

Trainer Profile – Phai Meng Wei (Evelyn)

HRD Corp Accredited Trainer, Corporate Trainer



Evelyn Phai is an aspiring corporate trainer with 8 years of proven experience in B2B sales and key account management, bringing extensive frontline exposure in managing corporate clients, driving revenue growth, building long-term business partnership and navigating complex stakeholder relationships.

Throughout the career journey, she has built strong practical expertise in sales strategy execution, consultative selling, client relationship management, negotiation, persuasive communication and digital transformation.

These hands-on experiences have built a strong foundation for delivering highly practical, business-relevant training that resonates with working professional.

With a career transition into the learning and development space, Evelyn focuses on delivering practical, results-driven training grounded in real business scenarios. Her approach bridges the gap between theory and execution, ensuring participants can apply what they learn immediately in their roles.

She specializes in sales and soft skills training, with key focus areas including:

- B2B Sales & Client Growth Fundamental
- Consultative Selling
- Key Account Management Essential
- Effective Stakeholder Communication
- Handling Difficult Conversation with Confidence
- Digital Adaptability in a Changing Work Environment

Evelyn believes that impactful training goes beyond theory, she is committed to help individuals and teams to build confidence, improve performance, and achieve sustainable growth in today's dynamic business environment.

Professional Career

Rohto-Mentholatum (M) Sdn Bhd | Assistant Key Account Manager (Nov 2025 – Feb 2026)

Evelyn served as Assistant Key Account Manager at Rohto-Mentholatum (M) Sdn Bhd, managing major pharmacy chains including Big Pharmacy, Caring Pharmacy, Sunway MultiCare, Health Lane, and AA Pharmacy. She oversees a portfolio of leading skincare, healthcare, and personal care brands such as Hada Labo, Sunplay, Oxy, Mentholatum Acne, Selsun, 50 Megumi, Rohto Eye Drops, and Mentholatum Lip care. Her responsibilities include planning and executing sales promotions, enhancing in-store branding and merchandising visibility, coordinating new product listings, and ensuring smooth collaboration with buyers and internal stakeholders. She also monitors sales performance and promotional effectiveness to support data-driven commercial decisions.

TotalEnergies Marketing Malaysia Sdn Bhd | Sales Executive (Aug 2022 – May 2025)

At TotalEnergies Marketing Malaysia, Evelyn managed over 60 active key accounts and consistently surpassed revenue and volume targets by more than 30% through strategic account planning, upselling initiatives, and effective promotion execution. She built strong customer relationships by maintaining regular communication, delivering reliable support, and developing trust with key decision-makers. Her proactive account management approach contributed to improving customer retention rates to 90%, while her ability to identify market opportunities enabled the acquisition of new clients and expansion of product distribution channels.

British American Tobacco (BAT) | Area Sales Executive (Aug 2021 – Jul 2022)

During her tenure at British American Tobacco, Evelyn managed and executed sales activities across more than 200 accounts, ensuring consistent market coverage and achievement of business objectives. She played a key role in maintaining in-market standards, strengthening customer relationships, and executing strategic campaigns to drive sales growth. In addition, she developed model market initiatives to expand market share and led assigned projects by coordinating cross-functional teams to ensure timely execution and operational effectiveness.

Jotun Paints Malaysia | Retail Sales Executive
(Aug 2018 – Jul 2021)

As Retail Sales Executive at Jotun Paints Malaysia, Evelyn managed sales activities for 35 key accounts across the Central region, consistently exceeding sales targets by 20% and increasing revenue by 15%. She developed tailored sales strategies based on customer needs, conducted product briefings and training sessions, and provided technical advice to resolve customer issues efficiently. Her ability to analyze market trends and competitor activities enabled her to formulate insight-driven strategies that strengthened customer engagement and business performance.

Samsung Electronics Malaysia | Sales Support Assistant
(Aug 2017 – Aug 2018)

At Samsung Electronics Malaysia, Evelyn supported the Central sales team by coordinating daily sales operations and preparing detailed sales performance reports on daily, weekly, and monthly basis. She assisted in monitoring dealer branding and in-shop image maintenance programs to ensure compliance with brand standards. She also supported sell-in and sell-out campaigns, contributed to new product launch activities, and coordinated operational requirements to strengthen promotional execution and market readiness.

Education Background

Evelyn holds a Bachelor of International Business (Hons) with First Class Honors from Universiti Tunku Abdul Rahman (UTAR), graduating with distinction and earning recognition on both the President's List and Dean's List. She is skilled in strategic planning, negotiation, relationship building, sales analytics, and business development, supported by proficiency in Microsoft Office, SAP, Power BI, and CRM-related tools.