

KEN BAY

AUTHOR, SPEAKER AND EXPERT



Voices of Sales



MINISTRY
OF SALES



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CICUEN



STARTUP EDUCATION



Master in Marketing Strategy

CIAM, FChFP, ACTA

Author of books:

"Everyone Can Sell!"

"Everyone Can Network"

"Secrets of Success of Sales Professionals"

INTRODUCTION

With 30 years of experience in sales, marketing as well as training and mentoring sales professionals, Ken Bay possesses extensive knowledge especially in business administration, sales channels and financial management. . He has worked in the positions of an economic and financial advisor, a corporate strategist and a business distribution manager in Singapore and the rest of Asia and the Middle Eastern region. In addition, Ken Bay is also a lecturer and trainer for many schools and economic organizations in the region.

Ken Bay supports mentoring and development of customized sales processes, training & vending systems. With the commitment to investors and shareholders, he also guides businesses and advises them to achieve the desired results. Through research and experience, he has developed a comprehensive and intelligent system called ROAM to help solve sales problems.

ROAM was developed with the intention to help sales organizations sell professionally and effectively while working towards achieving a "peak" in sales and business activities.

ROAM has also become a system used by many business communities in Singapore, Vietnam and the rest of Asia under his company Voices of Sales, a business consultancy and technology business based in Singapore and Vietnam.

Ken Bay's vision as the founder of Voices of Sales is to develop artificial intelligence to replace traditional sales methods, and apply technology to create a technology ecosystem for business leaders. as well as professional sales and marketing people.

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Besides consulting and developing business strategies, Ken Bay also organizes professional skills training courses such as Business Management (Agency Management), Training and Essentials in Business Management as well as, Training and Essentials of Agency Management (EMD). He is the trainer of famous programs such as the British training programs "Go Mad" and "Psychology of Sales", "High Performance Leadership" by Brian Tracy, "Traditional Marketing Methods" and "Advocacy of selling" by Dr Sziklai, and many others. At the same time, he was also invited to be a lecturer and keynote speaker in the field of International Marketing of PHW Institute of Economics as well as the entrepreneur training program "Online Sales. Entrepreneurship and Business Development" funded by the Singapore government, for the Lithium Academy and the technology sector of Red Dot Venture.

SOME OF THE ORGANISATIONS AND PARTICIPANTS; SALES REPRESENTATIVES AND MANAGERS THAT ENGAGED HIS TRAINING AND CONSULTANCY SERVICES

Managers Association (Singapore), NTUC Learning Hub, Finexis Advisory, Symplex Data Recovery , Wills and Trust , Elpis Financial P L, Insurance and Financial Planners Association of S'pore, NAMLIFA, Malaysia Assurance Alliance, Allianz, Life Underwriters Association of Thailand, GAMA ThaiLife, Wen Consultancy, PHW Business School, Greenfield, Quicktouch, North 22, RVMS International, Lithan Hall Academy, Singtel, Marketing Institute of Singapore, ThanhBac Fashion, Zurich Life, Elite Asia, Sihub (Vietnam), VYE, SHIELD, Saigin Tourist, Star Print Vietnam, Vietnam's Universities and many others.





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EDUCATION

- Master of Business Administration, majoring in Marketing Strategy; **University of Hull (UK)**
- Degree in Mechanical Engineering; **Singapore Polytechnic**
- Degree in Life Insurance; **University of Singapore**
- Diploma of Mechanical Engineering; **University of Hull (UK)**
- Certificate of Life insurance; **Singapore Institute of Insurance**

CERTIFICATES

- WSO Advanced Certificate in Training and Evaluation (**ACTA**)
- Certificate in Neuro Linguistic Programming (**NLP**)
- Fellow Chartered Financial Practitioner (**FChFP**) by Asia Pacific Financial Services Association (**APFinSA**)

ACHIEVEMENTS

Singapore's Life Practitioner Award 1998:

- Nominated by Life Underwriter Association Singapore

GAMA International Award in Governance (1998 - 2006)

- National Bronze Award for Governance (1998, 1999 & 2000)
- Platinum Award (2001, 2002, 2003, 2004, 2005)
- Gold Award (2006)

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CAREER MILESTONES

Finexis Advisor

Joined Finexis Advisory, an independent financial advisory firm as a Branch Director and ran one of the largest branches there.



Voices of Sales Singapore Founder

Founded VOS, a business and sales consultancy company, with the goal of helping businesses and sales individuals worldwide, increase their sales revenue through AI and Blockchain technology.



www.voiceofsales.com

<https://softsales.io/>

Manulife Director

On 13th March 2007, joined Synergy Group Representing Manulife Financial as Director of Financial Services.



Pear Comms Cofounder (Former)

A high tech company, a government funded company that focuses on developing 'Point of Sales' CRM tools that is unique to Asian's sales culture, empowering the growth of businesses and sales professionals by equipping them with solutions to improve sales. Developed a Sales Force Automation application that addresses Sales Best Practices supporting the three key pillars of Sales Compliance, Sales Intelligence and Sales Performance Management.



Cixgen Global Founder and CEO

Cixgen Global focuses on the production and sales of health and beauty care products. In recent times, the company has developed and manufactured premium high quality health and beauty care products in Vietnam to lower the cost. With this, Cixgen Global has a vision to bring these Vietnamese supplement products to the world.





PROFESSIONAL TRAINING AND CONSULTING ACTIVITIES

1) Moderator of Agent Management Training Course, AMTC

Consists of 23 basic training classes for Business Management (Agency Management) with the content revolving around:

Planning - Recruiting - Selection - Training - Performance Appraisal - Orienting the development plan (Planning The Future)

2) Prestigious Coach of "Go Mad" - UK Coaching Program

Study how successful people make a difference, from which they can be applied to plan ways to help businesses stay ahead of market trends with unique products and services.

3) Prestigious trainer for Brian Tracy's program on the subject of "The new psychology of selling" and "High performance leadership"

4) Prestigious training specialist for the program of Dr. Sziklai on the topic "Advocacy of Selling"

5) FAME project moderator - Business management (Agency management) for enterprises

The 9-part, 9-month structured training program specializes in construction - business management. Within 9 months of the project, students get to work in groups, design their own agency and devise a way to manage it.

6) GSP Chain Development and Operation Specialist

Training focused on seminars on Investment Linked Products and Concepts. Workshops are held weekly from August to October (2005). At the end of the year, this investment-linked product segment achieved 30% growth compared to other products.

7) CARS Program Development and Operations Specialist

This course is for sales professionals, trained to think more systematically and radically, thereby improving your daily sales. "Building a specific sales process, systematic, cyclical, bold, and results-oriented"



PROFESSIONAL TRAINING AND CONSULTING ACTIVITIES

8) Profinancial Consultant

Financial Advisor Process - creating a report that provides full information to support customers in investment decisions such as: analysis, comparison by StreetSine tool, capital raising strategy, investment risk analysis fourth, etc...

9) Lecturer and Keynote Speaker for the EMBA program majoring in International Marketing, PHW Institute of Economics

The leading development course in Southeast Asia in creating opportunities to approach, learn - understand, analyze and systematically compare business in terms of strategy and practice.

10) Program Specialist (NTUC Learning Hub) integrating management training, business and professional mentoring

This program takes place over 6 days, focusing on the most effective no-frills sales and training activities based on available experience, to direct PMET to leadership roles, training coaches, specialists, and salesperson in a business organization.

11) Personal Wealth Management Program Development Specialist (LITHAN Education)

The program comes with an official certificate. Students participating in the course are equipped with practical knowledge and skills in the fields of sales, marketing and personal wealth management.

The program includes courses divided into 3 levels:

- Level 1: Customer Relationship Specialist (RM) & Retail Specialist
- Level 2: Customer Relationship Specialist (RM) & Senior Market Segment
- Level 3: Financial advisor privileged partner

12) Greenfield Pte Ltd

A partner providing consulting services to develop Financial Planning Tools for financial companies

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PROFESSIONAL TRAINING AND CONSULTING ACTIVITIES

13) NICF Certificate Program Development Specialist in Infocomm Sales & Marketing - a professional degree in the field of innovative technology startups (Technopreneurship)

Component program development: "Direct Sales & Business Management" specializes in personal selling knowledge and corporate sales. The entire program is geared towards providing knowledge and expertise in business start-up (capitalization), business project management, and business model design.

14) Voices Of Sales Founder

The project, funded by the National Research Foundation and Red Dot Venture, aims to create an online trading hub. VOS supported in training soft skills in sales in a typical Asian style - REALearning, combined with VOS Talent Matrix - a tool to collect information about sales talents, to create a portal for the professional community of sales.

15) Symplex

Started in 2002, the company has grown and achieved remarkable achievements in the field of data recovery. In 8 years, the company has provided services to partners from individuals, businesses, government organizations, to hardware technology companies, etc.

16) THANH BẮC Fashion

Ken Bay provides mentorship in the training project of Thanh Bac Fashion - an exclusive brand for famous international fashion brands such as Levi's, Tag Heuer, Hilgenstock, and many other companies in Vietnam. This project, in which he participated as a training consultant, aimed at helping the team achieve the highest revenue, including the courses "Wow your customer", "Star Club" designed for students who are professional salesperson, store head and fashion design consultant.

17) Elite Asia

Ken Bay participates in testing, analyzing and redesigning ELITE ASIA's business process around translation - interpretation and language training. The process is carried out through training, mentoring and mentoring for key salespeople. At the same time, a brief training program "Quickstart Training" aimed at new employees, is also provided to partners.



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PROFESSIONAL TRAINING AND CONSULTING ACTIVITIES

18) Developing comprehensive practitioners learning process for one of the fastest growing learning business community, Startup Education (Vietnam); Accelerator Leader Program (ALPS) for Startup Education (Vietnam) – 21 Days Ken & Me Success Diary– Mini Start-up (MSU) – Vietnam Startup Entrepreneurs Award (V.SEA)

This is a startup community for Vietnamese people, where it can help them discover the X-factor in themselves and infuse them with passion and business knowledge, so that they can acquire professional standards such as how to build a professional business plan. Ken Bay designed the entire learning curve and led them through each step:

- Discovering talents and getting acquainted with the sales business in the ALPS program;
- Practicing habits and mindsets with 21 days of mentoring with Mentor Ken Bay;
- Forming a team of co-founders to come up with a professional business plan together;
- Leading the startup to achieve 1 million USD in revenue in V.SEA.

Tools and systems are also used throughout the journey such as: performance loop, 6 role models, 7 soft skills matrix, ROAM, 3 pull – 3 push, unique value proposition canvas, lean canvas, business model canvas, and many others

19) Developing the training chain ROAM Leader – Certified ROAM Coach – Certified Business Coach

In addition to focusing on the startup community, Ken Bay also focuses on developing a team of coaches to support program chains with the vision of building a business sales consultancy and technology company as well as mentoring. He developed the coaching process and also divided the levels of participants: going from ROAM Leader, to becoming a Certified ROAM Coach and finally progressing to another level as Certified Business Coach – also known as Mentors – helping businesses achieve their goals.