

SALES PERSON OF THE YEAR AWARD

SPONSOR: BROTHER

NOMINATION: MARK WOOD



Vital Stats

NAME:
Mark Wood

TITLE:
Business machines

COMPANY:
The Roman Group

RESPONSIBILITY:
Buyer of all office machines, faxes, printers etc, and part of Roman's internal sales team.

BROTHER

Brother UK is part of the Brother Group of Nagoya, Japan – a truly multinational company with 23 operations worldwide and products sold in over 100 countries.

Brother markets a versatile product portfolio including, printers, fax machines, multi-function all-in-one devices and labelling machines.

It is committed to improving efficiency and productivity, it meets these challenges by working closely with resellers and customers to establish long-term business partnerships – 'Whatever your business, Brother is at your side'.

BROTHER – MARTIN BOFFEY, RESELLER MARKETING COMMUNICATIONS MANAGER

It's the skills and abilities of a good sales person that often far out way the accessibility of a computer terminal – especially in an industry where on-line purchasing continues to grow in popularity.

Certainly within the office technologies arena, it's the customer that often has to attempt to become an expert overnight. With plenty of technical information around to cloud a purchasing decision, it's the human interaction by the sales team that will advise, re-assure and develop the trust to make the best purchase that meets everyone's requirements. It's this interaction that develops on-going relationships with the customer and delivers business growth between the reseller and manufacturer.

That's why Brother is delighted to support *USP* magazine's 'Sales Person of The Year Award' – aimed at acknowledging some of the best un-sung heroes who act on behalf of manufacturers every day.

WHY MARK WOOD?

"Mark clearly represents all the attributes that our 'At Your Side' philosophy aims to deliver. It's about providing quality advice, products and service that meets the needs of the customer at the initial purchase and all further business needs beyond that.

"He has been a 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. He has also championed our brand profile within his team and management alike as they continue to become one of Brother's key Insynergi accounts."

– MARTIN BOFFEY

How long have you been in your current job?

I have been in the office supplies side for 12 years now.

What did you do previous to this?

I worked for Roman's printing side for eight years, making the printing plates and the film for the plates.

Are you responsible for existing and/or new business?

Both.

Why are you in sales?

I enjoy the buzz of making a sale and the contact with the customers.

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

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

What's your sales 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.

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

Making sure you understand the customer's needs and the products that you are selling.

How do you feel about the nomination?

Stunned! But very grateful to my boss who has helped me grow the department.

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

I should win because of my proven sales track record over the last 24 months and it would be not only for me, but my colleagues as well. We work as a very successful team and this would be great recognition of this fact. ■

At your side.
brother.

USP Sales person of the year awards are sponsored by:

