



CONTACT

☎ 011-37000382
✉ vincentchong1116@gmail.com
🏠 146 Jalan Haruan 1/9,
Taman Megah
70300 Seremban

EXPERTISE

- B2B & B2C sales
- Dealer & Account management
- Negotiation, Presentable & Pricing
- Market Analysis & Territory Coverage
- Relationship Building
- Sales Reporting & Forecasting
- Problem Solving & Communication

SOFTWARE KNOWLEDGE

- Microsoft Excel (vlookup, data analysis)
- Microsoft Word & Powerpoint
- Sales reporting tools
- Basic SQL knowledge

PERSONAL SKILLS

- Creativity
- Team building
- Communication
- Problem Solving
- Leadership

ADDITIONAL INFORMATION

- Experience in export operation and documentation
- Willing to travel for sales and market development

CHONG WEI SHEN

BUSINESS OWNER

PROFESSIONAL SUMMARY

B2B Sales executive with over 6 years of experience in industrial trading, dealer and distributor management, and territory development. Proven ability to manage quotations, price negotiations, and long term customer relationship across Ipoh, Kuala Lumpur, Negeri Sembilan Johor, and Indonesia. Experienced in coordinating suppliers, delivery schedules, and export documentation. Strong hands-on sales professional suitable for industrial and technical product environments.

WORK EXPERIENCE

DIRECTOR/ BUSINESS OWNER (B2B TRADING)

WSP 68 ENTERPRISE | MAR 2021 - present

- Managed 15 key accounts B2B trading of disposable plastic ware.
- Built and maintained dealer relationships across 4 multiple Malaysia states and 1 in Indonesia.
- conducted regular market visits to identify industrial customer needs and new opportunities.
- Prepared quotation, presentation, negotiate pricing and close sales with dealer and bulk buyer.
- Provide quality services for dealer in coordinating suppliers to ensure product quality, stock availability and delivery timeline.
- Managed export documentation and shipments to Indonesia
- Handled order processing, logistics coordination, inhouse documentation and after sales follow up.

SALES EXECUTIVE (DEALER & TERRITORY SALES)

UMOBILE SDN BHD | JAN 2019 - FEB 2021

- Managed assigned sales territories and dealer account.
- Supported dealers in achieving monthly and quarterly sales targets.
- Analyses sales performance using Microsoft Excel (VLOOKUP).
- Plan promotional activities and assist dealers in market execution.
- Collect market intelligence and provide feedback to management.

SALES EXECUTIVE (FIELD SALES & DISTRIBUTION)

HEINEKEN MALAYSIA BERHAD | JAN 2018 - DEC 2018

- Conducted field sales visits and monitor outlet performance.
- Coordinate promotions and ensured proper execution at dealer level.
- Prepare sales and market situation reports for managements.
- Assist dealers with promotional support and sales activities.

EDUCATION

DEGREE IN BUSINESS AND MARKETING

- *INTI INTERNATIONAL UNIVERSITY | 2015 - 2017*

DIPLOMA IN BUSINESS

- *INTI INTERNATIONAL UNIVERSITY / 2013-2015*