



MELANIE

PROFESSIONAL TRAINER & PEOPLE DEVELOPMENT

Work Experience:


- PT ARINA MULTIKARYA, as Person in Charge - Project Manager
- PT GALANG KREASI SEMPURNA, as Area Region Manager
- PT SIPRAMA KOMUNINDO, as National Business Manager
- PT CIPTA ARTHA NADYA, as Head of Marketing Manager
- PT HAIER SALES INDONESIA – AQUA JAPAN, as Head Trainer & People Development
- PT Organik Sehat Alami as Trainer & People Development
- PT Advance Digitals, as Head of Trainer Development
- PT Danapaint Indonesia, as Trainer & People Development Manager

Training Received and Provided:

- Marketing Management
- Leadership
- Time Management
- Negotiation
- Marketing Digital
- Professional Trainer
- What Different between Soft skills & Hard skills
- Sales Strategy
- How to Manage People & Team
- Effective Problem Solving
- Effective Coaching Skills
- Self Development



MELANIE

Bachelor of Business Administration STIAKIN - Jakarta 

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SKILL MASTERY

SOFT SKILLS

- *Communication Skill
- *Leadership Skill
- *Time Management
- *Technik Coaching and Counseling
- *Mentoring
- *Desain Program People Development
- *Work Improvement
- *Presentation Skill
- *Job Skills
- *Selling Skills



Human Resource Development Trainer & Consultant

- Soft Skills Development: Effective communication, leadership, and time management.
- Career Development: Coaching and mentoring for individuals and organizations.
- Training Program Design: Creating training programs based on organizational needs and improving performance.



ACHIEVEMENTS

PT. Haier Sales Indonesia Article Competition

AQUA
JAPAN



PENGUNAAN VIDEO ANIMASI SEBAGAI INOVASI TRAINING UNTUK MENING-KATKAN SEMANGAT, MINAT SERTA EFISIENSI PROMOTOR

USE OF ANIMATED VIDEO AS TRAINING INNOVATION TO IMPROVE
PROMOTER'S SPIRIT, INTEREST AND EFFICIENCY

Melanie - Trainer (Marketing Department)

BACKGROUND:

Dengan menciptakan tenaga sales profesional. Training adalah salah satu langkah yang perlu dilakukan untuk membuat tenaga sales agar dapat memberikan penjelasan, pemahaman, & pelayanan terbaik kepada customer. Untuk itu materi training yang disampaikan haruslah menarik dan dapat dipahami dengan mudah sehingga dapat diterapkan oleh tenaga sales. Selama agar tenaga sales mampu untuk memberikan kinerja penjualan yang terbaik. Namun, mengingat bahwa semakin menurunnya semangat pelatihan para peserta ditengah kondisi pandemic COVID-19 dan telah sedikit tatap muka. Maka dibutuhkan strategi, inovasi serta kreatifitas dalam membuat program pelatihan.

SUCCESS STORY:

What : Program Training
How : Video Animasi - Sales Talk
Where : Schedule Training
Who : Sales Promoters National and Sole Agent

Strategi

Menyiapkan mindahnya mind peserta terhadap proses pelatihan selama masa pandemic. terutama karena dilaksanakan secara online dan dapat berpengaruh pada produk/brand/arsip, strategi. Then, Melanie telah mengembangkan materi materi pelatihan dalam bentuk video animasi, disertai dengan komet dan efek visual yang mudah dicerna dan dipahami peserta.

Inovasi

Merubah materi presentasi PPT (Power Point) ke Video Animasi merupakan langkah & strategy yang tepat sebagai media informasi yang mudah dimengerti.

PT. Haier Sales Indonesia Article Competition

AQUA
JAPAN



STRATEGI & KREATIVITAS DALAM MENINGKATKAN PERFORMA PENJUALAN

STRATEGY & CREATIVITY IN INCREASING SALES PERFORMANCE

Melanie
Trainer (Marketing Department)

BACKGROUND:

Mendapatkan ide kreatif dalam penjualan merupakan salah satu solusi yang diperlukan untuk meningkatkan penjualan. Agar dengan ide kreatif penjualan yang ada tidak hanya ide kreatif menjadi kunci sukses bisnis. Setiap pelaku bisnis harus berpikir di luar kebiasaan. Ide-ide yang baik bisa saja datang dari berbagai tempat. Tapi harus muncul saat penjualan tenaga mendatangi atau bahkan menunggu grafiknya. Tidak sedikit para pemimpin sales yang harus berpikir dengan kreatif dan penemuan yang tidak biasa dalam menjalankan dan mengembangkan usahanya. Dengan strategi yang berkembang maka bisa meraih sukses.

SUCCESS STORY:

What : Training Program
How : Animated Video - Sales Talk
Where : Online / Video Training
Who : Sales Promoters National and Sole Agent

Strategi

As a trainer, Melanie has developed training materials in the form of animated videos, accompanied by sentences and visual effects that are easy for participants to digest and understand.

Innovation

Converting a PPT presentation material (Power Point) to an animated video is the right step & strategy as an easy-to-understand information medium. The learning packed with language and visuals that are easy for the trainees to digest and understand.

Attractive

Creating material with Animated Videos is both attractive and attractive.

Haier

Certificate of Honor

ANNUAL MOST HONORABLE
ENTREPRENEUR NOMINATION AWARD

Is presented to

MELANIE

Haier Smart Home Co., Ltd.
2020

YUK IKUTAN! ROLEPLAY VIDEO COMPETITION

PENILAIAN BERDASARKAN

- Kreativitas
- Standar Salam Promotor
- Gali Kebutuhan Konsumen
- Teknik Presentasi Produk
- Teknik Penutup Penjualan
- Kemampuan Komunikasi
- Penampilan & Kerapuhan

SYARAT & KETENTUAN

- Dikuti oleh promotor AQUA Japan semua cabang & sole agent
- Masing-masing Team Leader maksimal 3 team
- Satu Team Leader harus terdiri dari 4 orang dalam satu team
- Team yang dikordinasi Team Leader harus mencakup kategori produk yang berbeda
- Video Roleplay boleh digabungkan/ditdit dengan video produk knowledge dari AQUA Japan
- Durasi video maksimal 7 menit dalam format file (AVI atau MP4) HD 720 (1080 x 720px) atau HD 1080 (1920 x 1080px)
- Batas waktu pengiriman karya hingga akhir Mei 2021
- Video dikirim ke alamat email: td.retall@haier.co.id & melanie@haier.co.id dengan menggunakan Google Drive

PEMENANG AKAN DIUMUMKAN PADA 5 JULI MELALUI EMAIL & WHATSAPP BLAST

JUARA 1
Rp7.000.000,-

JUARA 2
Rp5.000.000,-

JUARA 3
Rp3.000.000,-

YUK IKUTAN! BEST PRACTICES COMPETITION

SYARAT & KETENTUAN

- Dikuti oleh promotor AQUA Japan semua cabang & Sole Agent
- Masing-masing Team Leader min 3 peserta didalam 1 team
- Bisa perteman atau individu
- Team atau peserta yang dikordinasi Team Leader harus mencakup kategori produk yang berbeda
- File dalam bentuk video
- Durasi video maksimal 5 menit dalam format file (AVI/MP4) HD 720 (1080x730px) atau HD 1080 (1920x1080px)
- Batas waktu pengiriman karya hingga akhir November 2021
- Video dikirim ke alamat email : td.retall@haier.co.id & melanie@haier.co.id dengan menggunakan Google Drive

PENILAIAN BERDASARKAN

- Kreativitas
- Penggunaan USP Produk
- Teknik Presentasi Produk
- Kemampuan Komunikasi
- Penampilan & Kerapuhan

JUARA

1 @IDR 3.000.000

2-3 @IDR 2.000.000

4-5 @IDR 1.500.000

6-10 @IDR 1.000.000

11-15 @IDR 500.000

PEMENANG AKAN DIUMUMKAN PADA 5 JANUARI 2022 MELALUI EMAIL & WHATSAPP BLAST

Haier



Certificate of Honor

January 2021

Dear MELANIE

Thanks for your outstanding performance. Because of you, Haier Indonesia has been better and better! Here we grant you an honor of 2021 Monthly Outstanding Training Manager for the great value and innovative model you created.

Sincerely wish you a wonderful year!
Best regards!

690 Haier Overseas



PT. Haier Sales Indonesia Certificate of Achievement

This Certificate is awarded to

Melanie

as Best Employee Performance in 1st Half of 2021

Jakarta, 18 August 2021

Kenji Saayuki
President Director

Individual Winner Shortlist

Training Pioneer Award

<p>Haier Russia Gergay Sanchalov</p>	<p>Haier India Abhishek</p>
<p>Thailand Ms. Wansara Piampras</p>	<p>Haier India Sushil Kumar</p>
<p>Haier Indonesia Melanie</p>	

COMPANIES

From several companies. For field sales force under outsourcing & principle

Semangat pagi!

Selamat datang di kelas stelas skill
development –
pengembangan keterampilan menjadi
smart worker. Bersama saya
Melanie



Documentation Training

From several companies. For field sales force under outsourcing



TYPE OF TRAINING

➤ Training In class :

Training that is carried out and interacts directly in the room

➤ Online Training:

Online Training is scheduled online by Zoom, Google Meets, or Teams

➤ Instore Training:

Role-play practice training in the field

➤ Outbound Team Building:

The content of the training is about motivation, teamwork, and instilling a sense of responsibility towards work.

In-class



Instore



Online



Outbound



TRAINING MATERIAL

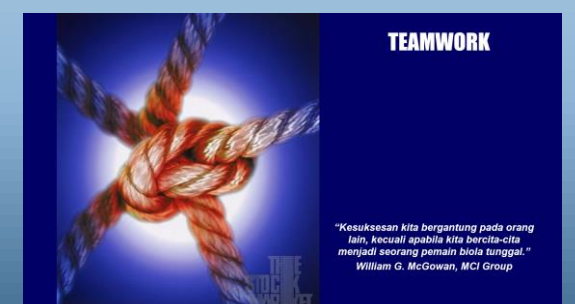
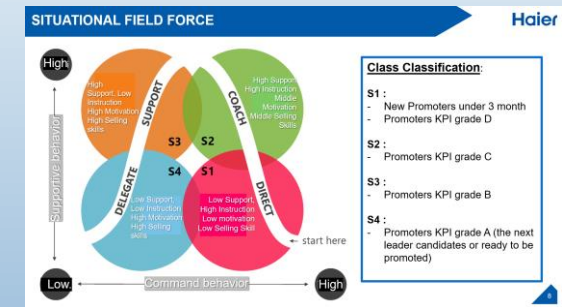
Sales and Business Development Skills

SOFT SKILLS - Self Development, such as :

- ☐ Building a Mindset
 - ☐ Change Management
 - ☐ Technique Coaching and Counselling
 - ☐ Creative Thinking Skills
 - ☐ Communication Skills
 - ☐ Emotional Intelligence at Work
 - ☐ Leadership Skills
 - ☐ Service Excellence (Customer Service)
 - ☐ Presentation Skills
 - ☐ Create Creativity of presentation
 - ☐ Public Speaking
 - ☐ The Science of Happiness
 - ☐ Time Management
- ☐ Greeting and Grooming
 - ☐ Selling Skills
 - ☐ Communications Skills
 - ☐ Effective Negotiation
 - ☐ Effective Problem Solving
 - ☐ Sales and Strategy
 - ☐ How to Manage People
 - ☐ Self Assessment
 - ☐ Built Confidence
 - ☐ Effective Telemarketing
 - ☐ Personality Character
 - ☐ Teamwork
 - ☐ Motivation
 - ☐ Building a Networking

SOURCE MATERIAL

Some examples of Soft skills Training Materials





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