

# SALES PERSON OF THE YEAR 2007



**NOMINEE:** Amanda Leonard

**SPONSOR:** BI-SILQUE

**TITLE:** Internal sales manager

**COMPANY:** Universal Office Products

**RESPONSIBILITY:** Account management, new business, marketing

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

**brother.** At your side.

**Bi-Office**



**Duplo**

## Why Amanda Leonard?

**Amanda Leonard is the type of person every business would want and need in their team; not only does she possess a complete and diverse set of skills that compliment all areas of the business but she is one of the most committed, conscientious and trustworthy members of staff who is respected and liked in equal measure by all. I have no hesitation in putting Amanda Leonard forward for the Sales Person of the Year.**

PAUL HARDY, BI-SILQUE



## Interview with Amanda Leonard

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

I've been internal sales manager here for three years now.

### What did you do previously?

I worked for a larger stationery company as a customer service manager.

### Can you describe your role?

My job involves running the internal telesales team which handle new business, account management, and we also deal with marketing activities, from sending out flyers or developing new ideas.

### Why are you in sales?

For the customer satisfaction. Sales are, in themselves, fabulous, there's nothing quite like selling something from an outgoing call, it's really motivational, gives you such a great sense of achievement.

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

I feel a huge sense of achievement having grown with the company from when I first started with them

working solely on new business, cold calling from database lists, to mailing marketing literature and bringing in new accounts from my home office, to now running a successful internal sales team and watching the effects a new account has on them, and knowing and feeling how exhilarating it is.

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

Gain the customer's trust. If you say you're going to do something, make sure you do it. Use your product knowledge to guide them, and show them that it's more than just another sale for you. Then you won't have that one off sale as they'll come back to you for more. Go out of your way to make them happy.

### Describe how you feel about the nomination?

Shocked! You do your job every day, for your own achievement, but when something like this comes along it's a very nice bonus.

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

I put a lot of effort into making sure people are happy. When you get the sale, you have to then ensure that every aspect of the process is handled well, from the very start all the way to the delivery. It also involves making sure everyone down the chain understands the importance of each sale, that it be on time and correct. Even if it involves traveling the length of the country, you do what it takes to ensure the customer is happy. ●

## ABOUT OUR SPONSOR...

### BI-SILQUE

Bi-silque, manufacturer of the Bi-office brand, is a family owned business with over 28 years' experience in the visual communication market. Located in the picturesque town of Esmoriz in Northern Portugal, Bi-silque is the largest manufacturer of presentation products, by volume, in the world. The firm's 23,600 m2, production, warehouse, sales and distribution centre in Portugal employs 300 people and manufactures an impressive 45,000 boards a day. The UK market is served from a warehouse, sales and distribution centre in Preston. The Bi-silque product range encompasses whiteboards, notice boards, flipchart easels, flipchart pads, projection screens and a large range of accessories available from Kingfield Heath.

### PAUL HARDY – BI-SILQUE'S SALES DIRECTOR

*"Bi-silque is proud to support the Sales Person of the Year Award 2007. The awards present a fantastic opportunity for us to celebrate the excellent work that is going on in the industry and to reward and show our appreciation for those individuals who have made a real impact on sales. They are also a great way of motivating people to future success."*

