

Ben Chin Chee Ming

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Sales / Marketing / Key Account Management

Qualified sales and key account management personnel offering more than eight years experience in business development and key account management. A results-focused with a proven ability to maintain and grow established accounts, relationship development, account management and business operations. Successful in identifying opportunities for accelerated growth. Multi-lingual in Malay, English and Mandarin with other Chinese dialects such as Cantonese, Hakka & Hokkien. Seeking a challenging key account management position utilizing my experience and the following skills:

- Sales and Business Development
- Strategic and Market Planning
- Key Account Management / Retention
- Contract and Price Negotiation
- Customer Relations Management

PROFESSIONAL EXPERIENCE

ACE Jerneh Insurance Berhad

Kuala Lumpur, Malaysia

Account Manager - Brokerage

07/2011 – present

- Work with Brokers, Agents and Affinity partners to explore new business opportunities and provide training on implementation of new programs
- Responsible for the accuracy of Accident & Health Department's monthly bookings, reconciliation and other relevant duties in order to provide an accurate report to the relevant section heads and Head of Accident & Health
- Ensure timely reporting of all activities in the prescribed formats
- Manage monthly forecast and budget planning
- Ensure back end frame work and processes are implemented inline with respective business line's Standard Operation Procedure (SOP) in order to achieve smooth business operations flow. This will include System Automation and other related IT projects.
- To undertake and be responsible of Special Projects as and when required
- Implementation of suitable business solutions catered to brokers, agents, affinity partners, etc.

Key achievement

- Maintain 20-30% quarterly YOY growth since 07/2011 to present
- Successful key account retention ie. CIMB Group, Celcom, Axiata etc.
- Won the entire Citibank credit card insurance (NAC program)

Senior Executive – Travel Unit

09/2009 – 07/2011

- Develop new business for travel portfolio including various channels such as market agents and travel agencies
- Maintain and servicing existing accounts
- Increase travel insurance penetration
- Delivered sales presentation and product training sessions
- Creating awareness of ACE Travel Insurance to the market
- Travel product and solution development

Key achievement

- Recruited 64 new travel agents contributing to more than 500% growth of business in year 2010 (RM732k to RM 3.6mil)
- Defined and implemented new process flow for the ease of business
- Participated in ACRS (B2B Online Travel Insurance Platform) undertaking development (BRD), UAT, pre and post deployment responsibilities

AIG General Insurance (M) Berhad

Kuala Lumpur, Malaysia

Senior Executive – Travel Unit

11/2007 – 09/2009

- Managing, recruiting and servicing travel agents' distribution channel
- Generated leads and referrals
- Overseeing and supporting Petaling Jaya's branch's agency force in travel products
- Identify & develop travel agents for solutions enhancement leveraging to the business needs and requirements
- Increase travel insurance penetration rate by implementing new sales strategies
- Overseeing and monitoring travel agents in achieving highest level of satisfaction and requirements
- Prepared and delivered sales presentation and product training sessions
- Creating awareness of the travel products in the market
- Monitoring renewal business
- Management of cross-selling and up-sell efforts to existing accounts
- Product development and Competitor Analysis
- Campaign planning to achieve overall budget
- Retained existing account base through proactive and reactive visits to accounts

Key achievement

- Successful retention business from Reliance Travel generating RM 500k premiums per annum
- Successful deployment of sales strategies and increased penetration of travel insurance for key travel agents

Galileo Malaysia Limited

Kuala Lumpur, Malaysia

Galileo, a Travelport GDS brand, is one of the world's largest providers of travel content and technology leader serving travel companies worldwide.

Senior Sales & Account Executive

6/2004 – 11/2007

- Solicit new business through cold calls and referral sales
- Formulate aggressive Sales plan to meet the company goal
- Participate in Industry workshops, seminars, conferences, trade shows and airline functions
- Perform product demonstration to potential customers
- Gather updated competitive information in order to keep abreast of their pricing and product
- Built and maintain good customers and vendor relationships
- Develop key account plans, including prospecting, customer scoping and customer proposal activities
- Ensure full and comprehensive use and adoption of Travelport products
- Support customers system migration
- Co-ordinate cutover schedule and implementation
- Prepared and delivered sales presentation and conduct system training

Key achievement

- Part of the team that transformed the company from 1% to 12% market share in 3 years
- Play an important role in expansion of business to East Malaysia undertaking implementation, training and support responsibilities

EDUCATION

Sijil Pelajaran Malaysia – SPM (Grade 1), Sabah Fully Residential School, Sabah (1994)
Diploma in Tourism Operations & Management (Distinction), Kinabalu College, Sabah (1996)

OTHERS QUALIFICATION/PERSONAL DEVELOPMENT

English for Speaker of Other Language – E.S.O.L. (Higher Intermediate – PASS), Sabah (1995)
Pre-Contract Examination for Insurance Agent – Part A & C (Grade B), Kuala Lumpur (2003)
Certificate Examination in Investment-Linked Life Insurance (Grade C), Kuala Lumpur (2003)
Miller Heiman – Conceptual Selling, Hong Kong (2005)
Relationship Selling, Kuala Lumpur (2008)
Richardson – Consultative Selling, Kuala Lumpur (2009)

COMPUTER SKILLS

Windows, Word, Excel, Powerpoint, Outlook, Internet

REFERENCE

RICHARD LIM

Senior Marketing Manager

TOURISM AUTHORITY OF THAILAND

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Menara Citibank

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NG AI LENG

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