

Will we...

SPOTYA

AWARDS
FOR
THE
YEAR

Another year and another chance for the cream of office products sales talent to make their mark.

USP Sales person of the year awards are sponsored by:



i n v e n t P E R F O R M A N C E

Last year's SPOTYA was a hotly contested affair and 2006 is sizing up to be no different. To briefly recap for those just joining us, the competition runs as follows: Manufacturers nominate one of their own or one of their customer's sales people. Each month we will showcase the nominees that are in the running for the title.

Judging responsibilities fall to a whole host of industry figures (full details can be requested from editor@uspmagazine.com) and are conducted through an interview and standard questionnaire completed by the nominated sales people. This will provide the base data for the judging at the end of the year. Trophies will be awarded to the top three sales people and an extra winner's prize will be announced in the competition round up in September's issue.

With the rules laid down, let's meet the sponsors who are making the awards possible:

BIC

JULIEN CALVET,
Product manager for stationery

"BIC is proud to have supported the USP Sales Person of the Year Awards in 2005, and to do so again this year.

"The awards present a fantastic opportunity for us to celebrate the excellent work that is going on in the industry and to reward those individuals who have made a real impact on sales. They are also a great way of motivating people to future success.

"During 2005, BIC has benefited from the continuing enthusiasm and support of its customers' sales teams through end user promotions, blitz days and sampling campaigns. In fact, our nominee last year, Heidi Watkins, was selected after performing extremely well on a BIC blitz day. We are delighted that Heidi's talent was recognised by the judges when they awarded her third place and a trophy.

"Our sponsorship of the USP awards has enabled us to show our appreciation to the people who work so hard to support us. We would like to congratulate all the nominees for their ongoing commitment to sales excellence and wish all the participating companies a happy and prosperous 2006."

DURABLE

STEWART ANDERSON,
Marketing manager

"Sales people are the cutting edge of any business and the role they play is extremely important, so for DURABLE to be associated with the 2005 award programme really emphasised our commitment of supporting dealers and their sales people in developing and growing profitable business.

"At times a sales person's life can seem very isolated and sometimes unrewarding but the USP Sales Person of the Year Award programme provides an opportunity for sales people to

receive accreditation and be rewarded for their own personal achievements and for a leading industry manufacturer such as DURABLE to be seen as a supportive supplier.

"DURABLE is, once again, a proud sponsor of the 2006 Sales Person of the Year Award and wish all contestants the very best of luck."

HP

RHIANNON WILLIAMS,
Channel development manager

"HP is very pleased to be associated with SPOTYA in its second year. We understand the fundamental role that sales people play in our industry and why competitions like this are vital to continually improving standards within our industry, as well as simply recognising deserving talent."

KORES

JOHN LOGAN,
Marketing director

"Kores is pleased to continue its association with USP in sponsoring this award. This is because we are passionate about performance.

"All sectors of the market are heavily subscribed, extremely competitive and business is tough. This means that we must keep developing the quality of our sales teams. Great sales people really care about their customers. They get to know and understand them and really try to make it a good experience to do business with the company they represent.

"Today, sales people rarely take orders themselves but the role they perform is critical. They are ambassadors – communicating, negotiating, problem solving, solution finding and relationship building.

"Customers like dealing with good sales people. They will give them the best opportunities for their business. It is a two way street which makes it so important that we invest in good sales people because poor performance delivers the reverse." >>>