

## Vital Stats

**NAME:**  
Steve Ludgate

**TITLE:**  
MoD contract manager

**COMPANY:**  
Durable UK Ltd

**RESPONSIBILITY:**  
Looking after the whole of the MoD account



# SALES PERSON OF THE YEAR AWARD

**SPONSOR: DURABLE**

**NOMINATION: STEVE LUDGATE, ORION**

### DURABLE UK

A leading privately owned global manufacturer and distributor of office products. Product design and innovation along with exceptional levels of customer service are the key elements of the success of our business. Making life easier for our customers, suppliers and employees is what we strive to achieve and these core competences have been recognised over the years with a number of industry awards.

### DURABLE UK – STEWART ANDERSON, VICE PRESIDENT MARKETING

"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 wishes all contestants the very best of luck."

### WHY STEVE LUDGATE?

'Steve Ludgate evolves to suit ever more demanding customers and is permanently 'on call' whenever they need to discuss their business requirements. It is easy to sell on price, but Steve 'sells' in the true sense of the word and understands customer needs and brand values. Steve would be a great ambassador for any business, but remains a great asset to Orion.'

– STEWART ANDERSON

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

Two and a half years.

### What did you do previous to this?

I worked for a facilities management company and before that I was in the air force.

### Can you describe your role – eg are you responsible for new/existing business?

I look after the whole of the MoD account, it's my job to get new business and develop business. We use word of mouth and work through suppliers to increase the contract.

### Why are you in sales?

I've always thought I had a bit of a flair for it. When I was in the county air force I was doing the buying for the MoD, because I was doing the buying it seemed logical to do the sales as well. I was a salesman internally to begin with, and it was

always something I had aspired to become. I was then head hunted by Orion to help the MoD team, and it seemed a perfect opportunity to expand my knowledge and come to the other side.

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

Winning the MoD contract initially and then expanding the business and working with the team. Passing my knowledge onto the team also, because the MoD is a bit of a strange character to work with and it's not like your normal corporate business.

### What was your best achievement ever?

I consider winning the MoD a big achievement as it was a hard one to crack. There were many applicants narrowed down to three, and I'm proud we won.

### What's your sales tip?

Be customer focused and be passionate about your job. Always try and give the customer what they require, don't take short cuts because you always get caught out. The more passionate and focused you are the more confident and knowledgeable you come across to your customer.

### How do you feel about the nomination?

I'm honestly really excited about it. It's the first time I've been nominated for the award and it would be a really good achievement.

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

I think because I'm highly motivated, customer focused, and I always try to be the best I can be. I respect my customers and they respect me, they know if they've got a problem they can come to me at any time of the day. ■



USP Sales person of the year awards are sponsored by:

