

WINNIE WONG  
4/E Crystal Towers  
8 Sunning Road  
Causeway Bay

Tel: 28487354  
Mobile: 91456783

This candidate does not have direct experience of being a Sales Training Consultant and so a chronological resume may not help sell her potential. She has therefore highlighted relevant skills within a combination resume. The resume clearly demonstrates that Winnie has the potential to train as a Sales Training Consultant.

## OBJECTIVE

Consultant position within a corporate training organisation, utilising extensive sales and training experience.

## SUMMARY

- Sales and Marketing professional with 8 years' experience.
- Experienced in design and delivery of in-house sales techniques training
- Experienced public speaker
- Organised, methodical and charismatic.

## TRAINING EXPERIENCE

- Carried out training needs analysis, designed and delivered in-house training for sales and marketing graduate trainees within a large telecom company, resulting in 20% increase in sales performance of new sales and marketing graduates within their first year.
- Designed all training materials, manual, and visual aids.
- Supervised the training and orientation of newly hired tour guides whilst working with China Tours Inc.
- Prepared and delivered lectures to marketing undergraduates whilst working as a teaching assistant with the University of Hong Kong.
- Currently studying for Training Diploma with the HK IHRM.

## PRESENTATION EXPERIENCE

- Presented to corporate clients up to Marketing Director level, pulled in 10 additional key clients within an 18-month period.
- Delivered on-air television sales presentations whilst working for Asia TV Shoppers. Marketing beauty care and home appliance products to approximately 10 million homes across Asia.
- Presented at conferences and seminars at University of Hong Kong in capacity of research assistant.
- Delivered tour commentaries on Hong Kong and Macau tours. Voted employee of the month on three occasions, based on customer feedback.

## SALES EXPERIENCE

- Handled portfolio of corporate accounts, meeting all sales targets and increased client base by 100 % over 5 years.
- Sold over 50 million units of stock, via Asia Shoppers TV over two years.

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## PERSONAL SKILLS

- ▣ Professionally groomed.
- ▣ Mature and responsible in approach.
- ▣ Motivated by both sales and people development.
- ▣ Organised and self-motivated, having always worked on own initiative.

## WORK EXPERIENCE

Account Manager

**Smart Telecom H K**

Sep 1997-Present

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Responsible for selling telecom products to corporate clients in Hong Kong. Consistently exceeded sales target and expanded client base by 100% over 5 years. Trained sales and graduate staff in marketing and sales techniques.

TV Shopper Sales Consultant

**Asia Shoppers Ltd.**

March 1995-April

1997

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Demonstrated a range of luxury beauty and home appliance products through Asia Shoppers TV Channel.

Tours Manager

**China Tours Ltd.**

Nov 1993-March 1995

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Responsible for ensuring the satisfaction of international customers on Hong Kong and Macau tours. Researched potential features of interest for tours and designed content for tour commentary.

Research Assistant

**HK University**

Sep 1992-Sep 1993

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Responsible for managing the collation of data. Research study focused on identifying the impact of Western and Chinese branding on Hong Kong consumer behaviour.

## EDUCATION

**Diploma:** 'Training and Development' Institute of Human Resource Management  
Oct 1998- present. (Will complete in June 2000)

**Degree :** Economics (major in marketing) University of Washington. USA  
1992

## PERSONAL DETAILS

Date of Birth: 15/08/70

Nationality: BNO Passport Holder

Contributed by: