

POOI YEE, (SHEILA) CHANG

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PERSONAL SUMMARY

A well networked and results driven sales manager who possess proven marketing and leadership skills. Commercially aware and able to successfully lead and motivate sales teams to achieve maximum performance and results, maximize profits whilst minimizing costs. Currently looking out for new opportunities in senior sales managerial position within a reputable and established company.

CAREER HISTORY

SSRV SDN BHD

Business Development Manager 2022 – Present

Duties & Responsibilities:

- Leading the charge of market research plans to identify new opportunities.
- Encouraging new clients by creating and improving proposals.
- Developing and pitching ideas for potential investors.
- Contacting potential clients to establish rapport and arrangement of meetings.
- Planning and overseeing new marketing initiatives.
- Researching organizations to find new opportunities and key people for decision making.
- Finding and developing new markets and improving sales.
- Developing quotation, tenders and proposals for clients.
- Developing goals for the business growth and ensuring they are met.
- Participating in site visit and Demo on products/services.

Meiko Clean Solution SEA Sdn Bhd

Segment Manager – 2018 – 2019

Key Account Manager – 2019

Duties & Responsibilities:

- Taking care of MEIKO International Channel Business (Business Value of RM12 Mil annually)
- Customer Segment:
 - Lodging
 - QSR
 - Catering
 - F&B
 - Inflight Catering
 - Retails
 - Food Processing
 - Institution
- Business Growth
 - Initiated new Strategic planning process that identified and measured KPI's

- Responsible in reviving the struggling client base and was successful in bringing back old dealers and increasing overall revenue in addition to built a new distributors
- Built relationship with distributors and key accounts customers by providing them product and technical training.
- Internal responsibilities
 - Planning for 2019 Budgeting, sales forecast for each segment and key accounts.
 - Preparing business review meeting with Gold, Silver, Bronze Distributors and Key Accounts.
 - Prompt submittal of call reports, forecasts and expenses record.
 - Work together with project and technical team in project planning.
- Countries Coverage:
 - Malaysia
 - Singapore
 - Indonesia
 - Thailand
 - Vietnam
 - Cambodia
 - Brunei
 - Myanmar
 - Philippines
- Training
 - MEIKO's Germany Academy – Products and Technical Training at Offrnburg

Ecolab Malaysia Sdn Bhd

Corporate Account Manager – 2017

Duties & Responsibilities:

- Acting as the client advocate and charged with maximizing customer satisfaction, account penetration and profitability in selected accounts, this position is directly responsible for the coordination and orchestration of all internal resources and external vendors.
- Responsible for coordination, completion or delegation of all elements relating to the successful sale, including but not limited to product specification, design services, order entry, acknowledgment verification, order expediting, logistics, installation services and collection.
- Performs additional responsibilities as requested.
- Working in conformity with sales plans outlined by management and promptly and carefully maintaining reports as required by the Employer.
- Conducting all business in an ethical and professional manner, and implementing no policy of or giving no instruction to other salespeople or other employees of the Employer by which may conflict with accepted business ethics.
- Efficient planning for effective time utilization.
- Prompt and effective follow-up of assigned leads.
- Identification of prospective customer firms and the appropriate buying influence within customer organisation.
- Identification and qualification of the specific requirements of the customer firms.
- Achievement of goals and quotas.
- Prompt submittal of call reports, forecasts and expense records.

Saraya Goodmaid Sdn Bhd

Senior Business Development Manager – August 2016 – July 2017

Duties & Responsibilities:

- I. New Business Development
 - Prospect for potential new clients and turn this into increased business.
 - Identify potential clients, and the decision makers within the client organization.
 - Research and build relationships with new clients.
 - Set up meetings between client decision makers and company's practice leaders/Principals.
 - Work with team to develop proposals that speaks to the client's needs, concerns, and objectives.
 - Participate in pricing the solution/service.
 - Handle objections by clarifying, emphasizing agreements and working through differences to a positive conclusion.
- II. Client Retention
 - Present new products and services and enhance existing relationships.
 - Work with technical staff and other internal colleagues to meet customer needs.
 - Arrange and participate in internal and external client debriefs.
- III. Business Development Planning
 - Present to and consult with mid and senior level management on business trends with a view to developing new services, products, and distribution channels.
 - Identify opportunities for campaigns, services, and distribution channels that will lead to an increase in sales.
 - Using knowledge of the market and competitors, identify and develop the company's unique selling propositions and differentiators.
- IV. Management and Research
 - Submit weekly, monthly and quarterly progress reports and ensure data is accurate.
 - Forecast sales targets and ensure they are met by the team.
 - Track and record activity on accounts and help to close deals to meet these targets.
 - Ensure all team members represent the company in the best light.
 - Present business development training and mentoring to business partners and other internal staff.
 - Research and develop a thorough understanding of the company's people and capabilities.
 - Understand the company's goal and purpose so that will continual to enhance the company's performance.

Sealed Air, Diversey Care

District Sales Manager - September 2014 – 2015

Duties & Responsibilities:

- Involved in the recruitment and training process of new staff.
- Allocating territories for account managers.
- Assist in the collection of overdue invoices payment from clients.
- Conduct market research and competitor analysis.
- First point of contact for all key accounts for any technical or sales issue.
- Conducting site surveys.
- Responsible to grow the company's business and to maintain existing clients.
- Ensure optimum line penetration.
- Conduct application straining to the end user.

- Allocating annual budget during client account budget preparation.
- Assist and guide technical support team to conduct installation.

Sealed Air, Diversey Care

Business Development Manager – Jan 2016 – July 2016

Duties & Responsibilities:

- Implement global/regional key account strategies and policies with customer accounts.
- Grow company's cleaning & hygiene chemicals business in Diversey Care Sector by active prospecting.
- Assist and guide technical support team to conduct equipment installations.
- Prospect for potential new clients and turn this into increased business.
- Close new business deals by coordinating requirements; developing and negotiating contracts; integrating contract requirements with business operations.
- Led and participated in various industry trade shows representing Diversey Malaysia.
- Monitor competition activities at customer account.
- Enhances organization reputation by accepting ownership for accomplishing new and different requests; exploring opportunities to add value to job accomplishments.
- Led Diversey Malaysia's Corporate Social Responsibility (CSR) program, jointly with customer accounts in an effort to strengthen customer relationship beyond business ties.

Accomplishments:

1. Met/exceeded sales targets
2. Promotion effective on 1st Jan 2016 (Sector Lead for Lodging & Commercial Laundry)
3. Recognition Award 2016 By Sealed Air Corp.

W.S. Equipment Sdn Bhd

Sales & Project Manager

Feb 2006 - August 2014

Duties:

- Holding weekly meetings and setting sales targets for individual Account Manager and the whole team.
- Involved in the recruitment and training process off new staff.
- Involved in the development of marketing strategies for the company.
- Assisting in the collection of overdue invoices from clients.
- Conducting market research and competitor analysis.
- Spending time in the field liaising with major customers on technical points of contact.
- Going out and doing site surveys.
- Prospecting for new business as well as renewing existing contracts
- Ensuring proper credit checks were completed on customers before products or services released to customers.

- Representing the company at exhibitions, conferences and trade shows.
- Administration and data input duties to ensure that all records are kept up to date and accurate.
- Assist and guide technical support team to conduct installation.

PROFESSIONAL EXPERIENCE

Sales and marketing

- Able to effectively communicate the benefits and value of a company products or services to partners and potential customers.
- Experience of professional presentations to customers either individually or in groups.
- Experience of phone prospecting, and cold calling for leads.
- Excellent communications skills to build relationships with potential new customers and to reinforce ones with existing clients.
- Experience of business development through cold calling and client meetings.

Management

- Strong decision making abilities.
- Account management and active business development experience.
- Able to quickly compile a detailed knowledge of the company's products and services.
- Strong time management and organizational skills.
- Overseeing the recruitment of new sales staff, as well as their training and induction.
- An in-depth understanding of budgetary and fiscal responsibility.
- Proven ability to quickly identify new business opportunities and markets.
- Having the ability to think creatively, strategically and analytically.

Corporate Social Responsibility

- Strong and visionary leadership in Creating Shared Value projects with customers, resulting in betterment of communities.

KEY COMPETENCIES AND SKILLS

- ✓ Competitor analysis
- ✓ Public Relations
- ✓ Negotiating
- ✓ Account Retention
- ✓ Microsoft Exel, Words & Powerpoint
- ✓ Serv Safe Certified

PERSONAL DATA

Date Of Birth : 21st Dec 1974

Age: 48+

Religion: Buddhist

Hobbies: Singing, Swimming and reading

ACADEMIC QUALIFICATIONS

Diploma in Traditional Chinese Medicine

Chartered Institute of Marketing (CIM) Advanced Certificate in Sales Management

REFERENCES (Available on request)

Driving license: Yes

Marital status: Single