

SALES PERSON OF THE YEAR

SPONSOR: KORES

NOMINATION: ASHLEY COLEMAN



Vital Stats

NAME:
Ashley Coleman

TITLE:
Sales manager, Ireland

COMPANY:
Kingfield Heath

RESPONSIBILITY:
Growing and developing the client base in Ireland

KORES

Kores is part of an international group with global resources comprising worldwide manufacturing, research and development facilities. A world leader in remanufacturing toner cartridges and a leading supplier of remanufactured inkjet and thermal transfer fax products.

Kores 'Total Performance' – at the leading edge of technology with the most extensive range of guaranteed products for almost every printing requirement.

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, salespeople 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 salespeople. 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."

WHY ASHLEY COLEMAN?

JULIAN CRONIN,
KORES NATIONAL ACCOUNT MANAGER:

"Ashley has demonstrated the key attributes of a Total Performance philosophy. Passionate about customer satisfaction and always looking to add value to the service and trading experience.

"Ashley has been recognised by her business and customers alike as a great ambassador with attributes in communication, negotiation, problem solving, solution finding and relationship building."

How long have you been in your current job?

Eight months in this role.

What did you do previous to this?

I've been with Kingfield Heath for over ten years. I started as an office manager and did that for about eight years and then I had the chance to go out on the road as an account manager.

Are you responsible for existing and/or new business?

I'm responsible for developing business with existing customers and finding new business. I have a very strong team around me and a key focus is to offer support and new ideas to our dealer clients.

Why are you in sales?

I've always had a bit of a flair for

it and I can't imagine myself in anything else. I like dealing with people and I'm passionate and focused on what I sell.

What was your best achievement?

Continuously developing and growing the business, exceeding targets and winning regional sales manager of the year at Kingfield Heath for 2005.

What was your best achievement ever?

Working my way through the company and then being promoted to sales manager of Ireland.

What's your sales tip?

You must believe in yourself and what you're selling. If you're enthusiastic and passionate about the package on offer then the rest will follow.

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

Enthusiasm, passion and being customer focused. As well as offering support and encouragement to motivate your team.

How do you feel about the nomination?

I'm very pleased to be nominated for such a prestigious award!

And finally, why do you believe that you should win this award?

I believe that I should win because I am highly motivated and 100% customer focused. I'm always trying to be the best I can be and winning this award would be a great achievement for me. ■



TOTAL PERFORMANCE

USP Sales person of the year awards are sponsored by:

