

TERRY LAM

SUMMARY A dynamic, result-oriented and highly motivated telecommunication sales representative with 3+ years of experience working in target-driven sales teams backed by a strong desire to work efficiently with progression.

EXPERIENCE **Senior Telesales, Citi Plus International Ltd.**

Jun 2012 - Present

- Made 100+ outbound calls per day to prospective customers by operating telephone equipment and automatic dialling systems
- Reviewed and adjusted sales scripts and pitching strategies to cater to a diverse group of overseas customers
- Developed positive relationships with 50+ overseas clients, established their business needs and provided solution-based services
- Prepared and delivered successful pitches to director, senior and middle management level prospects

Telesales Executive, JL Consulting Limited

May 2011 - Jun 2012

- Performed 50+ business-to-business (B2B) outbound telesales calls per day
- Assisted in evaluating customers' interests and activities via comprehensive data analysis and testing on a monthly basis
- Prepared and presented detailed marketing campaign analysis and reports to 10+ practice leaders

ACHIEVEMENTS

- Personally responsible for delivering the highest sales contribution of 25%
- Led the introduction of a major culture change in customer service, improving customer satisfaction ratings from 6.5 to 8 out of 10

EDUCATION **Hong Kong Baptist University, 2008-2011**
Bachelor of Business Administration (Hons), Applied Economics Concentration

SKILLS Microsoft Office (Word, PowerPoint, Excel & Access)

LANGUAGES Cantonese (Native) | English (Proficient) | Mandarin (Proficient)
