

SALES PERSON OF THE YEAR

SPONSOR: HP

NOMINATION: CHRIS BACQUE, EBM



Vital Stats

NAME:
Chris Bacque

TITLE:
Account manager

COMPANY:
EBM Office Centre

RESPONSIBILITY:
Primarily dealing with accounts and new prospective enquiries

HP

HP is a technology solutions provider to consumers, businesses and institutions globally. The company's offerings span IT infrastructure, global services, business and home computing, and imaging and printing. HP is a Fortune 11 company, with \$86 billion in revenue, generating \$7 billion in organic growth for fiscal year 2005.

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."

WHY CHRIS BACQUE?

"In an increasingly competitive market it is important that sales people understand clearly the HP supplies value proposition and can communicate this to our end users.

"Chris has clearly demonstrated a successful sales performance alongside focusing on solution sales by building his knowledge on HP hardware and supplies. He has shown strong capability of winning incremental business from aftermarket competitors and is well respected within his organization.

"Chris also recognizes the importance of meeting his customer needs and is seen as a key advisor to them, something that is also important to HP."

– RHIANNON WILLIAMS

How long have you been in your current job?
Six and a half years.

What did you do previous to this?
This is actually my first full time job as previous to this I was training to be a nurse at St Barts Hospital.

Can you describe your role – eg are you responsible for new/existing business?
My role at EBM is primarily dealing with a large account base, also dealing with incoming enquiries and sales & advice with accounts and prospective customers as well, so in that respect I'm working with one man businesses right up to the large multinationals.

Why are you in sales?
It wasn't a conscious decision to get into sales. But I do like the variety you get, everybody's different, and on a personal level it's nice to have people coming back, especially when they've left a company and start a new job.

What's the best achievement you've made in the job you're doing now?
Some of the clients I have now are a pretty big achievement in themselves and we get on really well which is even better.

What was your best achievement ever?
Probably where I am now; I left sunny Scarborough for London when I was 17, so I've come quite a long way. I never thought that in ten years I'd have developed professionally and be working under the HP badge, so thanks to EBM who've given me the opportunity for that.

What's your sales tip?
Customer service. You get customers who do go for price, but in my experience a lot of the time providing a better service really pays off. It's more rewarding to feel you've made a customer pleased with the whole experience and you win the account.

How do you feel about the nomination?
It came as a complete surprise, and the team distracted me so they could get everyone together and make a huge big thing of it in a staff meeting which was quite embarrassing!
I'm really proud to be nominated because it goes to show that people actually have faith in me. I do work as part of a team though, so can't really take all the credit.

And finally, why do you believe that you should win this award?
Working in sales comes down to more than just figures up on the board. There are people who could sell sand in the desert, but then when it comes to the quality of service it all comes to a standstill. You have to have the whole circle; great service, competitive pricing, product knowledge and then put it in to practice. ■



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