

Sales Person of the Year Award



SPONSOR: Kores Nordic

NOMINATION: Susan Holloway

KORES NORDIC

Kores Nordic (GB) Ltd is one of the UK's leading manufacturers of compatible inkjet and toner cartridges and thermal transfer fax ribbons. We have always been at the forefront of technology and product development with continuous investment in R&D and the most rigorous quality control in the industry. Our customers recognise Kores products as the high quality alternative to more expensive original branded consumables.

SUSAN HOLLOWAY

Holloway works for Cardiff based company, SET, who have enjoyed phenomenal success and growth over the last 12 months with Kores. This is entirely due to the proactive and dynamic approach their salespeople take in selling the Kores brand. Holloway epitomises this way of thinking and has achieved much personal success in driving her business forward through a combination of hard work, innovative ideas and a strong customer focus. Well done to her for a fantastic year. We look forward to continued success in 2005.

Interview with Susan Holloway

BY JANE SMITH

Tell us, how long have you been in your current job?

Can you believe 14 years?

What did you do before that?

My previous job was dancing on stage in the south of France! Yes, I was a holiday rep! And briefly attended art college.

Are you responsible for existing and/or new business?

Definitely for both! I work within a team of four sales personnel (admin, telesales, a sales representative and myself as manager)."

So, why are you in sales?

I find sales to be fun, exciting and it provides me with a comfortable lifestyle.

A word from this month's sponsor...

DAVID HOLT, Key Account Manager, Kores Nordic

The role played by sales people is fundamental to the success of our business. For this reason Kores is proud to support the Sales Person of the Year Award. In the minds of our customers, sales people are the face of our brand. The levels of service they receive and their estimation of our brand centre on the relationship they have with their account manager. To us, the sales person's contribution is essential in adding value and setting us apart from our competitors. Customers are demanding ever increasing levels of service, information and support and this looks set to continue in the future. Sales people must be flexible and skilled enough to respond to these challenges and, in doing so, deserve our recognition.



NOMINEE VITAL STATS

Name:	Susan Holloway
Position:	Area Sales Manager
Company:	SET Office Supplies
In the job:	14 years
Responsibility:	For a team of four
Best achievement:	Creating and sustaining a loyal customer base
Her best tip:	Know your customer and know yourself!

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

That would have to be to have created a loyal customer base that we have been very successful in retaining year in, year out. It took a huge amount of hard work but it was worth it.

What was your best achievement ever?

To have been able to create a happy balance between work, home and a social life, that works for me!

What's your sales tip?

To know your customer and know yourself.

As a successful sales person what are the important things in doing your job well?

As a successful sales person all elements are equally important. From a corporate point of view, profit and revenue are important. However from a personal view, having fun doing the job, earning respect from peers and customers and building relationships are a priority for me. Selling is a tough job and I work hard to achieve my goals by showing enthusiasm and determination, particularly during cold calling and prospecting. I don't

think you need to be popular to be successful, but a combination of all of these things gives the confidence my customer needs.

How do you feel about the nomination?

I feel it is a great honour to win this award and believe that part of my role is to represent my company to other businesses. Working closely with Kores and developing a strong business relationship, we have provided our customers with an excellent product at very competitive prices. Our sales team have worked hard and are still proactive when it comes to pushing the Kores brand and this has resulted in a huge growth in sales in this area over the past 12 months.

And my final question, why do you believe you should win this award?

Although my name has been put forward, I feel that this award has been won by the entire team at SET, without whom my job would be made that much more difficult. But overall I do think we deserve to win.

Thanks for your time Susan and good luck with your nomination. ■

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