



**TER Chemicals**  
DISTRIBUTION GROUP

## My job? Solving puzzles.

*When it comes to technical sales you cannot simply follow a routine process that will satisfy all your customers. Jason Yao, Sales Manager at TER Hong Kong, can tell you a thing or two about it. We met with Jason to find out how he came to TER Chemicals and what challenges he is facing in his day-to-day business.*

**Jason, you studied chemistry at the Hong Kong Baptist University. Please tell us a little bit more about your life before TER Chemicals.**

That is indeed correct. When I was a graduate student, I started to weigh my career options as a technical sales guy, because I always loved to explain science to non-scientist. I started in pharmaceuticals and moved to the Plastic Industry afterwards. In that position it was my responsibility to market commodity and specialty plastic resin products, so I already had some points of contact with the Chemical Industry prior to joining TER Chemicals.



### **How did you get in contact with TER Chemicals?**

I was very fortunately targeted via a recruitment agency who presented me to TER Chemicals. After the first contact had been made I talked a lot to Patrick Zacharek, Manager at TER Hong Kong and Andreas Strube, the Managing Director at TER Hong Kong. They provided me with a lot of information about the family business, the interesting product portfolio and the opportunities an employment would bring, so it was an easy decision for me to join TER Chemicals.



**We all know that not one day is like the other, but could you try to describe what a typical working day looks like for you?**

I write a lot of emails and I am constantly talking on the phone or in meetings. As I am located in Hong Kong I always try to strategize my conversations according to the geographical difficulties like different time zones. That means I try to think about who I should contact and for what content during the early morning and which geographical group sales appointments I will have later on. Sometimes I will travel out of Hong Kong and sit down with engineers in factories. This is a great time to introduce our products' technical advantages. Administrative work, notes from the days visits and talks and planning future meetings will be arranged in the late afternoon.



**That sounds like an interesting and diverse job! It surely presents you with some challenges, doesn't it?**

The selling process, especially in Asia, is full of unexpected issues. To name one example: Typhoons. They come abruptly and cause delays for goods. But if my clients is running out of stock and urgently needs my help I will have to come up with an alternative. Sales people never give up, sales people never complain, sales people only seek solutions. The main challenge for me in these situations is to take a deep breath, handle emergencies and offer a satisfying plan B to the client, even during sudden occurrences.

**A very motivating and admirable attitude. Are those challenges also what makes your work interesting and enjoyable to you?**

They are. When I think about doing technical sales, I think it feels more or less like solving a puzzle. Our customers have different needs and requirements, regular off-the-shelf products usually won't work for them. For example: Our client wants materials that flow fast but have a high clarity and better high impact strength. Two characteristics that no standard product will



give them. Finding a tailor-made product for the client satisfies me and always makes the job enjoyable. Some of my clients are actually my old friends from university, so that is a satisfying plus to me as well. For me, my job is more like a combination of science and art.

**I get the impression that you really like what you are doing! But since work is not everything: What do you enjoy doing in your free time?**

I am very busy and sometimes travel out of Hong Kong. Whenever I am home, which is usually during weekend, spending time with my family especially with my wife is the most important thing. Reading, watching movies, taking a walk and going shopping with my wife are all essential things. And it always creates happy memories.

**Thank you so much for the interview Jason!**



<b>Name</b>	Jason Yao
<b>With TER Chemicals since</b>	May 2017
<b>Position at TER Chemicals</b>	Sales Manager
<b>Location</b>	TER Hong Kong