

# SALES PERSON OF THE YEAR 2007



**NOMINEE:** Austen Moorhouse

**SPONSOR:** Brother

**TITLE:** Machine sales administrator

**COMPANY:** Egan Reid

**RESPONSIBILITY:** Advising new and existing customers on technology choices

**USP** Sales Person of the Year award is sponsored by:



## Why Austen Moorhouse?

**“Brother is delighted to award Austen Moorhouse, of Egan Reid, our nomination for Sales Person of the Year 2007 after selecting him from our nationwide network of sales partners. A genuine Brother advocate, Austen has been a real ambassador for the brand and is an excellent spokesperson and talented salesman. He's everything you'd want from a sales partner and we wish him every success in the competition.”**

PHIL JONES, BROTHER UK

## Interview with Austen Moorhouse

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

I've been with Egan Reid for 13 years.

### What did you do previously?

I've been in the industry for 30 years, always in machine sales.

### Can you describe your role?

I handle everything to do with machines at Egan Reid, including printers, faxes and all-in-one machines, among other things. My main responsibility is inbound calls from customers and our partners, to whom I offer advice and bespoke solutions. A big part of my job is maintaining contacts with existing customers as well as exploring new leads.

### Why are you in sales?

The thing with selling machines is that you can never get bored, because the market and the products are constantly changing. As technology progresses, machine functionality changes and the developments are always interesting. There are new opportunities opening up all the time and these bring new challenges, which keeps you on your toes.

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

When I first started at Egan Reid, the company was mainly selling basic machines such as dictaphones. I was fairly instrumental in opening the business up to products with wider applications and markets such as laser printers and multifunction machines. I also set up our direct relationship with Brother 11 years ago. It's opened a lot of doors for us and I'm proud to have been a part of that.

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

Don't be afraid of technology. There is a great deal of support available for sales people who want to broaden their offering by increasing the range of machines they sell. Branching out from more traditional stationery into office machines is a great way to become a one stop shop for your customers.

### Describe how you feel about the nomination?

Having worked closely with Brother for 11 years, it's an honour to have been chosen by them for this award. I'm really pleased.

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

I've always been a staunch supporter of Brother over the years and Egan Reid has always been very loyal to the company as a group. It would be good to gain recognition for that kind of commitment. ●

## ABOUT OUR SPONSOR...

## BROTHER

Brother UK is part of the Brother Group of Nagoya, Japan – a truly multinational company with 23 operations worldwide and products sold in over 100 countries. Brother markets a versatile product portfolio including, printers, fax machines, multi-function all-in-one devices and labelling machines. It is committed to improving efficiency and productivity and meets these challenges by working closely with resellers and customers to establish long-term business partnerships. More information about Brother is available at [www.brother.co.uk](http://www.brother.co.uk)

### PHIL JONES – SALES AND MARKETING DIRECTOR, BROTHER UK

*“Good salespeople are crucial to a business like Brother and we believe that talent should always be recognised. At Brother, we make a point of encouraging and motivating our dealers and we see them as an extension of our own sales team. We're proud to be associated with an award scheme that rewards talent in and encourages high standards in dealers – raising the bar for everyone in the industry.”*

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**brother.**

