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KOH THONG JOO

KEY EXPERIENCE:

Koh Thong Joo has more than 13 years' of industry experience working in MNC, statutory board, SME and Public Listed Company. He has spearheaded various portfolios including sales & marketing, business development, strategic planning and management consultancy.

He has crystallized the years of practical experience and developed a systematic and effective sales management methodology: Sales Booster©. This methodology has been implemented and improved throughout the years. He believes that companies need to have specific strategies targeting at various phases of customer life cycle. Furthermore, companies need to constantly monitor and improve their strategies and implementation.

He is currently a professional trainer and consultant specializing in the area of sales and marketing. He provides training and business consultancy to improve company's revenue and profit margin and has helped companies jump-start their sales through this methodology.
