



SPONSOR: BIC

NOMINATION: DAWN DAVIES

BIC

BIC was founded in 1950 by Marcel Bich, with the introduction of the first high quality ballpoint pen at an affordable price. Today, the BIC Cristal pen has become an iconic writing instrument with over 100 billion pens sold since its launch. The range of BIC pens has expanded to include products that suit all ages and lifestyles. In addition to writing instruments, BIC manufactures a variety of permanent and dry-wipe markers, highlighters, felt-tip pens, crayons, individual white boards and the Tipp-Ex range of correction products.

BIC – JOANNE POTTER, MARKETING MANAGER

"BIC is proud to have supported the *USP* Sales Person of the Year Awards in 2005, and 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."



USP Sales person of the
year awards are sponsored by:



brother At your side.

BIC ERSON F E ER WOMAN

Vital Stats

NAME:

Dawn Davies

TITLE:

Business development manager

COMPANY:

COS –
The Complete Office Solution

RESPONSIBILITY:

Managing existing clients and aiding new business wins



WHY DAWN DAVIES?

“BIC has nominated Dawn Davies, from COS – the Complete Office Solution as salesperson of the year for her outstanding commitment to customer and supplier relationships.

“Davies has ensured that she really knows and understands her customers, thus enabling her to individually tailor her sales propositions.

“In addition, she has a fantastic knowledge of the BIC product range so is able to recommend the right products for customers’ needs. Davies is incredibly proactive and plays a key role in the successful BIC blitz days.

“The combination of these skills and her commitment to the BIC brand has resulted in a consistently high ratio of deals to calls.”

– JOANNE POTTER

How long have you been in your current job?

I was promoted to business development manager in October 2005, so I have been in this current position for eight months.

What did you do previous to this?

I have been with COS for ten years, starting as a telesales manager in 1996.

Can you describe your role – e.g. are you responsible for new/existing business?

My role is quite varied as I am still responsible for the top 25 accounts that I managed as a telesales manager, but in addition also look after a further 25 as a business development manager. I make sure that for all 50 accounts, business is running smoothly and that we are providing the most efficient service.

Why are you in sales?

I have always worked in sales as there is an immense feeling of job satisfaction. I love being in sales and

am naturally confident on the phone.

I also enjoy building relationships with each of my accounts and feeling as though they can trust me and the service I am providing. Over the years I have developed many close friendships with people that started out as cold calls!

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

One of the biggest achievements so far has been my promotion to business development manager, as it has given me the opportunity to get involved with searching for new business, opening new doors and driving appointments.

What's your sales tip?

The best sales tip I could give anyone would be to build a rapport with the customer. Companies are prepared to talk to someone who is personal, polite and professional as you will act as an extension to their business,

rather than someone who purely wants to make a sale.

How do you feel about the nomination?

I am absolutely over the moon and glad to be recognised for the hard work and dedication that I put into my work every single day. The nomination is a fantastic achievement for me.

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

I put a lot of hard work and effort into my job and take my responsibilities very seriously. I take the time to get to know my clients and will help them with any query they have. I have extensive product knowledge and really believe in the products and the service that I am selling. I have achieved a lot in the time I have been at COS, which I demonstrate on a weekly basis during our promotion days with BIC. ■

