

SALES PERSON OF THE YEAR

SPONSOR: KATUN

NOMINATION: DAVID RANA, UKOS PLC



Vital Stats

NAME:
David Rana

TITLE:
Business Account Manager

COMPANY:
UKOS PLC

RESPONSIBILITY:
Managing existing and targeting new business in the East Midlands

KATUN

Headquartered in Minneapolis, Katun Corporation is the world's largest supplier of OEM-compatible imaging supplies, photoreceptors and parts, as well as a leading manufacturer of fuser rollers and other select products, for the office equipment industry. With more than 25 years of expertise and experience in the office equipment industry, the privately held Katun now serves more than 19,000 customers in more than 170 countries. Katun is also now active in both channels in the UK, office equipment dealers as well as office supplies dealers.

KATUN – MAURICE BROWN, SALES DIRECTOR, OFFICE SUPPLIES CHANNEL

"Copier dealers are our core customers and always will be. Katun has become the market leader after many years of providing toners and parts that hold a very high quality line for this market. We will continue to do so, but we must also move with the times. There are a lot of machines out there that are purchased rather than leased, and end-users buy the toner for them from both channels. Therefore we have now also made the toner range available through office supplies wholesalers and distributors, Kingfield Heath and XMA. We have also listed the range with key dealers and buying groups. What is important now is for dealer sales teams to go out and sell the range to their customer bases. To this end, we have visited and presented the opportunity to a large number of office supplies dealers in the last six months or so. There are winners in every sales team and they are helping us to get the range established. SPOTYA is the perfect vehicle to maintain this focus."

WHY DAVID RANA?

He stood out for us from our shortlist due to his application to the task and his perseverance. When his key contact was not necessarily the decision maker, he asked the right questions to identify who was. This could be the IT manager, FM manager or even the MD's PA. He has sent out dozens of quotations and is beginning to see the results.

– MAURICE BROWN, SALES DIRECTOR, OFFICE SUPPLIES CHANNEL, KATUN

How long have you been in your current job?

At UKOS I have been here for four years and four months and 19 days, not that I'm counting.

What did you do previous to this?

Similar role in the same industry but with a different company.

Can you describe your role and how Katun features?

I am a business account manager working in a set territory aiming to win new business. I have found Katun very supportive and able to provide assistance whenever required in this field. In particular, when I have worked with Katun's Georgina Mullins on client visits it proved very beneficial and considerably easier to discuss the services Katun are able to provide.

I feel that the Katun product range can provide significant benefit to

both UKOS and myself in the long run as we can develop a market which is generally untouched by the office supply industry.

Why are you in sales?

The reason I am in sales is I love meeting and speaking to new people each day and, predictably, I do like the challenge of winning new business.

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

Winning two awards at the last sales conference.

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?

People will buy from people. Do not offer what you cannot deliver – be honest. Be yourself and have fun.

How do you feel about the nomination?

I am really excited about it as this is something I would not have been considered for two years ago.

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

It would be confirmation that the past 18 months have been the most successful period in sales since I have started. It would also show that I have made a difference at UKOS. ■



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