

BOC Life Wealth Management Managers win “Distinguished Salesperson Award”

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BOC Life embraces the philosophy of customer centricity and strives to offer customers comprehensive life insurance and wealth management services. Three Wealth Management Managers of BOC Life have won the “49th Distinguished Salesperson Award (DSA)”, in recognition of their outstanding sales performance, which is also an endorsement of the professional wealth management service of BOC Life.

The awardees believe that understanding customers’ needs is critical to gain their trust. The DSA Programme has enhanced their selling and communication skills which will be useful in their future.

Organised by the Hong Kong Management Association and Sales and Marketing Executives Club, the DSA Programme aims to recognise outstanding sales personnel and build up prestigious image for marketing and sales professions. To become award winners, contestants have to go through rigorous assessment including written test and interview conducted by a professional judging panel.

