

'There was a client who contacted me at 4am, Hong Kong time because I was the first person he thought to contact when he lost his credit card during a business trip,' said Sin. 'I was able to co-ordinate with the local and overseas offices of the American Express in a very short period of time and arranged for the new card to be delivered to him overseas. He was amazed at the quick turn-around and the seamless way our global offices worked together.'

'I really believe my profession is making a difference in people's lives.'

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Lam, on the other hand, has been working in the banking industry for 9 years. He has joined American Express in 2016, and is now responsible for managing customer relationship and credit card account acquisition. He believes in delivering excellent, professional customer service with a personal touch to enrich the different aspects of life of his clients.

There was an instance where he met a client who had a passion for finer things in life. Upon learning of her lifestyle aspirations, Nick suggested the client to acquire an American Express Platinum Card, which offered a suite of premium services and privileges most suited for her needs. Upon receiving the card, the lady quickly contacted American Express Platinum Concierge Service and requested for some of the best chocolates in the world, and was overjoyed with surprise to find the delectable box of chocolates delivered in person just the next day. She shared the exciting news with her friend, and thanked Lam for his professional service and exceptional Card membership benefits.

'I love the joy and gratitude from my clients whenever I exceed their expectation,' said Lam.

American Express is also known as one of the best employers in Hong Kong due to this focus on personal recognition for team members, and dedication to treating Cardmembers with care and respect. The company has been named Best Employer in Hong Kong by Aon Hewitt for 7 consecutive years. American Express was also awarded the 'Best Employer for Commitment to Engagement' award in 2016 and the 'Best Employer for Women' award in 2017 by Aon Hewitt.

American Express now boasts more than 112 million business and consumer Cardmembers, 18 million American Express accepting merchants, hundreds of acquirers and 120 bank partners that connect through the American Express Network globally across 130 countries.



Alex Ng (far left), Kelvin Sin (Second from right) and Nick Lam (far right) from Acquisition and Partnerships team of American Express are winners of this year's Distinguished Salesperson Award; they are accompanied by Susanna Lee, Country Manager, Hong Kong and Talwan, General Manager, Insurance Asia (center left), Louie Ho, Head of Direct Sales, Acquisition and Partnerships (center right).









Ten Prudential financial consultants have been recognised by the Hong Kong Management Association, with Chow Wai, Sarah Li, Nie Yilan, Tracy Xue, Susie Gu, Anchor Huang, Erica Yu, Coco Yu winning the "Distinguished Salesperson Award"; while Mia Liu and Yaka Chu were honoured with "Outstanding Young Salesperson Award". The DSA and OYSA recognise financial consultants with outstanding professional skills, and expert knowledge of their industry.

"Prudential's success in the prestigious Distinguished Salesperson Awards is a strong reflection of our commitment to service excellence, and the hard work of our outstanding financial consultants." says Mr. Derek Yung, Chief Executive Officer, Prudential Hong Kong Limited, as he congratulates the winners for their professionalism in helping to grow Prudential and the wider industry.

When asked about what the key factors are in winning the awards and becoming an outstanding salesperson, Coco stated that it is crucial to listen to the customers' financial situation and protection needs, as in the company's credo of "Always Listening. Always Understanding". Tracy believed it is important to stay humble and motivated, so as to keep up with all the updates and trends in the industry.

The Award has impacted each of Prudential's 10 awardees in unique ways, and some awardees saw the award as an exceptional chance to propel their salesmanship. Sarah believed winning the award is recognition of her professionalism while Anchor was grateful that the award inspired him to keep learning and excelling to be a better salesperson. The other winner Erica says "The pursuit was not only a brandnew experience for myself but also sets a clear target for my team members."

Other awardees have experienced great personal growth throughout the entire preparation and contesting process. Susie thanks the company for providing an all-rounded training to prepare for the competition. Mia cannot agree more, "the training has been running non-stop for three months before the competition and the company has arranged different experts and previous winners to evaluate our performance." Nie Yilan says it is a great experience to learn from the best and sharpen her personal skills.

Last but not least, the DSA has left a deep impression for those who would like to see the industry continue to prosper. "Through this competition, I hope to raise people's awareness of the insurance industry," Yaka says, while Chow Wai vowed her commitment to contributing to the industry in the long run.





One of the most unique characteristic of our company culture is "to govern without interference". It's a philosophical concept from the traditional Chinese Taoism, suggesting that, one could maintain control of human affairs through non-action.

The company believes that it's critical to provide freedom and platform for employees to truly develop their potential. Therefore the management tends to not overregulate in daily operations, providing the team with long-term vision and planning. After all, self-motivation is one of the most effective drives to success.

Winning the DSA is an honour to both the company and awardees, as it is a form of acceptance of selling skill and an enhancement of professional image. The award will definitely improve future career development of awardees, and promote the brand image of our company.

In order to represent the company, each awardee has been through a series of internal assessments, testing their all-round skills, including speech, personality, presentation skill and professional image etc. Those who stand out are proven elites of the company, excelling in every aspect of professional salesmanship.

CONVEY

"We believe that distinguished service can impress the customers, attaining true customer lovalty."

Convey Advertising Co. Ltd. highly supports the Distinguished Salesperson Award as it is one of the most meaningful awards to encourage salesmanship in Hong Kong.

3 aspects we excel in are knowledge having a deep understanding of the product to effectively communicate with customers; integrity – we are trustworthy and make customers feel confident; and enthusiasm – showing passion and sincerity in what we do.

Convey Advertising Co. Ltd. thoroughly communicates with clients and understands their needs, giving them advices that truly tackle the problem. We practice salesmanship that shows kindness and efficiency, solve customers' problem and making their lives easier. We are proud of our team and constantly encourage and support them to further their efforts to propel the industry to the next level.



Mr. Terrance Yue



New iMedia Solutions Limited strives to be the most trusted digital marketing partner for customers with a mission to build and sustain mutually beneficial collaborations. Through conceptualizing and executing

differentiated one-stop digital marketing solutions for our customers riding on our experience, creativity and technological expertise, we work side-by-side with them to achieve their business goals while living our core values.

Our teammates excel in a variety of aspects such as trainings and developments, professional assessments, talents management, technology innovation, and demonstrate strong team work during their operation. The team supports each other by bringing in and sharing product knowledge and customer experience with each other. This definitely speeds up and improves

the sales and account servicing quality. Most importantly, our sales' goals assist our clients to improve their digital marketing campaign returns.

We have received the DSA Award for 11 consecutive years. The award demonstrates market recognition on our sales professionalism and efforts. It is a great encouragement to our team and we will continuously strive for improvements to serve our clients in excellence.















Calvin Leung

Our vision is to be Asia's leading clean energy supplier and quality service provider, with a focus on innovation and environmental-friendliness. Driving achievement and continuous learning are two of our core values.

The Distinguished Salesperson Award (DSA) is widely accepted as the benchmark for quality salesmanship. Winning the DSA is an endorsement to our sales professionals on their excellent services and achievements. This is also an exchange platform for our sales professionals to learn from different industries to cultivate the service excellence culture.

We consistently provide professional training to our sales teams to equip them with comprehensive product and service knowledge and the ability to understand customer needs. We believe technical knowledge is the fundamental basis of salesmanship in providing customer-oriented

Towngas introduced "Three Courtesies" in our culture since 2016 to motivate our employees to pursue service excellence. Our sales professionals carry out "Three Courtesies" everyday by serving our customers with "Etiquette, Politeness and Care" from their heart.

AMERICAN **EXPRESS**

As life and business are increasingly interconnected, the market comes to appreciate even more the unique role of American Express in providing the world's best customer experience every

day for its esteemed customers worldwide.

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Kelvin Sin (left), Alex Ng (center), and Nick Lam (right) from Acquisition and Partnership: team of American Express are winners of this year's Distinguished Salesperson Award.

Standard Chartered



A leading international banking group. Standard Chartered Bank (Hong Kong) Limited has more than a 150-year history in some of the world's most dynamic markets. Our purpose is to drive commerce and prosperity through our unique diversity, and our heritage and values are expressed in our brand promise, 'Here for good'

'Here for good' truly defines the Bank. Our purpose is to drive commerce and prosperity through our unique diversity. We aspire to be a human bank, truly client-



focused and continue to improve and innovate

It is a great honour for Standard Chartered to participate in the DSA event, which is a signature event in the industry to recognise the outstanding sales professionals. It is a recognition to our frontline team's hard-work, dedicated salesmanship and professionalism in serving the clients. The bank is very proud of their achievements and the commitment to excellence





AIA Hong Kong & Macau has been leading the industry with its forward-looking vision, offering customers the most appropriate protection and

financial solutions, and meeting their needs and aspirations in different life stages. We are very pleased and proud of our financial planners winning DSA again this year. They have fully demonstrated their unique talent and professionalism through sufficient preparation and excellent performance during the contest. With the Company's indepth training and comprehensive support, our financial planners acquire a thorough understanding of our brand promise to help people live "healthier, longer, better lives" and they are capable to exemplify this brand

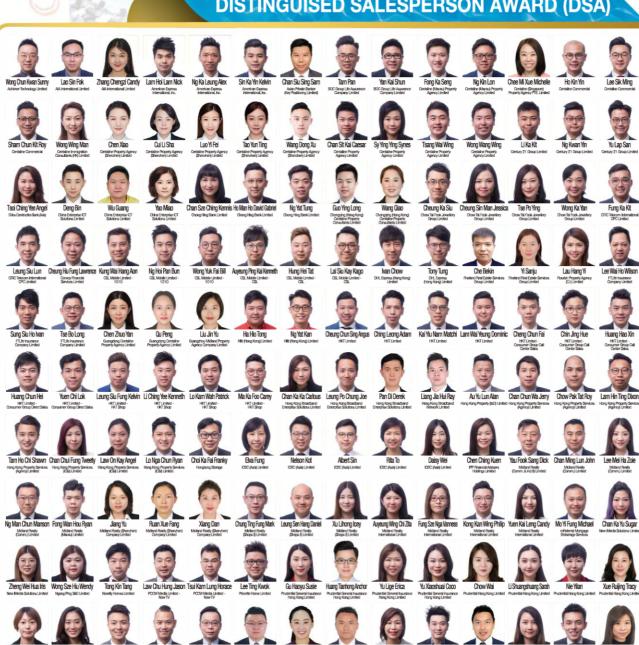
commitment of AIA in their services to

AIA Hong Kong & Macau has always been dedicated to developing Premier Agency. The standard we set for our Premier Agents is professionalism, striving for service excellence and always putting customers interest first. By attending a series of welldesigned training courses provided by AIA Premier Academy, our new Premier Agents can clearly identify their goals, continuously acquire new knowledge and skills, achieve excellence and strive towards the target of obtaining MDRT membership, which is the most distinguished international accreditation in the industry and an assurance of service quality to customers. All four of our awardwinners are members of MDRT.



50[™] DISTINGUISHED SALESPERSON **AWARD PROGRAMME**

DISTINGUISED SALESPERSON AWARD (DSA)



Peng Yuanzhi Shelly

Wong Cho Yi Joee



50[™] DISTINGUISHED SALESPERSON **AWARD PROGRAMME**

OUTSTANDING YOUTH SALESPERSON AWARD (OYSA)

































































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Zacharias Cheng Committee Member American Express International Inc.





SMES

























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