

SPECIAL REPORT: HKMA SME CLUB 47TH DISTINGUISHED SALES PERSON AWARD

'Personalised' training pays off

At CITIC Telecom International CPC (CPC), the management belief is that salesperson training should be centred on the individual instead of top-down. CPC does not subscribe to one-size-fits-all, generalised training.

Account manager Crystal

Hung says workplace training is of great benefit because she is learning on the job using real-world cases which, unlike more theoretical material, are directly relevant to her daily tasks and sales role.

"My training helps me to enjoy the sense of reward from facing up to and overcoming challenges, while helping to solve customer problems," Hung says.

Account manager Steven Tse says that workplace training is essential to success. "I have learned not only the technical aspects of my company's products, but also how best to communicate them to customers, and also to show

how they are relevant to solving customer issues," Tse explains.

Fellow account manager Daphne Yip says taking part in the DSA-generated team spirit. "We each benefited hugely from company training and experience sharing with colleagues from the previous award event," says Yip, adding that thanks to company training, she has strengthened her presentation and communication skills, including how to "break the ice" with a new customer in less than a minute.

Kenneth Yu, also an account manager, says: "I believe a good reputation comes from having an excellent attitude and professional mindset when serving customers." Using this approach helps him to solve challenges in the workplace and remain focused and confident in front of the DSA judges. Yu credits positive outcomes as important career motivators.



Kenneth Yu

Crystal Hung

Daphne Yip

Steven Tse