



SME Seminar

“Upgrading Sales Leaders' Strategic Roles for Revenue Breakthrough”

Sales leaders have had to devote considerable time and energy to establishing and maintaining disciplined processes. The thing is, many of them stop there--and they can't afford to, because the business environment has changed. Customers have gained power and gone global, channels have proliferated, more product companies are selling services, and many suppliers have begun providing a single point of contact for customers. Such changes require today's sales leaders to fill various new roles: company leader, customer champion, process guru, organization architect, and course corrector.

Details

Date: 20 July 2017 (Thursday)
Time: 10:00 a.m. – 12:30 p.m.
Venue: Lecture Theatre, G/F, Hong Kong Central Library
No. 66 Causeway Road, Causeway Bay, Hong Kong (MTR Tin Hau Station Exit B)
Language: Cantonese
Speaker : *Dr Mark Lee, Research Director, Asia Pacific Institute for Strategy*
(Dr Lee has over ten years of research and teaching experiences at the university. He regularly conducts Leadership Strategy seminars for business leaders and senior executives on different management strategy issues.)

Registration

Interested persons are welcome to register for the seminars. Admission is free.

Please visit **SUCCESS Website** (www.success.tid.gov.hk) for online registration, or fill in the registration form below and fax it to **2391 7375**. The registration will be closed once seats are all taken. Enquiry Hotline: **3403 6111**.

(Ref: 170720V)

Registration Form

*compulsory

Name*: (Mr / Mrs / Miss) _____ Age*: <20 20-30 31-40
 41-50 51-60 >60

Email*: _____ Tel*: _____ Fax: _____

Address: _____

Company: _____

Status*: Business Owner (Year Established: ____; No. of Employees: ____) Managerial Staff Consultant
 Potential Business Starter (Proposed Year of Establishing Company: ____)
 Academic Others

Industry*: Import/Export Trade Wholesale and Retail Restaurants and Hotels
 Financing, Insurance and Real Estate Business Services Community, Social and Personal Services
 Manufacturing Transport, Storage and Communications Construction Media Others

SUCCESS Membership and Disclosure*
 I have registered as a member of the Support and Consultation Centre for SMEs of the Trade and Industry Department (“SUCCESS”). Yes No
 I agree to register as a member of SUCCESS, and receive information from SUCCESS, for example, news of seminar activities, e-newsletter, etc. Yes No
 I agree that SUCCESS can disclose my personal data to the co-organiser(s) and speaker(s) of this activity
 Yes No

Personal data provided by participants will be used for registration of the above activity or to receive the latest business development and information on SUCCESS activities and services through e-newsletters and e-mail alerts. You are also most welcome to register for SUCCESS' free membership service at www.success.tid.gov.hk. If you do not want to receive our emails or fax messages, please simply email us at success_seminars@tid.gov.hk or send us a fax at 2391 7375 to note "Cancel Subscription" with your email address or fax number.

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