

SALES PERSON OF THE YEAR AWARD

Before the winner is announced in the next issue, we present a round up of the entrants for this year's Sales Person of the Year Award.

THERE CAN BE ONLY ONE

MISSION STATEMENT

USP Magazine was launched to provide a vehicle within the industry for manufacturers to communicate to salespeople within resellers across all channels. It's designed to address sales issues and to provide much needed information about specific product categories so that sales people can learn about new products and techniques to help them build their sales and careers.

We believe the lifeblood of the industry lies with the salespeople on the front line, the ladies and gents, telesales, field sales and customer services people who speak to customers day in and day out. So with the help of our sponsors we set out once again to find the unsung heroes of our industry.

These are sales focused individuals that have demonstrated over-achievement, whether it is through developing sales via training and motivation, by selling through a promotion with gusto and enthusiasm or simply understanding the customer's needs and ensuring that the right product was sold-in every time.

WHAT THE SPONSORS THINK...



SIMON SMITH,
Marketing manager,
ISA WHOLESALE

"When the opportunity to sponsor the USP Sales Person of the Year Award presented itself, we simply couldn't refuse. *Dealer Support* and *USP* are probably the most widely circulated trade publications and offer fantastic recognition for our nomination."



JOHN LOGAN,
Marketing director,
KORES

"Today, salespeople rarely take orders themselves, but the role they perform is critical. They are ambassadors – communicating, negotiating, problem solving, solution finding and relationship building. Kores is pleased to continue its association with *USP* in sponsoring this award."



MARTIN BOFFEY,
Reseller marketing communications manager,
BROTHER

"Brother is delighted to support *USP's* Sales Person of the Year Award – aimed at acknowledging some of the best unsung heroes who act on the behalf of manufacturers every day."



STEWART ANDERSON,
Vice president marketing,
DURABLE UK

"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 salespeople to receive accreditation and be rewarded for their own personal achievements."



RHIANNON WILLIAMS,
Channel development manager,
HP

"We understand the fundamental role that salespeople play in our industry and why competitions like this are vital to continually improving standards within our industry, as well as simply recognizing deserving talent."



JOANNE POTTER,
Marketing manager,
BIC

"Our sponsorship of the *USP* awards has enabled us to show our appreciation to the people who work so hard to support us."



MAURICE BROWN,
Sales director, Office Supplies Channel,
KATUN

"There are winners in every sales team and they are helping us to get products established. SPOTYA is the perfect vehicle to maintain this focus."

The crème de la crème...

With judging taking place during September we will be announcing the winner of SPOTYA 2006 in our October Issue. As a final re-cap we wanted to showcase our nominees one last time.

These ladies and gentlemen represent the cream of our industry. People of all ages, with diverse backgrounds, working for very different businesses within our industry; the one thing they all have in common is that they are achievers. Not content with just getting a job done, these folk have shown outstanding commitment, enthusiasm and skill in carrying out their roles. In short, they have all made, and continue to make, a difference.

May the best salesperson win!

JANUARY



SIMON WALLIS
BUSINESS DEVELOPMENT MANAGER
ISA Wholesale
(sponsored by ISA Wholesale)

"Simon was put forward because in the short time he has been with us, he has done an amazing job in putting together a successful program to support customers in driving Electronic Office Supplies business, an area which many traditional OP dealers are reluctant to embrace due to the lower margins involved."

BEST ACHIEVEMENT: Getting the Synergy programme to where it was when I left Spicers. It culminated with the launch of the first conference in 2004.

BEST TIP: Being honest with customers about what you can deliver, even if it delays the sale.



FEBRUARY



ASHLEY COLEMAN
SALES MANAGER, IRELAND
Kingfield Heath
(sponsored by Kores)

"Ashley was nominated for demonstrating the key attributes of a Total Performance philosophy. Passionate about customer satisfaction and always looking to add value to the service and trading experience."

BEST ACHIEVEMENT: Continuously developing and growing the business, exceeding targets and winning regional sales manager of the year at Kingfield Heath 2005.

BEST TIP: Believe in yourself and what you're selling.



MARCH



MARK WOOD
BUSINESS MACHINES
The Roman Group
(sponsored by Brother)

"Mark clearly represents all the attributes that our 'At Your Side' philosophy aims to deliver. He's 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."

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

BEST TIP: To be helpful, competitive, always professional, and to ensure that you always give customers sound and professional advice.



APRIL



STEVE LUDGATE
MOD CONTRACT MANAGER
Durable UK Ltd
(sponsored by Durable UK Ltd)

"Steve 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."

BEST ACHIEVEMENT: Winning the MoD contract initially, and then expanding the business and working with the team.

BEST TIP: Always try and give the customer what they require, don't take short cuts because you always get caught out.



MAY



CHRIS BACQUE
ACCOUNT MANAGER
EBM Office Centre
(sponsored by HP)

"Chris was nominated for demonstrating 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."

BEST ACHIEVEMENT: Where I am now.

BEST 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.



JUNE



DAWN DAVIES
BUSINESS DEVELOPMENT MANAGER
The Complete Office Solution
(sponsored by BIC)

"Dawn was selected for her outstanding commitment to customer and supplier relationships. She has shown she really understands her customers, and has a fantastic knowledge of the BIC product range so is able to recommend the right products for customers' needs."

BEST ACHIEVEMENT: My promotion to business development manager, as it has given me the opportunity to get involved in searching for new business.

BEST TIP: Build a rapport with the customer.



AUGUST



DAVID RANA
BUSINESS ACCOUNT MANAGER
UKOS PLC
(sponsored by Katun)

"David was nominated for standing out due to 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."

BEST ACHIEVEMENT: Winning two awards at the last sales conference.

BEST TIP: Do not offer what you cannot deliver – be honest.

