

47<sup>TH</sup>



DISTINGUISHED  
SALESPERSON  
AWARD PROGRAMME

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CHANCES  
BUILT ON  
CONSCIENCE



CALL FOR  
NOMINATIONS

Organizers:



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## THE DISTINGUISHED SALESPERSON AWARD PROGRAMME

The Distinguished Salesperson Award Programme (DSA Programme), now in its 47th 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 Club of The Hong Kong Management Association, in conjunction with Sales and Marketing International of New York. The Programme and its awards are now being recognized worldwide by sales professionals as the standard of excellence in selling.

The Programme's objectives are:

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

## THE OUTSTANDING YOUNG SALESPERSON AWARD

The Outstanding Young Salesperson Award (OYSA) was first introduced in 1985. As part of the Distinguished Salesperson Award Programme, OYSA gives recognition to the most promising young salespersons. It represents the organizer's effort to give encouragement to up and coming potential young salespersons aged 25 or below.

More importantly, OYSA is organized with the belief that young people of this generation, better educated and informed, will influence our society in

The Programme benefits companies in the following aspects:

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

The Programme offers support to salespersons:

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

a very significant way and they deserve unflattering attention.

The Distinguished Salesperson Award (DSA) is judged independently by a group of high-standing professionals spanning different fields. The theme for the 47th Distinguished Salesperson Award 2014-2015 is "**Chances Built on Conscience**".





## THE ORGANIZER

The Sales and Marketing Executives Club of Hong Kong was set up in 1966. It is affiliated to the Sales and Marketing Executives International (SMEI) of the United

States, and is one of the eight specialist clubs operating under the auspices of The Hong Kong Management Association.

## INDUSTRIES / FIELDS WHICH HAVE PARTICIPATED IN PREVIOUS DSA PROGRAMMES

Airline  
FMCG Provider  
Public Utility  
Banking  
Hotel  
Publishing

Beauty Salon  
Information Technology  
Real Estate  
Catering  
Insurance  
Retail

Civil Service  
Motor Sales  
Telecommunication  
Courier Service  
Pharmaceutical  
Trading

## JUDGING CRITERIA

### **Judging Criteria for PAPER (20%)**

#### **Reference letter from the company**

25% whether the nominee has a proven record of taking up responsibility

#### **Nominee's background and work history**

25% reasons for taking up a sales marketing career  
25% contribution to the advancement of the profession  
15% nominee's opinion on the theme of the 47th DSA  
10% ability in written presentation

### **Judging Criteria for INTERVIEW (80%)**

20% ability to build customer relationship  
20% product and market knowledge  
30% ability to convince and to close sales  
30% application of selling skills (effective selling)

\* Each criterion carries a particular weighting. 65% is the passing mark for each criterion.

### **Interview Structure (9 minutes)**

Setup Time	1 minute
Sales Presentation	3 minutes
Question and Answer Session	3 minutes
Effective Selling	2 minutes

## Award Schedule

### **Briefing Session**

Thursday, 27 November 2014

### **Registration Deadline**

Friday, 9 January 2015

### **Deadline for Paper Submission**

Monday, 9 February 2015

### **Presentation Skills Seminar**

Friday, 27 February 2015

### **Interview Session**

Saturday, 21 March 2015

### **Briefing Session for Awardees**

Friday, 12 June 2015

### **Presentation Ceremony**

Friday, 19 June 2015



# REGISTRATION FORM

Registration (DSA-48007-2015-4-NL)  
Participation (DSA-48007-2015-1-NL)

We would like to submit \_\_\_\_\_ nomination (s) for the 47th Distinguished Salesperson Award (DSA) as well as \_\_\_\_\_ nomination (s) for the Outstanding Young Salesperson Award (OYSA). I understand that we have to abide by the Rules and Conditions of the Award.

Company Name : \_\_\_\_\_

Business Nature : \_\_\_\_\_

Address : \_\_\_\_\_

Contact Person : \_\_\_\_\_ Title : \_\_\_\_\_

Tel : \_\_\_\_\_ Fax : \_\_\_\_\_ Email : \_\_\_\_\_

New participating company?  Yes  No

## A. Nomination(s) for DSA (Nominees must be born before 1 January 1990)

Nominee: \_\_\_\_\_ Position & Department: \_\_\_\_\_

Nominee: \_\_\_\_\_ Position & Department: \_\_\_\_\_

Nominee: \_\_\_\_\_ Position & Department: \_\_\_\_\_

Nominee: \_\_\_\_\_ Position & Department: \_\_\_\_\_

Nominee: \_\_\_\_\_ Position & Department: \_\_\_\_\_

## B. Nomination(s) for OYSA (Nominees must be born on or after 1 January 1990)

Nominee: \_\_\_\_\_ Position & Department: \_\_\_\_\_

Nominee: \_\_\_\_\_ Position & Department: \_\_\_\_\_

- \* Registration fee (non-refundable) for each nominee is HK\$1,700, and the fee should be submitted together with the registration form on or before Friday, 9 January 2015.
- \* Participation fee for each nominee is HK\$6,000, and the fee should be paid on or before Monday, 9 February 2015.
- \* Enclosed is our cheque (made payable to "The Hong Kong Management Association") in the amount of HK\$ \_\_\_\_\_ being the registration fee for the 47th DSA Programme. Please mail to: DSA Secretariat, Sales and Marketing Executives Club, The Hong Kong Management Association, 14/F, Fairmont House, 8 Cotton Tree Drive, Central, Hong Kong.



## Declaration

We/I authorize The Hong Kong Management Association (HKMA) to use the above data to keep us/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.

1. We/I shall comply with The Hong Kong Management Association (HKMA) Privacy Policy Statement, the Hong Kong Personal Data (Privacy) Ordinance (Cap.486) and other related regulations which will be changed from time to time. We/I declare that the data given in support of this registration are, to the best of our/my knowledge, true, accurate and complete. We/I understand that the data will be used in the registration process and that any misrepresentation, omission or misleading information given may disqualify our/my registration.
2. We/I understand that, upon our/my registration, the data will become part of the HKMA record and may be used and processed for all lawful purposes relating to the academic and/or non-academic activities in accordance with the established policy of the HKMA and the Hong Kong Personal Data (Privacy) Ordinance (Cap.486).
3. We/I expressly consent that the personal data will be used for the HKMA administrative, academic, research, statistical, marketing, alumni activities and prescribed purposes as allowed by the HKMA and the laws of Hong Kong from time to time.

Authorized Signature:

Date:

## Enquiries:

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Ms Joy Ma, Executive Officer

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## PARTICIPATION FEE

*Before Friday, 9 January 2015*

Submission of Registration Fee of HK\$1,700 for each nominee and Registration Form to the Secretariat

*Before Monday, 9 February 2015*

Submission of Participation Fee of HK\$6,000 for each nominee and Reference Letter from the company

## AWARDING PROCEDURES

1. Each company can nominate a maximum of five salespersons to participate in the Award and a maximum of two OYSA is allowed. Those who are aged 25 or below will be eligible for the OYSA and those above will be eligible for the DSA. Nominees for the DSA and the OYSA will have to fulfill the same requirements as stipulated below.
2. The nominee for the DSA/OYSA will be assessed in the following two ways:
  - a. Each DSA/OYSA nominee will have to write a short paper of not more than 500 words in English/Chinese on his/her reasons for taking up a sales/marketing career, contribution to the advancement of his/her profession and opinion on the theme of the 47th DSA, "**Chances Built on Conscience**".
  - b. The DSA/OYSA nominee will then go through a 9-minute interview of two parts conducted by the Panel of Judges. This interview is the most important part of the judging process. In the first part, the nominee will have to give a 3-minute sales presentation introducing his/her products or services, and answer questions from the judges in a 3-minute challenging session. In the second part, the nominee will have to conduct a 2-minute effective sales presentation.
3. The total score achieved by a nominee in the above two assessments will decide whether he/she will be successful for the Award.
4. A Best Presentation Award (BPA) for the DSA and the OYSA will be presented to the awardee who receives the highest combined score for the two assessments.

## RULES AND CONDITIONS

1. Under very special circumstances and with prior notice in writing sent to the HKMA four weeks before the interview session to be held on Saturday, 21 March 2015, the Organizing Committee may consider accepting the withdrawal of a company's nomination and refunding the participation fee.
2. Awardees are obliged to attend press conferences, rehearsals or other activities that the organizers see fit for the promotion of the Award.
3. False information submitted or failure to attend interviews may result in a nominee being disqualified.
4. The organizers reserve the right to refuse any nomination without disclosing the reasons.

## AWARD POLICIES

1. All information and documents supplied by Award entrants including entrant identities and commentaries developed during the review of entries are to be kept confidential and be used only for the judging of the Award.
2. All Judges are required to declare in advance to the Award Secretariat any cases or situations which may create any apparent or potential conflict of interest. The Judge in question would be barred from reviewing the entries concerned or handling in any manner the materials submitted by the award entrant involved.



## TESTIMONIALS

It is my great pleasure to be a member of the Judges' Panel for the 46th Distinguished Salesperson Award (DSA) Programme organised by the Sales and Marketing Executives Club of The Hong Kong Management Association.

The DSA Programme is a highly prestigious award programme for young sales professionals in recognition of their outstanding achievements. In the current rapidly changing economic environment, competition in the sales and marketing industry is becoming more and more intense. This annual event not only aims at bringing public recognition to distinguished salespersons, it also provides a valuable opportunity for participants to sharpen their competitive edge in

customer service and to learn from others in the sales and marketing sectors.

The personalities and attitudes of salespersons in dealing with customers are instrumental in their business success. I am particularly delighted to see those candidates who have demonstrated strong passion and talents for their profession.

I highly recommend that companies nominate their employees to participate in this meaningful event as an impetus for continuous professional improvement and I wish the DSA Programme every success in the years to come.

***Ir Joseph Choi Kin Hung***  
*Vice President*  
*The Hong Kong Institution of Engineers*

I am truly honoured to have served on the adjudication panel of the Distinguished Salesperson Award Programme over the past few years. I have witnessed the unabated passion of the organising committee and the ever-growing popularity of the programme in Hong Kong, the Mainland and Taiwan. I would like to extend my heartiest congratulations to SMEI and HKMA for making it an annual blockbuster event for sales professionals in the Greater China region.

By going through a tough but friendly competition, high flying salespersons are tested and recognised. Whether they enter the Hall of Fame for the Best-of-the-Best or not, all contestants learn a lot from the preparatory training sessions. The most meaningful thing I saw was

how the precious experience they gained from the contest had taken them to a new horizon in their sales career. I am really glad that I could share the moment of truth of so many distinguished salespersons over the years.

The DSA Programme has gathered enormous momentum in driving the professionalism of salespersons in the Greater China to new heights over the past 47 years. Participants meet the sales elites and learn from one another. This will also ignite and strengthen the culture of continuous improvement within company sales teams.

I wish 47th DSA a great success!

***Buston Chu***  
*Honorary Advisor*  
*Hong Kong Association for Customer Service Excellence*



I consider myself very fortunate to regularly be a member of the judges' panel for the annual Distinguished Salesperson Award Programme. Each year, I am increasingly impressed with the high standard reached by all these young men and women.

Undoubtedly, it is not as easy for salespersons to close a deal as it once was in the good old days. Challenges await. Competitors pop up everywhere. To stay competitive and to grow from good to great, one must have the right skill as well as the right feel. DSA Programme recognition is the cherry on top.

This year, I would also like to comment on the increasing number of candidates from mainland China who are now participating in this worthy programme. Their quality and commitment to the programme has demonstrated tremendous improvement over recent years, so much so that local participants may need to constantly improve to keep pace with these new entrants. Overall, this trend can only be good for the DSA programme and all of its participants.

I would also like to take this opportunity to wish all future entrants – whether from Hong Kong or China – the very best of luck in your chosen career.

***Wilson Mok***  
***Chief Executive***  
***Hong Kong Automobile Association***

I am delighted to have served as one of the judges for the DSA over the past two years. At the personal level, sales and marketing skills are an important common attribute in successful leaders of all professions. At the societal level, sales and marketing techniques are vital to Hong Kong, which is predominantly a service economy. The DSA is therefore highly relevant to the economic pulse of Hong Kong.

I am deeply impressed and encouraged by the zest and the quality of DSA candidates, and their commitment in upholding the professionalism and integrity of their respective sectors. The increasing number of entrants from Mainland China also reflects the success of the DSA in spreading its message to the wider region. I wish the DSA many happy returns in the years to come.

***Linda KP So***  
***Director General***  
***Federation of Hong Kong Industries***

I am very honoured to have been invited as a guest speaker for a presentation skills seminar in 2013 and as a member of the judges' panel in 2014. My involvement allows me to appreciate just what it takes to be a distinguished salesperson. You are GREAT sales professionals, and I respect your commitment. Your mindset and skills have earned you the DSA award, enabling further advancement of your career opportunities. In my opinion, the experience gained through participation in the competition is truly remarkable and invaluable!

With the programme now into its 47th edition, it is at a highly mature stage, with year-by-year increase in

national exposure and a growing number of participating companies from different industries. Nominees will have a rewarding experience by competing with sales professionals both locally and nationally. I can assure you that this will be a transformational process for you!

I congratulate those of you who are already here and who demonstrate such great commitment to your profession, to your company and most importantly to yourself by entering this year's 47th DSA Programme. I wish you all the best and I look forward to meeting you during the competition and experiencing your true colours!

***Dr Harry Wong, FCPA***  
***Asia 1st ABNLP Certified Master Trainer and Master Coach of NLP***  
***Training Architect and Director***  
***WYH International Consultancy***