

SALES PERSON OF THE YEAR AWARD

THE ANNUAL PHOTO-FINISH

The voting is closed, a victor has been chosen. It's been a process spanning ten months of this year, but we've finally arrived at a winner.

As usual, the quality of candidate was extremely high, something the judges recognised in their scoring. No one entrant was left trailing off towards the end and it really could have gone any of the seven ways right up to the last few moments of score tallying.

But when the dust settled, three had been chosen. These unsung

elite of the office products industry's front line with the talent and skills to turn potentiality into actuality, to make the all-important sales around which the industry revolves.

We believe the lifeblood of the industry lies with sales people at the 'coalface', the ladies and gents, telesales, field sales, and account managers who speak to customers day in, day out. This is what triggered the idea of creating a Sales Person of the Year Award (SPOTYA) and, after talking with the manufacturers, we found a huge amount of support.

Our sponsors...



THIS IS WHAT SOME OF THE SPONSORS AND JUDGES HAD TO SAY:

RUSSELL HODSON

ALMO OFFICE

"It is always good to recognize and reward hard work, especially in sales as this is the lifeblood of any company. As with last year it was really difficult to separate the six nominees but a winner had to be chosen. May the best salesperson win!"

ANDY DONNELLY

ARENA

"This event in my eyes is absolutely essential; selling is a tough job these days. I think it's only right that every year we stand back and acknowledge the successes of our very best sales people. These guys are our front line defence against the reckless discounters who are driving the value and the margin out of our businesses. Investing in them and rewarding them for their success in selling while sticking to the core principals of value over price is the key to future proofing all of our businesses. Congratulations to all of you!"

TIM BEECH

XMA

"I thoroughly enjoyed judging this year's SPOTYA. It's exciting to see new talent in the field of sales. Sales expertise is crucial in our sector and it goes beyond simply understanding the customer and meeting their needs. Sales has evolved. It now requires a depth of market knowledge and understanding to continually seek out, identify and develop new revenue opportunities. I was delighted to see examples of this new generation of sales professionals within the SPOTYA candidates."

RHIANNON WILLIAMS

HP

"The Sales Person of the Year Award brought out the cream of sales talent within the industry. The caliber of entrants was high and the winner came through on the strength of their talent and unique merits. Congratulations to all of the individuals that took part."

Our judges...

- >> SAMMY BARTLEY, NEMO
- >> TIM BEECH, XMA
- >> KARLY BEESLEY, Superstat
- >> DAVID COGHILL, Spicers
- >> ANDY DONNELLY, Arena Office
- >> STEVE HARROP, OFDA
- >> RUSSELL HODSON, Almo Office
- >> ELLIOT JACOBS, UOE
- >> AIDAN MCDONOUGH, Integra

SO NOW FOR THE RESULTS

A hearty congratulations from *USP Magazine* to gold, silver and bronze for the 2006 awards. People of all ages, with diverse backgrounds and working for very different businesses within our industry and the one thing they all have in common is that they are high achievers. Not content with just getting the job done, these folks have shown outstanding commitment, enthusiasm and skill in carrying out their roles. In short, they have all made a difference.

Well done!

The end is the beginning SPOTYA 2007

Like Miss World, there's a new sales person of the year per annum (otherwise we'd have to call it something different). Look out for the coverage coming soon in *USP Magazine*.

For information about how to become a sponsor or judge for 2007, contact info@intelligentmedia.co.uk with the subject line SPOTYA 07.

2ND



Sponsored by:



CHRIS BACQUE
ACCOUNT MANAGER
EBM Office Centre

On hearing he won second place, Chris said, "Thanks very much! I'm very pleased to have come second out of so many professional sales people, well done to all the other guys, let's try for first place next year!"

Chris won his nomination for a successful sales performance while focusing on solution sales by building his knowledge on HP hardware and supplies. He has shown strong ability in winning incremental business from aftermarket competitors and is well respected within his organisation. Chris also recognizes the importance of meeting his customers needs and is seen as a key advisor by them.

Rhiannon Williams, channel development manager, HP

"Congratulations to Chris in a deserved runner up placing. This award recognises his skill and talent as a salesperson, bringing great benefit for both EBM and HP. We've been pleased to sponsor such an important industry competition such as SPOTYA, and would like to congratulate all the other nominees and wish them further success in their careers."

MAY

1ST



Sponsored by:



MARK WOOD
BUSINESS MACHINES
The Roman Group

On hearing he'd taken the crown, Mark said, "It is with great surprise and pride that I accept this award from USP Magazine. Let me first say a big thank you to all my colleagues here at The Roman Group, for their support and energy that they have given me. It is a team game here, and without these people I would not be where I am today. A special thank you to Gavin Thurston and Katy Cureton from Brother UK who have helped me not only promote Brother products to my customers, but have changed the way I promote and sell goods to the end user. Once again, thank you to everyone I know. In the words of Vinnie Jones: 'It's been emotional.'"

Mark was nominated for his major influence in delivering excellent business growth for Brother over the past two years with The Roman Group – including key contract wins and excellent hardware sales.

BEST ACHIEVEMENT: Growing the business machines department on my own from barely any orders to about £10,000 a month total spend.

BEST TIP: To be helpful, competitive, always professional, and to ensure that you always give customers sound and professional advice. Even if it means not making an immediate sale it will ensure that all future enquiries come back to you. No enquiries equals no sales.

Martin Boffey, trade marcomms manager, Brother

"We are delighted that Mark has received USP's Sales Person of the Year award for 2006. Coming through a field of excellent nominations really makes this a major achievement and provides suitable recognition for all the hard work Mark and his fellow colleagues at The Roman Group have put in over the past few years with especially promoting and selling Brother."

"His constant interaction with our insynergi reseller team and use of Brother's marketing collateral has assisted in the continued growth of business between ourselves and The Roman Group and typifies many of the resellers on the programme."

"Well done again Mark and thank you also to USP Magazine for providing a platform of recognition for sales people who deal with customers on behalf of manufacturers every day."

MARCH

3RD



Sponsored by:



STEVE LUDGATE
MOD ACCOUNT MANAGER
Orion

On hearing he'd taken third, Steve said, "I'm absolutely delighted to have come within the top three of such a prestigious award. I would like to thank Durable for nominating me and giving me the opportunity to take part in this competition, and all those who voted for me."

Steve was chosen by Durable because of his talent in evolving to suit ever more demanding customers. Steve also 'sells' in the true sense of the word and understands customer needs and brand values. Durable finished by saying that Steve would be a great ambassador for any business.

Stewart Anderson, VP Marketing, Durable UK

"Account managers are increasingly vital to the customer management process. We are delighted to have sponsored Steve Ludgate for this award, and would like to congratulate him for his great achievement in coming third. Congratulations also to the other two winners, and we wish all of the nominees well for the future."

APRIL