

Yeap Wei Leeng

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Profile

Passionate optometrist by profession. Throughout the past 15 years well exposed in various job scope as well as responsibilities from performing visual assessment, clinical solutions, training and presentation, sales planning and pitching to operational improvement which has mold into a versatile team player in an organization.

High discipline and self-motivated due to actively involved in sport activities. Furthermore, healthy in both physical and mental.

Essential Skills

Training and presentation	9/10
Primary eye care	8/10
Communication	8/10
Teamwork	8/10
Operational improvement	7/10
Business Strategy	7/10
Sales and Marketing	6/10
Microsoft Office	6/10

Working Experience

Carl Zeiss Sdn. Bhd., Selangor, Malaysia

Customer Experience & Training Manager (Jan 2022 till present)

Commercial Development Manager (Jan 2017 till 31 December 2021)

Professional Service Manager (Jan 2013 – Jan 2017)

Achievement in Professional Service,

1. ZEISS lenses training as well as new product launching establishment
2. ZEISS DTnI (Dispensing Tools and Instrumentation) key user who responsible in set up, training as well as trouble shooting.
3. Plan and design a customized training program with key account for different targeted audience to ensure the growth of optical knowledge and premium lenses.
 - a. Enhance brand presence and profession sales approach for front line sales.

- b. Sales and business training that increase revenue and margin within the retail level as well as increase share of wallet of ZEISS.
- 4. Support training within the South East Asia internal team as well as distributors.

Achievement in Commercial Development,

- 1. Develop and customized multiple training module for customer to achieve personal and sales growth.
 - a. Vision Care introduction for non-optical background staffs to develop professional sales approach at retail level as well as increase brand perception within the team.
 - b. Progressive Accreditation Program to introduce progressive lenses as well as trouble shooting to increase sales of ZEISS premium progressive lenses.
 - c. Business Development training program for Supervisors and Managers to understand basic business, SWOT and achieving business growth for both retailers as well as ZEISS.
- 2. Sales support in both sales pitching and sales development.
 - a. 20% sales growth in northern region by sales analysis and strategy planning with sales team.
 - b. Over 30% sales growth in specific doors after multiple training in both sales and business strategy training by understanding the product mixed and targeted product segment to sell out.
 - c. Increase VTS bundling sales by involving in business pitching, demonstration and business growth discussion.

Achievement as Customer Service lead

- 1. Customer service restructuring and development
 - a. Re-structure customer service team to improve work efficiency to support overachieved 20% from sales target.
 - b. Improve work process by accelerating sales return management. 20% additional volume completed within the time frame.
 - c. Closed 94% of complain cases within 1 week.

Eyecon Optometry Network (formerly known as HK Chan Optometrist Sdn. Bhd.) Melaka, Malaysia

Optometrist cum Professional Service Manager (2007 till Dec 2012)

- 1. Primary eye care services in optometry retail setup
- 2. Ability to attend to any referral case by ophthalmologist such as post operation complication, post operative routine examination and follow up as well as binocular anomaly treatment.
- 3. Perform routine examination and providing solutions from myopia management, vision therapy, computer visual syndrome to co-management problematic visual conditions with ophthalmologist.
- 4. Prescribing specialty products such as prism lenses including Fresnel Prism, Orthokeratology, Rigid Gas Permeable lenses and Keratoconus lenses.
- 5. Planned and execute internal training module on products and related knowledge.
- 6. Assist in ISO compliance for company as well as SOP planning.

7. Assist in setting up Eyecon and providing training for entire Eyecon members.

Highest Education

BSc. (Hons) Optometry

National University of Malaysia (UKM), Kuala Lumpur

Certification

1. Train the Trainers Program by Stoner and Partners, Germany (2017)
2. Competent Communicator by Toastmasters International (2017)

Language proficiency

English	Good
Bahasa Malaysia	Good
Mandarin	Good
Cantonese	Good