

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](mailto: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." >>

# 2015 OFFICE PRODUCTS PERSON OF THE YEAR AWARD

**SPONSOR: ISA**

**NOMINATION: SIMON WALLIS**



## Vital Stats

**NAME:**  
Simon Wallis

**TITLE:**  
Business development manager

**COMPANY:**  
ISA

**RESPONSIBILITY:**  
Roll out of Advantedge programme

### ISA

With over 30 years' experience, and annual sales in excess of £230m, ISA is the UK's number one provider of electronic office supplies to the reseller market. In fact, ISA is now ranked as one of the top private companies in the UK. Our reseller customers all benefit from our unrivalled buying power, industry-leading service and unparalleled expertise – the kind of expertise that means we can always offer you the best products and services at the lowest possible prices. We understand you have demanding customers, and we understand you need a supplier who gets the basics right:

- Products in stock
- Competitive prices
- Reliable next day delivery
- Great customer experience

### SIMON SMITH, MARKETING MANAGER, ISA

"When the opportunity to sponsor the USP Sales Person of the Year Award presented itself, we simply couldn't refuse. *Dealer Support* and *USP* are probably the most widely circulated trade publications and offer fantastic recognition for our nomination.

At ISA, we really value our sales staff – they are the lifeblood of our business. We recognised internal sales staff each month, but nothing on this scale. Our selected candidate operates in the field managing some of our larger accounts. As a result, he is seldom seen in our Bradford office and gets little recognition for the tremendous effort he puts in."

### SIMON WALLIS

Simon Smith: "The Office Products industry has witnessed big changes in recent years with growth in demand for Electronic Office Supplies. Many traditional OP dealers do not understand the product category and are reluctant to embrace it due to the lower margins involved.

Simon Wallis joined ISA to work with our larger OP resellers and help them understand and grow their EOS business profitably. In the short time he has been with us, Simon has done an amazing job in putting together a successful program to support customers in driving EOS business. Customers that don't embrace EOS in the future will ultimately not succeed. For this reason, Simon is nominated for the USP Sales Person of the Year."

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

About nine months.

#### What did you do previous to this?

I was with Spicers for just over 10 years, man and boy. I'm 34 now and I had pretty good career progression through Spicers, but it was time for a change.

#### Are you responsible for existing and/or new business?

I was recruited to develop the business development programme, Advantedge. We really started with a blank sheet so it's been a process of recruiting new dealers onto the programme. What we're trying to do is offer a wholesale level of service to independent office

product dealers. We've had some significant success. Already it is making over 20% of our business.

#### What's the best achievement you've made in the job you're doing now?

I think preparing Advantedge, going out and it being well received by the big players. When you land those big customers, it adds an incredible amount of credibility and weight to the story going forward.

#### What was your best achievement ever?

Getting the Synergy programme to where it was when I left Spicers. It culminated with the launch of the first conference in 2004. I left a bit of a legacy of

something that I was proud of as well as launching some good marketing programmes.

#### What's your sales tip?

Being honest with customers about what you can deliver, even if it delays the sale. And developing loyalty and trust are also key.

#### As a successful sales person what are the important things in doing your job well?

For me it's being organised, passionate and focused about what you do.

#### How do you feel about the nomination?

Pleased! It's also a good opportunity for me to raise the profile of the Advantedge programme! ■



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invent



TOTAL PERFORMANCE