



CALVIN CHEONG

SALES MANAGER



ABOUT ME

- Dynamic and results-oriented Sales and Marketing professional with 16 years of experience in the construction materials industry. Proven track record of driving revenue growth, expanding market share, and building long-term client relationships. Skilled in developing sales strategies, managing key accounts, and leading high-performing teams. Currently leading a team of 4 sales executives as Sales Manager, with a focus on achieving targets, improving customer satisfaction, and enhancing brand presence in a competitive market.



EDUCATION

■ Associate Business Executive (2005-2007)

Diploma in Business Administration
Advance Diploma in Business Management



EXPERIENCE

■ TGM Sdn Bhd Sales Manager (2023- Present)

- Lead and supervise a sales team of 4, overseeing both B2B and project-based sales.
- **Develop and implement strategic sales plans to achieve revenue and profit targets.**
- **Build and maintain strong relationships with contractors, developers, and distributors.**
- **Analyze market trends and competitor activity to identify new opportunities.**
- **Collaborate with marketing team to plan product promotions and trade events.**
- **Achieved consistent annual growth in sales volume and improved client retention.**

■ Transgenesis Marketing Sdn Bhd Senior Sales Executive (2009-2022)

- **Establish sales objective by forecasting and developing annual sales quotas for projecting expected sales volume and profit for existing and new product.**
- **Leading, manage, coach and motivate sales and operation functions to achieve sales and profit**
- **Oversee full spectrum of sales and operation functions to achieve sales volume, profit and growth objective.**
- **Designing and implementing effective strategic sales and marketing plan**
- **Establish rapport and good relationship with new and existing clients**

■ UOB (M) Berhad Wealth Management (2008-2009)

- **Establish rapport and maintain good relationship with customers**
- **Assist and promote banking product and services**
- **Provide Customer Services**
- **Ad hoc daily documentation and opening accounts**



SKILLS

MANAGEMENT	■ ■ ■ ■ ■ ■ ■ ■
DEVELOPMENT	■ ■ ■ ■ ■ ■ ■ ■
COMMUNICATION	■ ■ ■ ■ ■ ■ ■ ■
PUBLIC RELATION	■ ■ ■ ■ ■ ■ ■ ■
ENGLISH	■ ■ ■ ■ ■ ■ ■ ■
MANDARIN	■ ■ ■ ■ ■ ■ ■ ■
MALAY	■ ■ ■ ■ ■ ■ ■ ■

HOBBIES



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