



SALESWORKS



QUARTERLY NEWSLETTER

Est 2021
#02
Q2

WHAT'S UP WEDNESDAY

One of best things to have is personal time on a working day – so we can complete errands, run to our children's schools for PTA meetings, catch up on tv shows, get some sleep in and more. So, the What's Up Wednesday initiative launched on the 3rd of March 2021 has become the perfect circuit breaker to what can be a long week.

Since starting the initiative, we have had many people send us photos and videos of their activities during that week's Wednesday. **The What's Up Wednesday is meant for all employees and there has been positive feedback from across the region. There are more employee engagement initiatives like this that are in the works aimed to get all our people together and engaged.**

And we love to hear from, so if you have any ideas do write to us a communications@salesworks.asia

Watch this space for more updates!

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APPRECIATIONS GALORE

So, Quarter One (1) of 2021 saw many clients from across the region co-organising events to award the Independent Contractors (ICs) that SalesWorks engages with for their contributions that led to a successful 2020 even with all the challenges, lockdowns and restrictions. From Singapore to Thailand to Taiwan, appreciations poured in from our clients.

Here are some special call outs to clients across the region that recognised the efforts of our ICs – thank you Keppel, Singtel, StarHub, IUME, UNICEF Korea and Amnesty Taiwan. Read more about these awards in the respective country's sections.



EMPOWERED WOMEN EMPOWER WOMEN

Throughout the second week of March 2021, we began the Thank You Note Series as a way to give our thanks and deepest gratitude to the wonderful women in our workforce. The initiative was an overwhelming success given that a total of **190 notes were received and shared!** We could not be more thankful (pun intended) that this initiative was a success!

On the 15th of March 2021, we released an infographic that illustrates and celebrates the greatest women not so strange to you and us, and they are none other than the colleagues we work with in and across all our SalesWorks markets! Take a look at these numbers!

- There are a total of **225 women** working across 9 SalesWorks country markets in the region.
- Of the 225 women, **48 women** are in **managerial positions**, that's **21%**!
- Out of 225 women, **40** are **working mothers** in SalesWorks, that translates to **18%**!
- Of the 40 women, 10 became new mothers in 2021, that's **25%** of the entire women workforce!
- In SalesWorks Thailand, **50 out of 61 employees are female**, that's **82%** of the entire workforce!
- **2 out of 6** are women in the Executive Management Team.



IT'S THE ONLY EARTH WE'VE GOT

Earth Hour took over the world, one light bulb at a time, on the 27th of March 2021, spreading awareness on the climate action our planet needs. As the world went lights out for one (1) hour at 8.30PM in their local times, we on our end took the initiative by sharing a series of sustainable tips of the day, ranging from conserving water to electricity consumption. We then opened the floor to you to share your personal tips on living sustainably. Come check out the compilation of tips in conjunction of Earth Hour, submitted by YOU!

Tips To A Sustainable Living

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“Carry your cloth bag to buy groceries from local shops instead of regular plastic bags.”

Shruti Negi



“Penggunaan Teknologi Ramah Lingkungan”

Use technology that are environmentally friendly

Bimantara Aji



“Vinegar and baking soda can be magical combo to clean stuffs!”

Shar



“Create a garden or a garden at home”

Asriani Madjid



“Stop buying from fast fashion. Go for second-hand fashion. You can even reuse your current clothing by trying wardrobe capsule, mix-and-match, alteration and many more.”

Fina Hasbullah

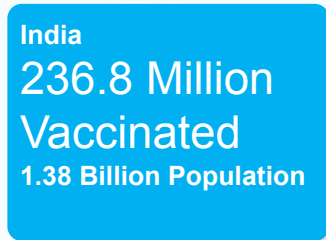
THE RACE BETWEEN INFECTION AND INJECTION

To date, the number of globally confirmed COVID-19 cases has surpassed 130 million, according to Johns Hopkins University. Although the ongoing mass vaccination against COVID-19 worldwide is criticised for issues such as unfair distribution and shortage of supply, vaccines still offer the world hope.

In the meantime, while global vaccination efforts are largely prioritising the elderly and essential workers at the moment, experts are urging the rest of society to remain vigilant and adhere to safety precautions to keep the virus at bay.

In race of the global vaccination programme - here are top 3 countries across the globe and Asia - with the highest vaccinated population.

TOP 3 COUNTRIES AROUND THE WORLD WITH HIGHEST VACCINATION NUMBERS



TOP 3 COUNTRIES IN ASIA WITH HIGHEST VACCINATION NUMBERS (not including China and India)



THE RACE BETWEEN INFECTION AND INJECTION

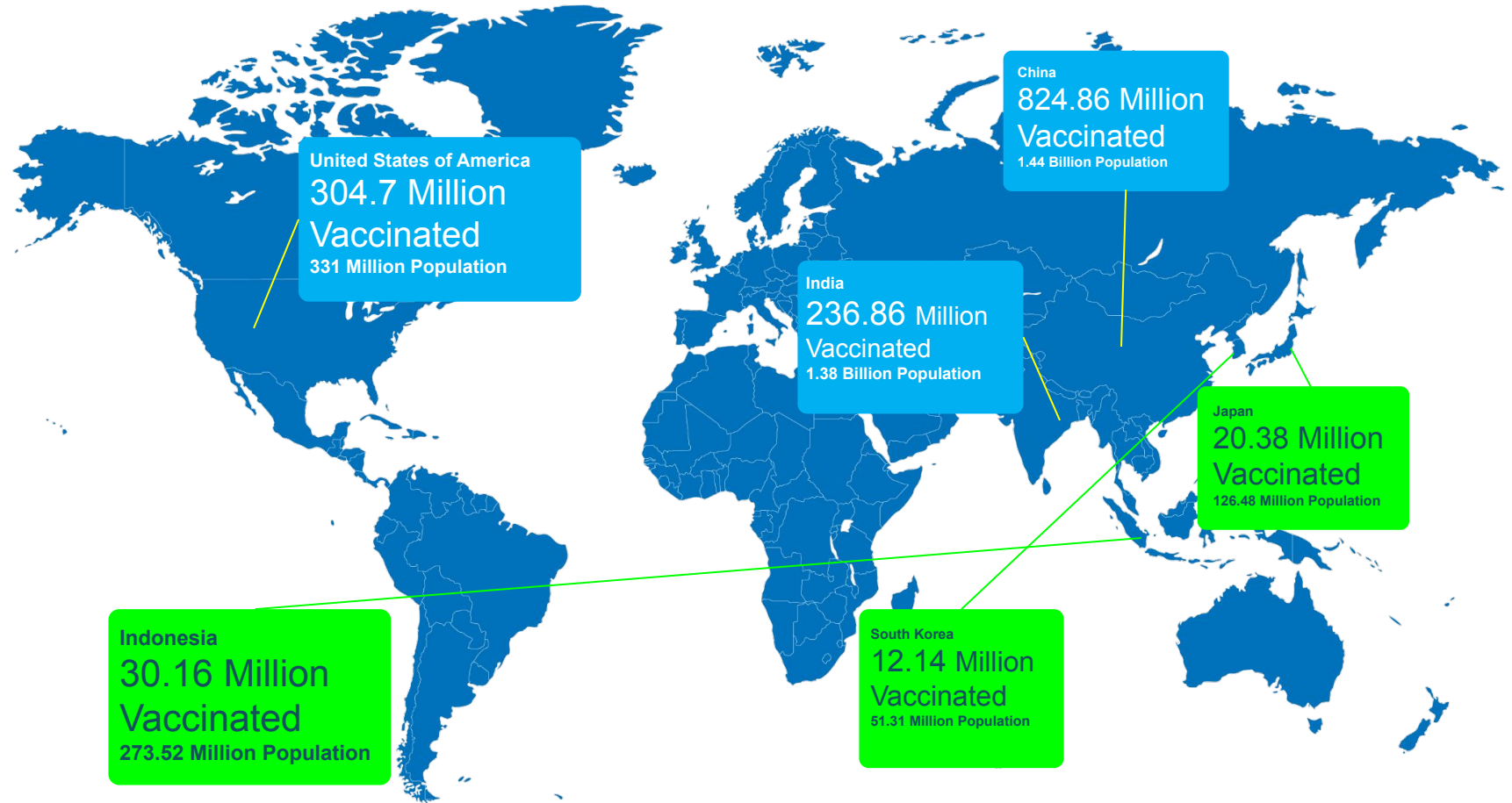
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TOP 3 COUNTRIES IN ASIA WITH HIGHEST VACCINATION NUMBERS
(not including China and India)

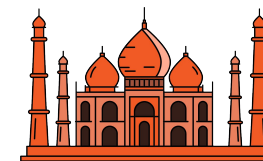


TOP 3 COUNTRIES AROUND THE WORLD WITH HIGHEST VACCINATION NUMBERS

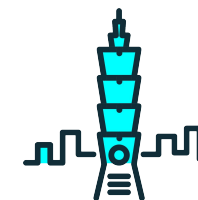
ALL THE NEWS



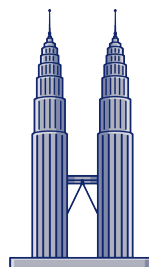
SWTH



SWIN



SWTW



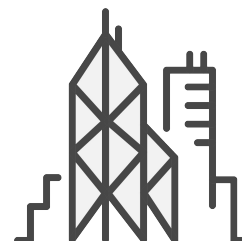
SWMY



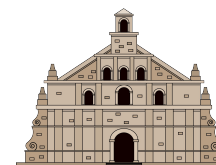
SWKR



SWSG



SWHK



SWPH

i Click On The Country Icons To Read On!



New Leaders Workshop

A “New Leader’s Workshop” for the Independent Contractors (ICs) network was held on the 30th of January 2021 which was hosted by Somphob Adulprasertsuk or better known as Phob, the owner of Phenomenon Enterprise Limited. The workshop served to train new leaders on what further steps they can take in order to grow in their career, as well as understanding the true definition of being a leader.



Workshop With Team Leaders & Senior Team Leaders

During the Team Leader and Senior Team Leader Workshop which was held on the 20th of February 2021, Chatchapon Yaion, also known as Earth, trained 15 upcoming Team Leaders and Senior Team Leaders on how to manage their own team, retaining their team of Independent Contractors and training them to become better salespeople.

Highlights

CPCR 40th Anniversary with Wong Chee Wai

Our Country Head, Wong Chee Wai, was featured as one of the speakers in The Center for the Protection of Children’s Rights Foundation (CPCR)’s 40th Anniversary video. CPCR is one of the nation’s biggest foundation that works on improving the quality of children’s lives in the country as well as providing protection and assistance to children and young people whose rights have been violated, in accordance with the United Nations Convention on the Rights of the Child.

The video highlighted their work to date and the milestones they have accomplished with the help of our ICs and our Corporate Social Responsibility (CSR) programme, Care to Share. Chee Wai was featured along with other well known corporate and individual donors - all supporters of CPCR, one of them being the leading retail convenience store, CP ALL. It was an honour that Chee Wai was invited to be featured in their 40th Anniversary video.

SWTH has been partnering up with CPCR for our CSR programme since June 2019 and since then to now, we have generated close to 4.5 million THB in donor income for the charity organisation.

IUME’s IC Award

At SWTH, we strive to recognise efforts and hardwork - be it by our employees or the IC network we engage with. In January this year, the IUME client and SWTH, felt it was time to recognise the ICs representing the IUME brand successfully with a small but significant award ceremony.

An array of gifts and prizes were awarded to our top-performing ICs varying from gold chains to iPad Mini. Khun Golf, the owner of IUME, made the event more special by gracing it as our Guest of Honour.

So, if you see the team representing the IUME brand anywhere, be sure to congratulate them for their excellent achievement and let’s keep our fingers crossed for a repeat performance or maybe even better this year.



SWTH

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Where Leaders Grow & Efforts Awarded

WE ARE GROWING

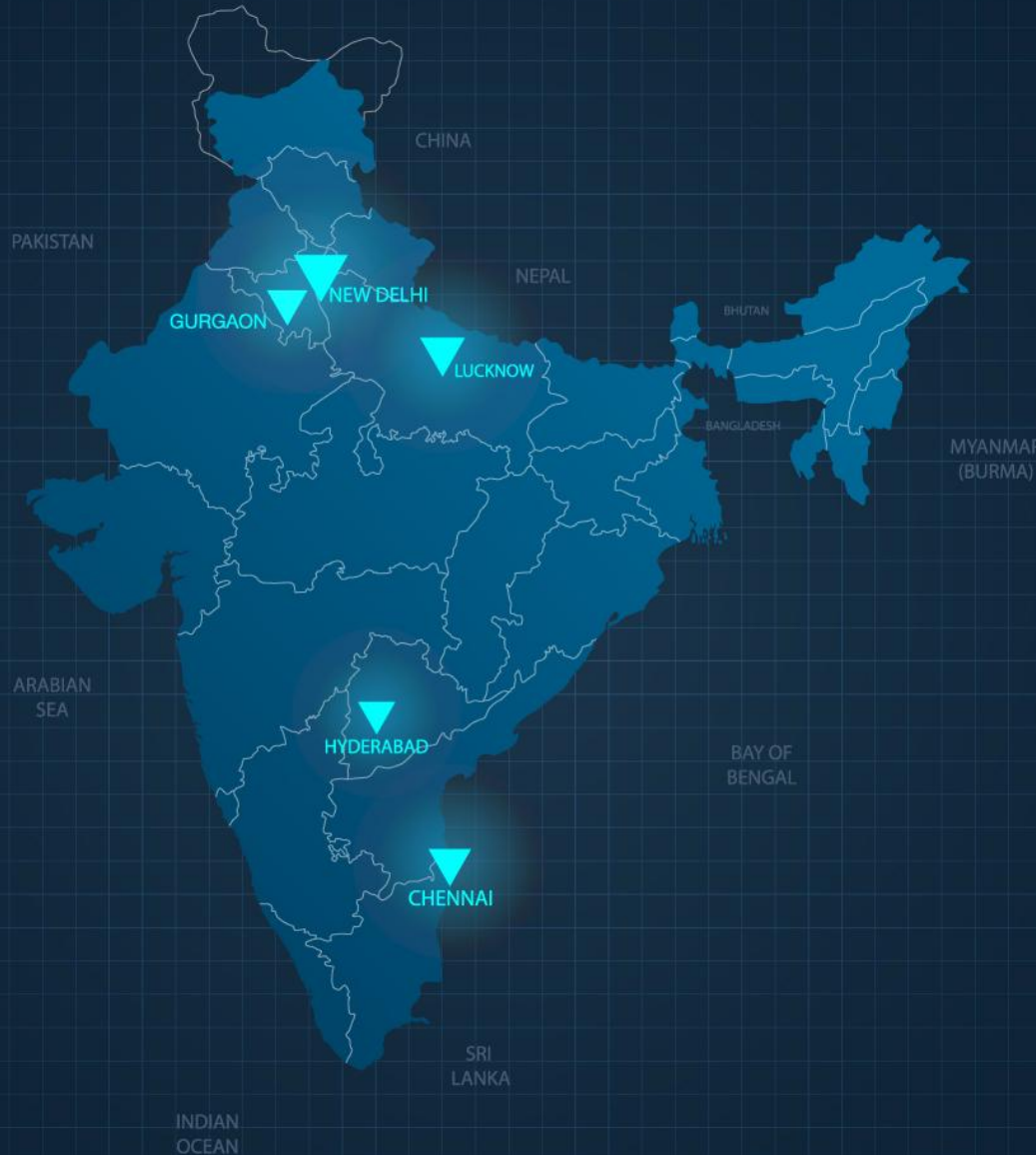
From a single location in the city of Bangalore throughout what has been a tumultuous year of 2020, we managed to beat the odds and successfully expand to another five (5) locations namely Lucknow, Chennai, Hyderabad, Delhi and Gurgaon within a matter of months. From just 12 sign-ups and sales in December 2020, we reached a whopping **250 over sign-ups** in February this year!

Having a thriving presence in North and South of India, with different languages and culture is only made possible with the new alliances with our partner agencies.

The number of Independent Contractors (ICs) in our network jumped from 1 individual in December 2020 to more than 25 people representing our client in February 2021 - and we are continuing to build and grow.



SWIN



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Taking Our
Business To The
Next Level

DID YOU KNOW....

In 2020, the Independent Contractors (ICs) signed up a total of **112,717 petitions** for our client Amnesty International! This is a huge accomplishment for us, taking into consideration what a year it had been.

On the 28th of January 2021, as part SalesWorks Taiwan's (SWTW) continuous effort to recognise talent and good work, we organised an appreciation day for the ICs, where the following awards were given out:

- Greece: Urgent Protection for Refugees from COVID-19
- Saudi Arabia Free Nassimaal-Sada
- 2020 Annual Award

Secretary-General E-Ling Chiu graced the event as our Guest of Honour.



BEST INDEPENDENT CONTRACTORS FOR CAMPAIGN PETITION SIGNUPS



Greece: Urgent Protection for Refugees from COVID-19
Will Lai signed up 1311 petitions.



Saudi Arabia Free Nassimaal-Sada
Denny Chen had a total of 2093 sign-ups last year.



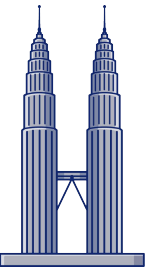
2020 Best Independent Contractors For Petition Signups
Sam Su signed up a total of 3358 petitions last year.



SWTW

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Did You Know



SWMY

Highlights

UNLOCKING THE POTENTIAL OF SOCIAL COMMERCE, ONE STICK AT A TIME

SalesWorks Malaysia (SWMY) successfully launched selling via social commerce as another prospective channel of marketing for its clients in Malaysia. Social commerce here really means Independent Contractors (ICs) are now selling client's products via their personal WhatsApp, Facebook and Instagram. Once a potential customer indicates interest on their social media pages, they are then directed via a link to the social commerce platform to make payment and determine delivery channels.

SWMY is working with Malaysia's popular social commerce platform agency Avana for this purpose and is partnering with a client - Hasava - that sells popular sanitisation products. Since starting in February of this year, the product most sold via this platform is a sanitisation stick called Dr. Clo that works as a steriliser and deodoriser, removing and suppressing harmful bacteria and chemicals from the atmosphere.

The first campaign ran from the 11th of February and has been actively acquiring customers ever since, selling over 800 products at the cost of RM 67,213.00 so far. This is what we call - a sweet success!



IMPROVING DONATION EXPERIENCES ONLINE

COVID-19 has undoubtedly made a lot of consumers sensitive to individuals approaching them to sell products or fundraise for a campaign face-to-face. To counter this, SWMY created a new method of donor and customer sign-up using a simplified QR Code for acquisition. After a pitch, the ICs simply hold up their devices with the QR to potential donors who wish to contribute. Donors will just need to scan the QR code, open up the donor acquisition form and fill it up digitally and click submit once completed.

To date, we have implemented the QR code sign-up method for two of our charity clients, namely The World Wide Fund for Nature (WWF) and The Budimas Charitable Foundation, and The National Kidney Foundation (NKF). A total of 25 ICs are currently implementing this method at work daily on the field.

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**Unlocking Social
Commerce & Donation
Experiences**



Test Campaign With Storytel, The ‘Netflix’ In The Audio Book Industry

Storytel is a Swedish startup company founded in 2005 by Jonas Tender and Jon Hauksson, and is currently operating in more than 20 markets around the world through its audiobook platform. Storytel is very influential in overseas markets where it was dubbed ‘the Netflix in the audiobook industry’.

So far, more than 300,000 audiobooks have been produced in more than 20 languages, and Storytel has established and operated branches in Korea in February 2019 following India and Singapore to expand its base of service in the Asia-Pacific region with a strong localisation strategy.

The Korean branch of Storytel is actively engaged in sales marketing producing 30-50 Korean audiobooks on average every month, organising online reading sessions, actively working together with major domestic publishing companies.

To speed this up, through SalesWorks Korea, they aim to effectively deliver services, analyse consumers’ needs and spread the word about the brand. We had a fruitful meeting with them in February where we established a strategic offline sales channel expansion plan. We are so excited to announce that we will soon be starting a test campaign - maybe even as soon as March (when you are reading this the test might be on its way, we’ll keep you posted in the next publication).

This is a first of its kind test campaign - especially for Storytel. SalesWorks Korea is extremely proud, delighted and cannot wait for this collaboration to kick-off!

Storytel official website:
<https://www.storytel.com/kr/ko/>

UNICEF Fundraising Competition Awards SalesWorks Campaigners

This quarter, our amazing team of hardworking Independent Contractors (ICs) managed to close 2020 successfully again. This shows as they bagged more awards compared to 2019 from one of our esteemed and distinguished clients, UNICEF Korea!

On the 8th of February 2021, a fundraising competition was held where six (6) campaigners from the Wangsimni branch and the Sindorim branch of SalesWorks Korea were present to receive their reward as a testament to their hard work and perseverance in signing up donors on the field.

Among the various awards categories, Han Tae-ho won a grand total of three categories and placing first in the UNICEF local fundraising section, besides being the award winner for ‘Most Passionate’ and ‘World Peace Day’ categories.

Kim Tae-kyung meanwhile won two categories, came out as the fifth runner up for the UNICEF local fundraising category besides taking home the award for being the best fundraiser for the ‘International Girl Child Campaign’ category.

We hope to see this same energy in the next quarter as our ICs are trailblazing the way and all in the name of a good charitable cause! Keep on ‘hwaiting!’ 🍀

Congratulations to you all, may success continuously come your way!



SWKR

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Entering The Book Biz
And Awarding
Campaigners

Keppel Electric Awards For SMV Marketing Group

Heading a team size of 17 Independent Contractors (ICs) in the Keppel Electric B2B team, Rodney and his team celebrated their successful close of 2020 with an Awards Day on the 9th of February 2021. Together, they generated over 4,000,000 kilowatt-hours (kWh) of consumption by consumers and the client shared how pleased they are with this effort!

We had 3 superpower ladies clean out all the awards, with Vivian Tan emerging as the Top Contributor for Total Sales as well as Total New Customers for 2020. Congratulations to Vivian, Yuki Sim, and Yi Fang for winning the Gold Award, Silver Award, and Bronze Award in the Top New Consumption Award, respectively.

As a gesture of good luck for 2021, Keppel Electric also generously sponsored goodie bags for each IC. Previous years, we would have celebrated in person together with the client, belting out words of good fortune through Lou Hei, however, due to strict COVID restrictions, we had to do the awards and celebrations remotely and digitally. Nonetheless, the day was to support and congratulate all the hard work put in by SMV Marketing Group and that was essentially achieved!

StarHub B2B Awards

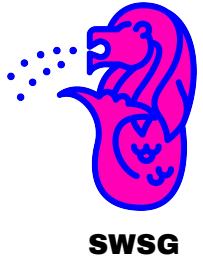
As we said earlier, Chinese New Year 2021 was a very muted affair compared to previous years. What used to be weeks of loud chants of good blessings, and Lou Heis tossed high in the air, this year we opted for a more reserved and private event with the clients treating us to a scrumptious lunch at Imperial Treasure.

To make it more memorable, the 26th of February is the last day of the Lunar New Year (Chap Goh Meh), and we marked this day by celebrating our accomplishments in 2020, even with the hardship and lockdowns we faced. The Sirius Marketing Team, emerged Top in StarHub's Platinum Partners Top Mobile and Top Fixed NGN awards in Quarter 4 2020. Achieving a Total Contract Value (TCV) of SGD \$7.9 million. This is a **23% increase** compared to 2019. StarHub has shared that they are very pleased that the team managed to surpass the previous year's achievement despite the more challenging times.

Singtel Awards Day

On the 16th of February, together with the Singtel, we celebrated the achievements of the Singtel residential team for their efforts in 2020. Last year, the team sold a total of 8484 services out of which - 3678 were new services. Singtel awarded top winners whose names came up multiple times in different categories – Larry, Joanna, Yong Feng, Benjamin and Kelvin from the Catalyst Marketing Team are some of the familiar faces who consistently push the margins and aim for higher sales each quarter. We also had a winner for Top Rookie from Vieworks Organisation, Alesshia who brought in 15 services all within her first month with the team!

We ended the night by inviting Joanna, Yong Feng and Benjamin to take questions from all the other ICs present and share their strategies and secrets to success. We are definitely hoping to see more such examples in the coming quarter.



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With Gratitude,
For Your
Attitude

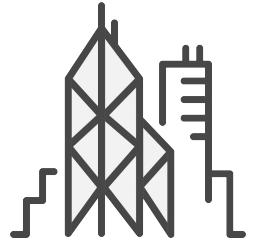
CNY Gathering

Chinese New Year (CNY), also known as the Spring Festival or Lunar New Year, is the most celebrated and anticipated Chinese holiday of the year. However, the 2021 Chinese New Year was no doubt an abnormal one due to disruptions caused by the COVID-19 outbreaks and restriction measures. The holiday and COVID-19 control measures have hindered business travelling and interprovincial business events for longer than usual. Despite being faced with constraints following the pandemic, it didn't crush our hope and we believed that the Chinese New Year could still be celebrated with great joy and excitement in the country.

In Hong Kong, CNY prescribes a long list of traditions and customs. Many of them have a similar style to those during Christmas, such as visiting family and friends and exchanging gifts. And this year in accordance with the Chinese Zodiac, it was the Year of the Metal Ox. The ox, in Chinese culture, is a hardworking zodiac sign. It usually signifies movements so, let's hope the world will be less static than last year and get moving again this year!

For our team in Hong Kong, the celebration although much more conservative than our previous years was still a special event. We celebrated CNY with a lunch that was held on the 22nd of February 2021. Due to the COVID-19 restrictions, we were not able to dine in a restaurant. So, with a little bit of planning, arrangement, and food delivery service, we made it possible for all to eat and socialise and celebrate together, at a safe distance - in the office. Then our General Manager, Jellis Kan, gave each of us a red envelope or Ang Pao, symbolising good luck and blessings!

At the end of the day, we prayed that the Year of the Metal Ox will raise our spirits and bring us renewed strength in our efforts to combat the COVID-19 pandemic and to continue to heal the country's economy! Huat ah!



SWHK

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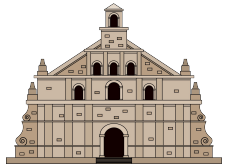
**Celebrating
Christmas
Stars &
Commercial
Possibilities**

SWPH HoD Strategy Meeting

On the 11th of March 2021, Catherine Limbo, our General Manager, shared the latest updates and upcoming plans for our Philippines office and market. Head of Departments then presented their updates on what's to come and the strategy they've prepared in areas such as recruitment, client accounts, Marcom-related tasks as well as event sites.

The session was immensely fruitful as the Heads of Departments revisited the goals for our market and identified issues that we need to address in the next 12 months. Some of the decisions made revolved around business development for the market and staying current and relevant for our existing clients.

SWPHians and the rest of the region - watch out for our new initiatives in the coming months!



SWPH

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Mapping
Strategies



Global Festivities— Eid & Labour Day

COMING SOON!

Our third edition of the newsletter is in the works, so keep an eye out and check back soon for our next publication!



Partner Model Agency

In the next round of our newsletter, we'll take a look and learn more about the Partner Model Agencies and what this means for the business, so keep an eye out!

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other
channels
and
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updates!**

