

# SALES PERSON OF THE YEAR 2007



NOMINEE: Gavin Hodges  
SPONSOR: Spicers  
TITLE: Sales director  
COMPANY: Pen & Inc  
RESPONSIBILITY: New business and account management

USP Sales Person of the  
Year award is sponsored by:



# Why Gavin Hodges?

Gavin Hodges is one of the most passionate salesmen I have ever met and his enthusiasm is infectious. Like most of us he will occasionally have a bad day, but even on these rare occasions he is able to dust himself down and go onto the next call. His dedication and competitive spirit make him an ideal candidate for Sales Person of the Year and we wish him all the success he, and his colleagues, deserve.

ANDREW KUREISHY, SPICERS

## Interview with Gavin Hodges

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

For two and a half years.

**What did you do previously?**

I was with Office Depot for just shy of four years. Prior to that I was an estate agent, and before that I had a gap year as a mature student for a year traveling the world.

**Can you describe your role?**

It breaks down into three areas relating to sales. First and foremost – winning new business. Then it's retention of those I've won and, thirdly, it's the penetration of that account to extract every pound and penny through our services. So it's new business, retention and penetration of the account.

**Why are you in sales?**

I'm passionate about providing fanatical customer service, and have been my whole life. I believe in executing anything I do with excellence and can't stand sharks and shoddy workmanship, something which I don't believe there's room for in any industry. Finally, I've got respect for business and those people that are in it.

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

The continual growth of our business from the standing start of Oct '04, to be able to grow the business to the size we enjoy today. We're on for £750,000 this year and it's hopefully £1m next year. So, the best achievement has been the continued growth of our turnover year-on-year.

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

If you're don't have the correct attitude and level of activity, you will fail in sales.

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

I personally would like to make the statement that if we were to win this, then it's for me to take back to our customers to say thanks to them for trusting us, sticking with us, and believing in us and what we do.

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

We're representative of what is possible in a start-up business against the challenge of the corporates out there. For me, and for Pen & Inc, we should win for what we have all achieved against the big players in this industry. ■

## ABOUT OUR SPONSOR...

# SPICERS

Spicers is Europe's largest wholesaler of office and business supplies with market leading positions in the UK, Ireland, Benelux and France as well as having developing business in Germany, Spain and Italy. Spicers UK markets and distributes over 16,000 products from nine distribution centres, and focuses on providing consistently high levels of service to all its customers. In addition, Spicers offers a wide range of marketing and support services to enable its dealers to become the consumers preferred choice of supply.

## ANDREW KUREISHY - SPICERS' BUSINESS DEVELOPMENT DIRECTOR

*"In business nothing happens until a sale is made and hungry, ambitious, motivated sales people are at the forefront of driving growth for any successful organisation. Many of our dealer partners have small sales forces that can sometimes be overlooked compared to the larger national organisations. We feel strongly that they should get the recognition that they deserve. We are delighted to be associated with The Sales Person of the Year Award as it goes a long way to recognising the very best of our industry."*

