

For immediate release

## **Distinguished Salesperson Awards – Seven Consecutive Years**

(Hong Kong, 4 July 2012) Organized by The Hong Kong Management Association and the Sales and Marketing Executive Club, the Distinguished Salesperson Award (“DSA”) is an annual signature event for the Hong Kong business community. For seven consecutive years Hong Kong Broadband Network (“HKBN”) has won in this prestigious competition, with all five nominees awarded the Distinguished Salesperson Awards this year.

Ivy Lau, Director of Talent Engagement of HKBN said, “At HKBN it is our Talents that give us our Legal Unfair Competitive Advantage (LUCA). Our competitors can copy our network but it is very difficult to replicate our Talent Culture”

“Including the five winners this year, a total of 19 Talents from HKBN won the DSA in the past seven years. I hope that our company’s commitment in striving for the best will encourage our Talents to continuously improve themselves and at the same time, improve our company” added Ivy Lau.

All the winners of the DSA are outstanding sales persons. Senior Sales Executive Jesse Fung said that simple and honest interpretations of products helped him close business deals and get repeated referrals from satisfied customers. Senior Telesales Executive Lip Tsz Wing believed in understanding customers’ background before adjusting his sales tactics to fit customers’ needs.

Sales experience of Account Managers Tony Hau and Kenme Chan, as well as that of Sales Management Trainee Ivan Ko vary from 10 months to 10 years yet all of them demonstrated outstanding sales skills. Tony Hau was proficient in addressing customers’ concerns and successfully established long-term, friendly relationship with customers. Kenme Chan tailored integrated telecom solutions according to customers’ needs, instead of selling merely telephony and broadband services. Ivan Ko, on the other hand, paid attention to detail. Bringing a cold drink to a client whose office was suffered from malfunctioned air conditioning, was a vivid example to show how Ivan won the hearts of his customers by his attentiveness and the offering of high-quality products and services.

The theme of the 44<sup>th</sup> Distinguished Salesperson Award was “Embracing

Adaptiveness, Harnessing Change”. Each contestant, after nominated by his/her company, was required to go through an interview to assess his/her sales and communication skills, self-confidence, response to questions, etc. The Award is widely supported by the industry, with 143 contestants enrolled this year.



Caption: Five winners (from left to right - Tony Hau, Ivan Ko, Kenme Chan, Jesse Fung, Lip Tsz Wing) from HKBN accepted their Awards at the 44<sup>th</sup> Distinguished Salesperson Award Presentation Ceremony 2012.



Caption: The winners are supported by the Management Team of HKBN.



Caption: Say "Cheese"!

## **About Hong Kong Broadband Network Limited**

Hong Kong Broadband Network Limited (“HKBN”) is the fastest growing broadband service provider in Hong Kong, offering a diversified portfolio of innovative products such as broadband, local telephony, IDD and IP-TV services to over 1.3 million subscribers. As the owner and operator of one of the biggest fiber optic networks in Hong Kong, HKBN offers premier telecommunications services to both business and residential markets.

At HKBN, we treasure our 3,000 Talents in Hong Kong and Guangzhou. We work and play hard, and proactively encourage work-life balance with initiatives such as early 4pm leave on the first Friday of each month. We have a performance-based culture, and invest heavily to develop our top 95% performers and annually terminate our bottom 5%. In 2009 and 2010 respectively, HKBN’s CFO and CEO were awarded “Champion of Human Resources” by the HRM Awards. In May 2012, HKBN underwent a Management Buy-Out and is now majority-owned by CVC Capital Partners and 63 HKBN Managers.

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## **Issued by Hong Kong Broadband Network Ltd**

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