



52nd Distinguished Salesperson Award Programme

Outstanding Young Salesperson Award (OYSA)



Zhou Zixuan, Louise
AIA International Limited



Hung Yan
CITIC Telecom International CPC Limited



Ng Tsz Fai, Jeff
CSL Mobile Limited (IOIO)



Lee Tsz Ching
CSL Mobile Limited (est.)



Ng Wing Sum, Sammi
HKT Education Limited



Wong Tsz Yan
HKT Education Limited



Lam Suen Hei, Hayley
HKT Limited - Call Centre Services HK



Law Ho Hin, Hoby
HKT Limited - Call Centre Services HK



Chu Chun Ho
HKT Limited - Consumer Group Call Center Sales



Lee Tsz Him, Donald
HKT Limited - Consumer Group Call Center Sales



Pang Yin Chong
HKT Limited - Consumer Group Direct Sales



Cheng Kwing Tin, Nicholas
HKT Limited - HKT Premier



Ng Yue Hin, Brian
HKT Limited - HKT Premier



Yip Wai Mei, Alison
HKT Limited - HKT Premier



Chan Kar Wing, Martin
Midland Realty International Limited



Lau Hin Shing, Michael
Prudential General Insurance Hong Kong Limited



Lam Wing Sze
Prudential Hong Kong Limited



Ling Kin Long, Louie
Ricacorp Properties Limited

DSA Sub-Committee



Rayson Chan
SME Club Chairman
The Hongkong and Shanghai Banking Corporation Limited



Rosanna Wong
52nd DSA Chairperson
My Ad Media Co Limited



Allen Leung
SME Club Immediate Past Chairman
Citibank (Hong Kong) Limited



Lilian Chan
Organizing Committee Member
American Express International Inc.



Zacharias Cheng
Organizing Committee Member
AQUA PRO+TECH



Sherry Chong
Organizing Committee Member
DNA Perfect Match Limited



Ivan Chow
Organizing Committee Member
DHL Express (Hong Kong) Limited



Ody Chu
Organizing Committee Member
AIA International Limited



Kit Ho
Organizing Committee Member



Louis Ho
Organizing Committee Member
Goldmund (International) Group Limited



Candy Lai
Organizing Committee Member
mReferral Corporate (HK) Limited



Angus Lam
Organizing Committee Member
UPS Parcel Delivery Service Limited



Jamie Lau
Organizing Committee Member
Ricacorp Properties Limited



Himothy Liu
Organizing Committee Member
Smar Tone



Rachel Lo
Organizing Committee Member
AsiaWorld-Expo Management Limited



Khan Raza
Organizing Committee Member
HKT Limited - Consumer Group Call Center Sales



Rania Wang
Organizing Committee Member
Prudential Hong Kong Limited



Carmen Wong
Organizing Committee Member
Midland Realty (Shops II) Limited



Sunny Yu
Organizing Committee Member
Century 21 Group Limited



Yeung Chau Yung
Organizing Committee Member
New Media Solutions Limited



Grace Lau
Executive Secretary
The Hong Kong Management Association



Vicky Liu
Executive Secretary
The Hong Kong Management Association



Pattie Shi
Executive Secretary
The Hong Kong Management Association

DSA Judges



Prof Allen Wong
Senior Vice President - Global, Founding President & Chief Executive Greater China
CMA Australia (Hong Kong Branch)



Mr Kenneth Lau
Chairman
The Communications Association of Hong Kong



Mrs Melody Kwok-Chan
President
The Cosmetic & Perfumery Association of Hong Kong Limited



Mr Stanley Lee
President
E-Commerce Association of Hong Kong



Mr Alan Cheung
Chairman, Committee on Promoting Corporate Social Responsibility
Federation of Hong Kong Industries



Mr Samuel Lee
Chairman
The Federation of Hong Kong Watches Trades & Industries Limited



Ms Grace Tse
President
Greater Bay Area Hong Kong Women Entrepreneurs Association



Mr Ryan Hsu
Vice Chairman
Hongkong Association of Freight Forwarding and Logistics Limited



Mr Kenneth Chan
Vice President
The Hong Kong Chinese Importers' & Exporters' Association



Dr Gabriel Leung
Vice President
Hong Kong Computer Society



Mr Ronald Cheung
Vice President & Secretary
Hong Kong E-Vehicles Business General Association



Mr Watson Chan
Deputy CEO
(Policy & Business Development)
The Hong Kong General Chamber of Commerce



Mr Daniel Chan
Founder Chairman
Hong Kong General Chamber of Cross-border E-commerce



Mr Joe Chau
President
The Hong Kong General Chamber of Small and Medium Business



Mr Calvin Tse
Chairman
Hong Kong General Chamber of Young Entrepreneurs



Ir Francis Cheng
Executive Member
The Hong Kong Institution of Engineers



Mr Tommy Chan
Chairman
Hong Kong O2O E-commerce Federation



Ms Ruby Wan
President
Hong Kong Public Relations Professionals' Association Limited



Mr Vincent So
Chairman
Hong Kong Retail Technology Industry Association



Ms Pam Mak
President
Hong Kong Small and Medium Enterprises Association



Mr Eric Yeung
Chairman
Hong Kong United Youth Association



Ms Gammy Kwok
President
Innovative Entrepreneur Association



Mr Maric Cheng
2020 National President
Junior Chamber International Hong Kong



Mr Joseph Lau
Chairman
Motor Traders Association of Hong Kong



Prof Jacky Tang
Honorary Treasurer
The Outstanding Young Persons' Association



Mr Kenneth Lau
District Director 2018-2019
Toastmasters International



Mr Victor Lam
Executive Vice Chairman
The Y Elites Association

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HKMA 52nd Distinguished Salesperson Award



Mr Helmuth Hennig
Chairman
The Hong Kong
Management Association

In the middle of a global public health emergency caused by the ongoing COVID-19 pandemic, the year 2020 might have been one of the most challenging years in recent decades for many, if not all of us, especially for the sales profession which is arguably one of the most hard-hit sectors across almost every industry around the world. While it is important to not let all the negativity that seems to be overwhelming us on a daily basis get the better of us, it matters even more for us to learn from what we have been through, which is precisely why the 52nd Distinguished Salesperson Award is of particular importance this year.

The Hong Kong Management Association established the Distinguished Salesperson Award over half a century ago in conjunction with the Sales and Marketing Executives International of New York (SMEI) with an aim of giving public recognition to outstanding salespersons for their remarkable achievements. The award has honoured generations of super stars that shine

brightly at the customer-facing forefront of various industries. Behind the glamour of those who receives the "Oscar in Sales" lies years of hard work and perseverance – in both good times and bad times.

On behalf of The Hong Kong Management Association, I would like to thank all members of the Panel of Judges and the Award Organizing Committee as well as the Executives Committee Members of the SME Club for the time and commitment they have put in to make this year's award programme yet another great success. My heartfelt gratitude also goes to all our sponsors for their unfailing and generous support, especially during the difficult year of 2020. Finally, may I also take this opportunity to express my most sincere gratefulness to Dr the Hon Allan Zeman for being our Guest of Honour.

My warmest congratulations to each and every sales professional who took part in this year's DSA journey. Whether or not you are on the list of awardees, please remember to always keep your head up through this challenging times – for we take pride not in our trophies, but our perseverance.

Under the shadow of COVID-19, many industries are facing unprecedented challenges as global economies recorded the biggest declines after the great depression and the rising geopolitical tension created a highest level of uncertainty for businesses as well as the daily life of consumers. Sales, as the contact point that connects businesses with consumers, have an even more critical role to play during this difficult time – because the essence of salesmanship, as well as that of business, is not just closing deals, but creating and maintaining long-term relationships.

The Distinguished Salesperson Award (DSA) Programme in Hong Kong was first established in 1968 by the Sales and Marketing Executives Club of The Hong Kong Management Association, applauding the very best sales professionals for their great achievement made to their companies and the society at large. Such an unusual backdrop in 2020 has made the 52nd DSA even more special, for we believe the truly precious and rare qualities that make an exceptional salesperson shine the brightest when the surrounding becomes the darkest.

I would like to thank all members of the Panel of Judges and the Award Organizing Committee for their invaluable contribution to this Award that has allowed the "Oscar in Sales" to shine brighter each year. On behalf of The Hong Kong Management Association, I must also express my heartfelt gratitude for our sponsors who have continuously supported the DSA, as well as all participating companies that have sent in their best of the best to make the Award an all-star platform. And my greatest thanks also go to, Dr the Hon Allan Zeman GBM GBS JP for being our Guest of Honour.

May I congratulate all awardees this year for not just your achievement, but most importantly the hard work and perseverance you have put into earning your much-deserved award.



Dr Victor Lee
Executive Director
The Hong Kong
Management Association



Ms Rosanna Wong
Chairperson
52nd DSA Programme
Organizing Committee

It is my great pleasure to be the Chairperson of the 52nd Distinguished Salesperson Award (DSA) Programme Organizing Committee. Throughout the years, the Award has bestowed recognition to sales elites who achieved remarkable accomplishments in the sales industry. The Award has established a strong network connecting sales elites from different industries and has built priceless friendship through the vast Awardee alumni network.

To many, 2020 represents a challenging year. The current unpredictable and difficult business environment has further reinforced our belief that all organizations should never neglect the importance of professional development to sustainable business growth. The Organizing Committee has enriched the Award with a theme "Pride in Perseverance", one of the most important attributes of a salesperson. As the old saying goes, "the way you do anything is the way you do everything", outstanding sales personnel should be persistent to deliver memorable experience for their clients.

I would like to express my salutation to the 27 respected judges and members of the Award Organizing Committee who have devoted their time and effort to the Award Programme. My heartfelt appreciation extends to all the participating companies as well as our Lead Sponsor – Prudential Hong Kong Limited, Premium Sponsor – Convoy Financial Services Limited, Main Sponsors – AXA China Region Insurance Company Limited and The Hong Kong and China Gas Company Limited, Photo Image Sponsor – Fotomax (F.E.) Ltd, WIFI Sponsor - HKBN Enterprise Solutions Limited and Digital Media Sponsor – New iMedia Solutions Limited for their generous support to the Award.

In addition, I would like to thank Ms Alison Chang, Managing Director of COREsearch Group Ltd for sharing her valuable insights in the Presentation Skills Seminar. And I am most grateful to Dr the Hon Allan Zeman GBM GBS JP, Chairman Lan Kwai Fong Holdings Ltd for being the Guest of Honour of the Award Presentation Ceremony.

Congratulations to all our awardees! We wish you all every success and fruitful prospects ahead in the Sales industry.



Dr the Hon Allan Zeman
GBM GBS JP
Chairman
Lan Kwai Fong Group

It's my honour to be invited to the 52nd Distinguished Salesperson Award Presentation Ceremony. Someone must have thought I am a good salesman in Hong Kong.

I think I am more of a good salesperson for Hong Kong because I spend a lot of my time in public service, something I enormously enjoy doing for decades. I fall in love with this city since I moved here from Canada nearly half a century ago.

We have witnessed a lot of changes in our city. From a fishing village to an entrepôt to now a financial and tourism hub, one thing it did not change though, is its people and the can-do spirit. Hong Kong has been through a very difficult time. It is starting to get better. We need good sales and marketers in good times, and even more good sales and marketing people in difficult times. It is crucial for all of you to start promoting Hong Kong and help make Hong Kong an even better place.

It is reassuring to know that the Sales and Marketing Executives Club of the Hong Kong Management Association had long recognized this important trend and took the lead back in 1966. That is part of the reason why Hong Kong has the privilege of providing abundant sales and marketing talents for Hong Kong, China and rest of the world.

Hong Kong people are known for their creativity and hard work. I would also like to add that the flexibility and the language skills that many Hong Kong people acquired in their dealing with the locals, the mainlanders and the westerns, made Hong Kong people special and valuable.

Let me congratulate all the winners. Keep up the good work and I wish you a successful year ahead. I also want to congratulate The Hong Kong Management Association for its pioneer role in recognizing our Sales and Marketing talents. Good luck and thank you.

On behalf of the Board of Directors of Sales & 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 52nd Distinguished Salesperson Award Presentation Programme. The recognition of talent during this programme will inspire and empower all of us to put our best into the service of meeting the needs of our customers.

A special congratulation goes to each of the recipients of the Distinguished Salesperson Award and Outstanding Young Salesperson Award. Through their professionalism, determination and commitment to excellence, each of the awardees has demonstrated the qualities of a winner. Winning in today's competitive marketplace requires global sophistication. This ceremony honours the achievement of outstanding sales professionals who recognize that their value to the marketplace is enhanced by striving to consistently perform at the high standards that are recognized and applauded around the world.

Each of the awardees of this programme has learned to be guided by their inner conscience in sales and marketing in order to thrive as a professional. Each awardee has proven their mettle in sales and marketing basic fundamentals include relationship building, customer centric service, high ethical standards and by having a passion for professionalism.

Sales and Marketing Executives International 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 and 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 with a pledge to make lifelong learning a key to sustained personal growth and professionalism.

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 better selling.



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



Mr Rayson Chan
Chairman
Sales and Marketing
Executives Club

On behalf of the Sales and Marketing Executives Club of The Hong Kong Management Association, I would like to extend my heartfelt congratulations to all awardees of the 52nd Distinguished Salesperson Award (DSA) on their astonishing achievement.

DSA has continued to exert its influence in numerous business sectors in Hong Kong and the Mainland China for over five decades. With a clear vision of promoting salesmanship and recognizing outstanding sales elites in the community, it is very exciting to witness many enterprises invested resources into fostering their sales executives to be involved in this Award.

Riding on this important occasion, I would like to express my sincere gratitude to our Guest of Honor, Dr the Hon Allan Zeman GBM GBS JP and the 27 honorable Judges for their support to the Award. I would also like to thank Ms Rosanna Wong, Chairperson of the 52nd DSA

Organizing Committee and her team in bringing this Award Programme to a memorable conclusion despite the challenging times.

My deep appreciation to the Lead Sponsor – Prudential Hong Kong Limited, Premium Sponsor – Convoy Financial Services Limited, Main Sponsors – AXA China Region Insurance Company Limited and The Hong Kong and China Gas Company Limited, Photo Image Sponsor – Fotomax (F.E.) Ltd, WIFI Sponsor - HKBN Enterprise Solutions Limited and Digital Media Sponsor – New iMedia Solutions Limited for their generous support to the Award.

Last but not least, my sincere congratulations to all participating organizations and awardees on their well-deserved accomplishment. May all of the awardees continue to reach their full potentials and strive to excel in their own endeavours.



HKMA 52nd Distinguished Salesperson Award

American Express: Your Partner Through Thick and Thin



American Express honoured with the Distinguished Salesperson Award for 11 years as it remains committed to backing its customers at all times

It is the 11th consecutive year that American Express has been granted the prestigious Distinguished Salesperson Award (DSA) by The Hong Kong Management Association, but this year is perhaps one of the most extraordinary occasions as American Express has proven to be a reliable, valuable partner to its customers, colleagues, and the community as they weather the ongoing COVID-19 pandemic.

Susanna Lee, Managing Director, Hong Kong and Taiwan and General Manager, Insurance Asia, American Express said, "We have been serving and supporting customers in Hong Kong through thick and thin for more than a century. American Express is stepping up to provide more assistance and benefits to our stakeholders as we endure these trying times."

The company had been taking care of its people – for example, in order to ensure its employees stay safe, it has transformed its operations to offer flexible, home-based work arrangements while maintaining excellent services.

American Express has also demonstrated its commitment to providing best solutions to its customers- financial assistance and payment flexibility are offered to both consumer, business and corporate cardmembers. On the other hand, it has been working closely with partnering merchants in order to find ways to make it easier to conduct business as the retail industry is hard-pressed to deal with the new normal. It has also pledged a US\$100,000 grant to the Mental Health Association of Hong Kong to support the community at large.

As the company is deeply committed to caring and helping people achieve a better life, it is little surprise that its people are excellent in delivering quality service and solutions, day in and day out, to their customers. This year, two members of staff from American Express have received the DSA award. They are Bonnie Yip and Christy Kwan, Managers, Premium Segment and Business Development, Acquisition and Partnerships under Global Consumer Services Group.

As a university graduate in marketing studies, Yip is passionate about the profession of sales and feels motivated when she gets her audience on board with the best solution she tailormakes for them. 'I enjoy the process of building relationships with different people and organisations,' said Yip, who is responsible for maintaining relationships with card members and their companies in order to promote the card products. 'Through effective communication, understanding of the client's needs, mutual respect, and most importantly perseverance, I believe that if I work hard enough, I will gain the trust from the customer and eventually get the business.'

Yip recalled a particular occasion where she made a creative proposition to her business partner: to host an egg-puff making booth for staff engagement activity. While her business partner was reluctant at the beginning, Yip went the extra mile to have multiple meetings with the partner company's different departments to explain the benefits and cost-effectiveness of the proposed activity. The partnering company finally conceded because of her persistence, and the event turned out to be a great success, to everyone's delight. Yip was also praised for her good judgement and sound advice, and her passion for delivering the best solution as she did not yield in face of opposition. 'As a salesperson, I meet new challenges all the time. My belief was to keep trying, and never give up,' she said.



Susanna Lee
Managing Director, Hong Kong and Taiwan
and General Manager, Insurance Asia

The other DSA award winner, Kwan, also believes perseverance to be the key factor to success, if not the most important factor.

Once, her client, who was Platinum Card Member, wished to use his card for the purchase of a luxury sedan, which comes with a big price tag. In order to facilitate such a large ticket transaction, Kwan studied the various aspects of the transaction, the client's card and credit record with her supervisor and the Authorization and Credit Departments in order to find the best solution, and literally went the extra mile with the client.

'I even made several trips to the bank to make arrangements with my client, who was really pleased with what I did for him to make the transaction successful,' said Kwan, who was delighted to achieve outstanding single transaction billing in this case. 'My success is because of my perseverance and enthusiasm in handling the request. I would always also reflect on every case because I believe that there are always things to learn.'

'Knowing that there is no guarantee for success, I always stay hungry and keep pushing myself to achieve more. Being passionate in what I do, believing in what I sell, and persisting despite obstacles, I always strive for the best in my job. When I see my achievements, I feel proud and motivated to continue pursuing my goal as a distinguished salesperson.'

Apart from its track record in helping clients achieve their goals in business and life, American Express is also reputed for being a great employer. The company has received the "Best Workplaces in Hong Kong 2020" and "Best Workplaces for Women" recognitions from Great Place to Work. It has also been a long-time winner of the annual Best Employer in Hong Kong award by Aon Hewitt.

American Express currently has more than 114 million business and consumer cards in force, amounting to US\$1.2 trillion of worldwide billed business. It boasts millions of American Express accepting merchants, and a robust network of acquirers and bank partners that connect through the American Express Network across the world.

AMERICAN EXPRESS



Bonnie Yip (left) and Christy Kwan (right) from the Acquisition and Partnerships team of American Express among the winners of the 2020 Distinguished Salesperson Award.