

*Your Next Gen Learning Partner*

Hilson Yeap



## Helping Business Get To The Next Level with EduAction

**EduAction** n. 1. The activities of transfer of knowledge & skill for the purpose of stimulating action for desired results

**Hilson Yeap** is passionate about training. He spent two years doing research on training and has co developed many series of training program specially for people development in organizations. He has a degree on Food Marketing from University Putra Malaysia 2003, a professional certified internet marketing trainer from Virtual Seminar University 2008. Furthermore he is a certified leadership team building facilitator from Asian Leadership Institute in Chiang Mai.

Hilson Yeap is a Top Sales in the Training industry. He makes 5 figure income as an a Sales Manager before founding EduAction. He has successfully generated sales leads through offline and online channels and is a sought after speaker in the area of sales leads generation. He is currently the Vice President of the Malaysian Business Network and also the founder of Malaysian Human Resource Development Circle.

Hilson is passionate about Sales and Training. He reads one book a weekend spends his time coaching and consulting young entrepreneurs and corporate clients in expanding their business through the concept of Sales 2.0, which contains a system of using online Web 2.0 technologies to close sales and to decrease the sales cycle and cost. He currently

resides in Bandar Kinrara and continues to train and consult business owners and aspiring entrepreneurs. Together with Vincent (the other trainer - details below), he runs a [BooksterHub.com](http://BooksterHub.com) and [MalaysianBiznetwork.com](http://MalaysianBiznetwork.com), social networks for book lovers and also Business Owners in Malaysia as Vice President. He continually establishes Joint Venture with Vincent and other partners online to make a healthy income online and allowing him to have freedom to do the things he loves.

He is currently pursuing his PhD in his research area of Sales Psychology. Apart from that, he is currently positioning his company, EduAction to become the No 1. Asia Training Provider to have training programs to be sold and endorsed in the United States and Europe through his Sales Training Programs

He has developed a system to promote training around in Malaysia where training is beginning to gain trust from decision makers. Majority of the trainings in Malaysia is subject to PEMBANGUAN SUMBER MANUSIA BERHAD (PSMB) rules and regulations. Hilson has perfected a training network system where everyone can easily conduct training effectively and seeing great results. His ideal "WE ORGANIZE, YOU ENJOY and LEARN" concept has successfully developed training cultures in many companies.

His biggest strength compared to other training marketers is the fact that Hilson is now a business developer for a training company which pioneered the training outsourcing concept in Malaysia. A one stop hassle free centre for training. He meets with human resource personnels and decision makers on a regular basis. He is careful to identify competency gaps and suggesting series of training program to realign team to achieve business objectives. Hilson also works with trainers on a regular and ongoing basis, and his 82 servicing clients proved his ability to bring the best training experience for clients.

Companies which has benefited from his training are formis group of company, [Assunta Hospital](#), [Rovski](#), [Sumitomo](#), [UO Superstore](#), [CSC](#), [Malaysia Milk](#), [Formis Group of Companies](#), [MPH Bookstores](#) & [OBS Corporation](#)

Originally from Penang, Hilson now resides Puchong, Selangor. He is active in his community and is an active public speaker - he is a partner in a training company which uses the very principles he has developed to generate business from his training network system. He enjoys sharing knowledge with people. Please visit <http://www.edu-action.com/blog> or join his group at <http://groups.to/mhrdc> to receive weekly free newsletter on training.