

SALES PERSON OF THE YEAR 2007



NOMINEE: Jonathan Smith
SPONSOR: Acco NOBO
TITLE: Business development manager
COMPANY: The Irongate Group
RESPONSIBILITY: Account management and new business

USP Sales Person of the
Year award is sponsored by:

brother. At your side.



Duplo

Why Jonathan Smith?

“We have chosen Jonathan most importantly for his clear demonstration of a salesman's most telling attribute – enthusiasm! He has worked with us on projects to increase the sales line for both Irongate and NOBO with a determination to succeed. He is adaptable and shows the drive to be a successful professional salesperson. He presents the right image in front of the customer and when he needs help he always seeks support, a simple point, but one not always adopted by salespeople. Finally, Jonathan is a winner; hopefully also in this competition.”

GRAHAM LEESE, ACCO NOBO

Interview with Jonathan Smith

How long have you been in your current position?

I was with the Irongate Group previously for 11 years, but after a two year spell away I have been back there now for 12 months. I was welcomed back by Adam Noble my MD who said I needed more “treatment”!

What did you do previously?

This is where I lose votes! I'm a qualified buyer – my previous roles were in purchasing. I'm the classic gamekeeper turned poacher – this adds a whole new meaning to the phrase 'buyer beware'.

Can you describe your role?

Professional juggler – I have to balance account management with bringing in new business, while wearing the three hats of Office Supplies, Print and Furniture. The variety suits me though.

Why are you in sales?

The sunscreen applicator job for Baywatch had been taken! Seriously, I'm a people person and I love developing relationships while earning good money – is there a better job in the world?

What's your best achievement in this job?

Like any good salesman, it's about hitting my targets on a monthly basis. My greatest individual achievement to date was picking up The Irongate Group's largest furniture order of just over £0.25m.

What's your best piece of sales advice?

Be honest, always try to make people laugh and entertain them – when people are happy and have a smile on their face they will buy from you (that always worked for me when I was a buyer) and make their time with you enjoyable and productive.

Describe how you feel about the nomination?

Blown away! For a prestigious company of Acco NOBO's size to nominate me out of all the hundreds of salesman they're in contact with is something special and very humbling!

Why do you believe you should win this award?

Being up against the top salespeople in the country is daunting, but I'd like to win it for The Irongate Group and particularly for my nominator, Acco NOBO, to prove their faith was not misplaced! ■

ABOUT OUR SPONSOR...

ACCO NOBO

Acco Brands is a global leader in the office products market, with a long-standing reputation for bringing innovative solutions to the working environment. With a brand heritage stretching back over 35 years, NOBO is instantly recognised as a leading presentation brand. NOBO has become synonymous with creative, innovative solutions for all types of professional communication through our range of presenting, interactive writing, displaying and planning products.

ACCO – Graham Leese, commercial market manager – UK, Dealer/Wholesale Channel – Visual Communication.

NOBO is committed to working with dealers who are willing to embrace the NOBO vision – our belief that NOBO products can actively help users 'Communicate with Confidence'. Our extensive dealer support programme includes the provision of a full colour catalogue, product training, promotional mailer production, web-based support and sampling activity. Acco NOBO sponsorship of the USP Sales Person of the Year Award enables us to identify and reward sales personnel, who seek to actively promote our NOBO products to customers in an enthusiastic, knowledgeable way, passing on our passion for planning and presentation products.

