

NOMINEE: Dave Calver  
 SPONSOR: DUPLO  
 TITLE: MD  
 COMPANY: Meridian Reprographics  
 RESPONSIBILITY: Sales and marketing

### Why Dave Calver?

“The candidate I have chosen is someone that optimises everything that a successful sales person should be. Dave is extremely committed and has fantastic product knowledge. He has always tried to do more than just sell the customer a product; he listens in detail to their problem and then tailors a solution exactly for them – that is why he has such a loyal customer base.

“Meridian has been working with Duplo for over 10 years and we are very proud to be able to put Dave forward for this award. We wish him all the best for the competition and thank him for his dedication in working with Duplo.” **TONY HILLS, DUPLO**

### Interview with Dave Calver

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

I've been MD for five years now.

**What did you do previously?**

I've worked for a number of different dealerships and manufacturers over the thirty years I've been in the industry, but I started off as an engineer. After quickly realising that there was more money to be made in sales, I moved into a sales role in 1988. And since then I've worked as a sales manager in a number of different companies before starting up my company, Meridian, five years ago.

**Can you describe your role?**

I wear many hats as the MD of a small company, but my focus is on sales and marketing.

**Why are you in sales?**

It's the best job in the world, extremely rewarding, and I still get a buzz coming out of a customer's premises with a signed order.

**What's your best achievement in this job?**

It has to be starting up Meridian five years ago in such a difficult marketplace. We've had steady growth, which we've maintained in a controlled way, and in a tough market we seem to have got the balance right.

**What's your best piece of sales advice?**

It has to be 'know your product' inside and out. And its true capabilities. Then listen to your customers' needs.

**Describe how you feel about the nomination?**

Very honoured and very flattered.

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

That's the tough one, isn't it? All I can say is that after 30 years in the industry I am totally committed to the customer's ever-changing needs. I always put the customer first, and if a client has a problem, I will work tirelessly to find a solution. I always recommend solutions that are right for a client's application, and not what is best for me as an individual or for my company. And I think this in turn is what makes us profitable, which also gives the customers and our suppliers the stability they need. Because you have to be there tomorrow to look after their requirements. ■

### ABOUT OUR SPONSOR...

## DUPLO

Duplo International is a name synonymous with printing and print finishing. For over 30 years, Duplo has been supplying a range of print-based solutions and now has a 100-plus strong dealer network.

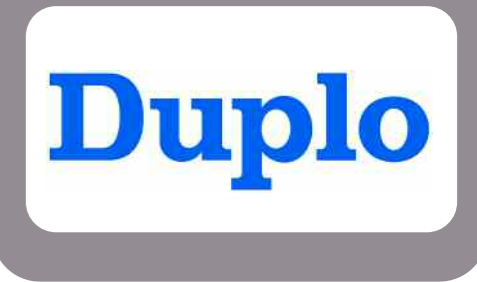
Duplo's trade product range includes Duplo duprinters, mini-collators, folders and bookletmakers – as well as the very best from third party suppliers such as IDEAL guillotines and shredders and Eurofold folders.

Our aim is to work with all our dealers to help grow their businesses with constant new product offerings and a dedicated dealer business support team.

### DUPLO – PETER JOLLY, UK MARKETING MANAGER

*To realise the potential of the Duplo product offering takes dedication. Dealer sales staff must fully understand the marketplace while appreciating the capabilities of our equipment with dedicated product training.*

*Sponsoring Sales Person of the Year enables us to focus on exactly what makes an outstanding Duplo sales person. Who really listens to the customers' problems before suggesting a solution? Who has a loyal customer base that keeps on returning? At Duplo we pride ourselves on excellence in everything we do and we are happy to nominate a sales person who prides himself in having the same high standards.*



USP Sales Person of the Year award is sponsored by:

