

**THE HONG KONG MANAGEMENT ASSOCIATION
SALES AND MARKETING EXECUTIVES CLUB
48TH DISTINGUISHED SALESPERSON AWARD (DSA) PROGRAMME**

ABOUT THE AWARD

The Distinguished Salesperson Award (DSA) Programme, now in its 48th year in the territory, is an international project intended to bring public recognition to outstanding sales personnel.

The Programme, originally launched in the United States in 1950, is organized annually in Hong Kong under the sponsorship of the Sales and Marketing Executives (SME) Club of The Hong Kong Management Association (HKMA), in conjunction with Sales and Marketing Executives International (SMEI) of New York. The Programme and its awards are now being recognized worldwide by sales professionals as the standard of excellence in selling.

HOW THE AWARD BENEFIT

Your Company:

- It adds dignity and strength to individual companies' programmes of developing professional salesmanship
- It effectively supplements a company's incentive scheme
- It brings publicity to the participating companies

Your Salespersons:

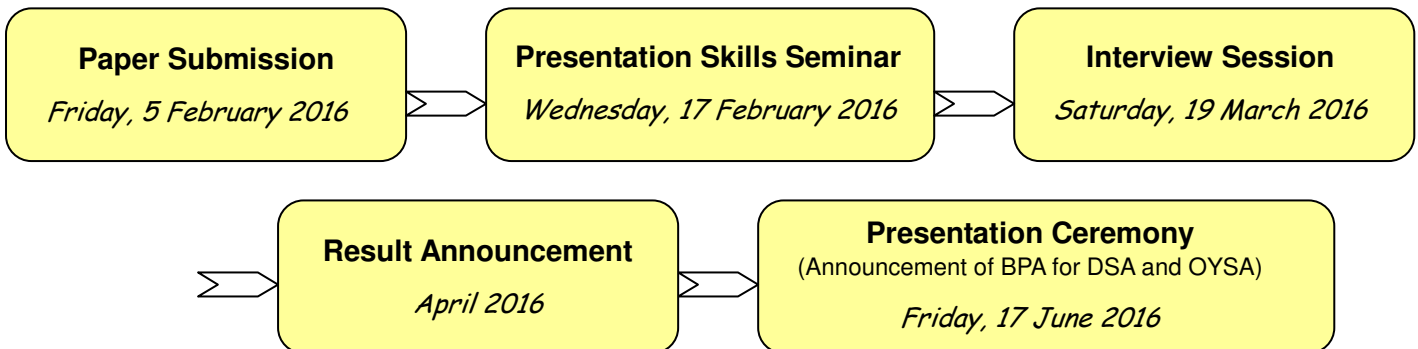
- It gives community-wide recognition to their sales efforts
- It addresses the salesperson's need for a sense of importance, fulfillment, and social recognition
- It motivates salespersons to keep up their outstanding sales efforts

AWARDS

The Awards include the Distinguished Salesperson Award (DSA) and the Outstanding Young Salesperson Award (OYSA). Those who are aged 25 or above will be eligible for the DSA and those below will be eligible for the OYSA. A Best Presentation Award (BPA) for the DSA and the OYSA category will be presented to the awardee who receives the highest score for the two assessments – Paper Submission and Interview Session. The objectives of the awards are as follows:

- To give due recognition to successful salespersons for their achievements
- To help improve the quality of salesmanship
- To build up the image of selling and marketing as a prestigious profession

JUDGING PROCESS



***** Registration Deadline: Friday, 8 January 2016 *****



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BRIEFING SESSION

To increase your chance of winning, do not miss the Briefing Session conducted by members of the Awards Organizing Committee, participating companies and winners of the 47th DSA Programme. They will share with you the judging criteria, guidelines for preparing the interview and written submission as well as the winning strategies and tips. Details of the briefing session are as follows:

Date: Tuesday, 24 November 2015

Time: 6:30 pm – 7:30 pm

Venue: The Hong Kong Management Association
Room 201, 2/F
Pico Tower
66 Gloucester Road
Wanchai
HONG KONG

Fee: Free of Charge

ENQUIRIES

Ms Joy Ma Executive Officer Tel: 2826 0526 Email: joyma@hkma.org.hk

Ms Melissa Law Executive Officer Tel: 2826 0527 Email: melissalaw@hkma.org.hk

Ms Ellis Yeung Manager Tel: 2826 0532 Email: ellisyeung@hkma.org.hk

REGISTER

Ms Ronnie Cheung Clerk Tel: 2826 0529 Email: ronniecheung@hkma.org.hk

48TH DISTINGUISHED SALESPERSON AWARD PROGRAMME – REPLY SLIP

(DSA-48008-2016-1-NL)

To: The Secretariat, Sales and Marketing Executives Club
14/F, Fairmont House, 8 Cotton Tree Drive, Central, Hong Kong

- I would like to attend the Briefing Session on Tuesday, 24 November 2015.
- I will not attend the Briefing Session but I would like to receive a copy of the promotional brochure.

Name: Mr /Ms _____ Position: _____

Company: _____

Address: _____

Telephone No.: _____ Fax No.: _____ Email: _____

Declaration

I authorize the HKMA to use my data to keep me informed of any direct marketing information including training and education programmes, awards and competitions, membership, alumni, promotional activities and other services and activities that it may arrange.

- Please tick the box to indicate your consent.
 Please tick the box to indicate your objection.

Signature: _____ Date: _____

(not later than Friday, 20 November 2015)