

Rachel Leong



CONTACT

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DOB:

5th June

LANGUAGES

English

Malay

Mandarin

Cantonese

PERSONAL SUMMARY

Dynamic and results-oriented Business Development Manager with a proven track record of driving revenue growth and cultivating long-term client relationships. Leveraging more than 10 years of experience in identifying market opportunities, developing tailored solutions, and exceeding sales targets.

WORK EXPERIENCE

CBRE GWS Malaysia, BD Manager

June 2023 – Present

- Identifying and prospecting new business opportunities within the commercial real estate and facilities management market.
- Developing and executing strategies plan to meet revenue targets and expand the client base.
- Building and maintaining strong relationships with client, understanding their needs, and proposing tailored solutions.
- Prepared and delivered sales presentations to potential clients, collaborating with internal teams to develop customized solutions and deliver comprehensive proposal.
- Conducting market research and analysis to identify trends, competitors and potential opportunities for growth.
- Negotiating contracts and agreements with client, ensuring alignment with CBRE objective and profitability.
- Provide regular updates and reports to management on sales performance, pipeline status and market insights.

Key Achievement

- Win new business worth of USD 300K IFM contract during probation period, securing the first education sites within client portfolio.
- Introduced innovative sales strategies that resulted in a 15% increase in sales pipeline within the first 7 months.

Sodexo Malaysia, BD Manager

Aug 2021 – May 2023

- Identify and pursue new business opportunities to drive revenue growth and expand the client base.
- Building and nurturing relationships with clients, understanding their needs, and tailoring Sodexo's offering to meet those needs effectively.
- Research, develop and implement innovative solutions in response to or in anticipation of new and existing client requirements, resulting in directly increase of market share.
- Conducted sales presentation, client pitches, preparing proposal and propose the customized solutions to prospect. Prepare documentation and support tools for every stage of the bid and project-manage the opportunity.
- Negotiating contracts and agreements with clients, ensuring terms are favourable for Sodexo while meeting the needs of the client.

AREAS OF EXPERTISE

Sales Management
Identifying Business Opportunities
Sales Negotiation
Client Issues
Project Management
Business Planning
Territory Sales

SKILLS

Decision Making
Flexibility
Teamwork
Time Management
Problem Solving
Influencing Skills
Interpersonal Skills

CHARACTERISTIC

Outspoken
Sociable & Courteous
Outgoing
Reliability
Commitment
Integrity

- Administer salesforce CRM system and ensure regular updates on pipeline status.

Key Achievement

- Win new business worth of EUR 350K service contract during probation period.
- Win new business worth of EUR 1.06M service contract and achieved as the largest manufacturing accounts in Malaysia.
- Successfully to secure the new prospect and convert to sales due to the creative idea on the proposed solution.

Santa Fe Relocation, BD Lead Mar 2016 – Jul 2021

- Managed and drive the performance of the BD Team, ensuring individual and sales targets are consistently exceeded and ensure full ownership and accountability of appropriate KPI's.
- Train, develop and motivate BD team in skills, sales methodologies, activities and solutions.
- Work closely with Managing Director and assisting in development of business strategies to ensure growth and increasing awareness in the marketplace.
- Deploy appropriate go-to-market strategy and drive customers visits roadmap to increase products / services sales worldwide.
- Responsible for account development, cold calling, assessing client needs and identifying solutions, while maintaining existing client relationship.
- Manage projects by working with cross-functional team lead, developing and prioritize proposals and sell-in strategies.
- Deliver consistent and accurate sales forecast reports utilizing Salesforce.
- Ensure targets are delivered through people management, performance review, rewards and individual recognition.

Key Achievement

- Healthy pipeline increased 53% from EUR 1.3mil to EUR 2.8mil within 6 months
- Achieved above 18% of EUR 650K as personal sales target in year 2017
- Improved the accuracy of budget forecasts
- Developed vertical sales approach leading to 15% increased in customer base
- Mentored, motivated and coached BD team by creating value and delivery in sales process

iProperty.com Malaysia, Team Lead cum Senior AM Mar 2014 – Feb 2016

- 60% KPI on sales management, 40% KPI on Team management.
- Develop, mentor and manage AM team to responsible for market expansion and meeting aggressive team targets.
- Retain and profitably growth firm volume, sales and profitability through proactive management of assigned key account relationship.

- Develop and execute sales strategy by creating innovative and bundle solutions such as e-marketing program, to achieve client marketing objectives.
- To collaborate and work with the internal stakeholders for the enhancement of products, or customization request to deliver the value-added solutions to the clients.
- Convert call activities into sales, by applying consultative selling techniques.
- Develop business relationship with existing and new client to identify potential opportunities for sales optimization.
- Assisting in generating promotional ideas and campaign through using iProperty e-commerce platform.
- Conducting client's marketing campaign and activities within the assigned budget and timeline.
- Establish and cultivate positive relationships with key decision makers.

Key Achievement

- Achieved 95% for yearly personal sales target of RM 1 mil.
- Achieved 85% for group team target RM 4.5 mil.
- Proven track record of accomplishments in building key accounts with increased penetration.
- Received iProperty Top Sales Performance Award in Jun 2015, exceeded more than 100% of personal sales target.

Bata Malaysia, Sales Manager

Apr 2013 – Mar 2014

- Achieve growth and hit sales targets by successfully managing the sales team.
- Design and implement a strategic business plan that expands company customer base and ensure it's strong presence
- Maintain sales staff by recruiting, selecting, orienting and training employees. To assist sales rep in establishing personal contact and rapport with top echelon decision-makers.
- Collaborates with merchandiser to develop sales strategies to improve market share in all product lines.
- Arrange and coordinate the yearly roadshow for the products, implement the business strategy to increase sales revenue.

Key Achievement

- Achieved 80% for yearly quota RM 6,000,000
- Improved customer service satisfaction 3% through supply chain management initiatives, inventory control and flexible manufacturing practices.
- Sales growth improved 5%. To identified challenges and implement new procedures and create more activity such as mini roadshow, new promotional activity for the sales team.

EGuardian, Product Sales Manager

Oct 2008 – Apr 2013

- Develop and implement new sales initiatives, strategies and programs through channel partners.
- Established sales objective by forecasting and developing annual sales quotas with channel partners.

- Determine annual unit and gross profit plants by implementing marketing strategies, analyzing trends and result.
- Liaise with clients and channel partners to develop the business needs and market landscape.

Key Achievement

- Overachieved 110% for distributor quota USD 1.5M in year 2010
- Awarded top distributor grew sales to principal and represent to business conference at Las Vegas in year 2012.
- Expanded more than 10% business revenue in every year.
- Established good rapport and relationship with channels and end users.

E-Lock Corporation, Account Manager

Jan 2005 – May 2008

- Develops and expands a portfolio of corporate clients by co-calling, networking and marketing.
- Prepares sales visit and presentation to pitch product, services, and combination packages to clients.
- Negotiate sales, package discount and long term contracts with clients.
- Establishes sales goals and implement a plan to meet the objectives.
- Prepare quotation, work closely with the pre-sales team on the proposal and presenting to clients.

Key Achievement

- Built the business from scratch, through the identification of prospects and maintaining solid client relationship.
- Increased pipeline by 80% through the implementation of sales initiatives.
- Successfully built and maintained professional work relationships that increased business opportunity 5%.

EDUCATION

Curtin University Bachelor Degree of Commerce Marketing & PR	2002 - 2004
Nothumbria University Diploma in Professional Secretaries Course	2000 - 2001
SM Damansara Jaya High school graduated in SPM	1994 - 1999
SRJK (C) Damansara Primary school graduated in UPSR	1988 - 1993

ADDITIONAL INFORMATION

Expected Salary : Open for discussion
Driving license : Yes
Marital Status : Married
Nationality : Malaysian

REFERENCES

References available on request

