

# SALES PERSON OF THE YEAR 2007



NOMINEE: Andy Thomas

SPONSOR: ISA

TITLE: Sales manager

COMPANY: Dialstat

RESPONSIBILITY: \_\_\_\_\_

Account management,  
new business, training, strategy

**USP** Sales person of the  
year awards are sponsored by:



## Why Andy Thomas?

“Dialstat is one of the leading progressive customers to adopt ISA’s Advantedge program. It was not just the tangible benefits (pre-0600 delivery, full EDI integration with Progress, access to £18m EOS stock, 5000+ products on a just-in-time basis) that attracted Dialstat to the program, but also the opportunity to work with ISA, an EOS specialist, and take an innovative approach to developing their EOS business profitably.

“Andy has attended the EOS Training Academy and taken advantage of the exclusive catalogues and marketing initiatives that are helping him to reposition the company as a proactive EOS specialist – helping Dialstat to take its rightful share of the market, locking out competitors and going to market with a new, fresh approach to selling EOS. It is the enthusiasm and focused approach to tackling the EOS opportunity that has highlighted Andy as an obvious candidate for SPOTYA.” **SIMON SMITH**

## Interview with Andy Thomas

### How long have you been in your current position?

I’ve been sales manager for about four or five years, and with Dialstat for a total of 14 years.

### What did you do previous?

I was in the same industry for about five years working with a modular dealer and a national. Before that I worked at Next. It’s a completely different experience dealing with Joe Public and office based companies.

### Can you describe your role?

I supervise my sales team of four in the stationery division of Dialstat. I train and monitor the team members while also looking after key accounts and hunting out new business. Additionally, I come up with promotions and strategies to increase the company’s sales.

### Why are you in sales?

When you say you’re in sales, a lot of people turn around and say, “you must be mad”. But I like the fact that every day is different. If you make a mistake yesterday, you can

always put it right tomorrow, and you continually improve. Also, you can’t beat the adrenaline rush of winning new business or making a customer happy.

### What’s your best achievement in this job?

Besides becoming sales manager, training and teaching my team to be good salespeople that are a credit to the company. To put it differently, believing in them and having them believe in me.

### What’s your best piece of sales advice?

Be honest with your customer. If you’re honest with them, they’ll be honest with you and you’ll win more business that way. People will trust you.

### Describe how you feel about the nomination?

It’s a great feeling to be recognised, that your supplier believes in you, and the work you do is getting noticed. People can be quick to knock you down in sales, so it’s a great feeling of worth.

### Why do you believe you should win this award?

I’ve been in sales for 30 years and apart from hitting targets, I’ve never really won anything to speak of. So, I think I should win for always going the extra mile for my customers and for my company, who have supported me and believed in me even when times have been hard. ■

## ABOUT OUR SPONSOR...

### ISA

With over 30 years’ experience, and annual sales in excess of £230m ( 336m), ISA is the UK’s number one provider of electronic office supplies to the reseller market. In fact, ISA is now ranked as one of the top private companies in the UK. Our reseller customers all benefit from our unrivalled buying power, industry-leading service and unparalleled expertise – the kind of expertise that means we can always offer you the best products and services at the lowest possible prices. We understand you have demanding customers, and we understand you need a supplier who gets the basics right:

- Products in stock
- Competitive prices
- Reliable next day delivery
- Great customer experience.

### ISA – SIMON SMITH, MERCHANDISING DIRECTOR

*This is the second year that ISA has chosen to support the USP Sales Person of the Year Awards. We view the awards as a superb opportunity to gain exposure to the great work put in by our own staff and customers alike. Now into its second year, ISA’s Advantedge program continues to develop and help our key office product reseller customers go from strength-to-strength in developing profitable EOS business. We are very proud of our achievements with the program and feel it appropriate to highlight the success of one of our Advantedge customers.*

