

Sales Person of the Year Award



SPONSOR: BIC UK Limited

NOMINATION: Heidi Watkins

BIC UK Limited

BIC is a leading manufacturer of writing, correction, marking and colouring products. Since the launch of the BIC Cristal Ball Pen in 1951, BIC has sold more than 80 billion ballpoint pens worldwide, enough to draw a line to the moon and back 270,000 times. The ranges have seen huge developments over the last 50 years and BIC now offers a comprehensive and affordable range.

HEIDI WATKINS

Complete Office Solutions in Wakefield were outstanding at a blitz day that BIC ran last year. The blitz was part of the Kingfield White Out programme and Complete Office as a whole did nearly 300 deals in 1 day on BIC products. The blitz focused on the Cristal Range of products and offered the following promotions to the end user:

- Buy 2 boxes of Cristal 50's and get a free box of Cristal Gel
- Buy 1 get 1 free on Cristal Gel

The support and enthusiasm from the team was outstanding and has contributed to the success of the new Cristal Gel pen in this channel. Watkins was the best performer on the day and even out performed the rest of the team.

Interview with Heidi Watkins

BY JANE SMITH

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

Three years and three months.

What did you do before that?

Before that I spent a year in customer services, which gave me a good grounding in office products in terms of both the products and the solutions we provide.

Are you responsible for existing and/or new business?

I do bring on some new accounts but I mainly develop existing business.

So, why are you in sales?

Because I love it! Every day is different and it always provides me with a challenge.

A word from this month's sponsor...

EMMA LAWLEY, Marketing Manager, Stationery

The Sales Person of the Year Award is a fantastic way of recognising the support and enthusiasm we receive from our customers' sales teams, particularly for end user promotions, blitz days and sampling campaigns. This nomination enables BIC to show it's appreciation to Heidi for her efforts; she certainly stood out from the rest of the team on the day. However we fully appreciate all of those that support the BIC brand and promotions and thank them all for their hard work.



NOMINEE VITAL STATS

Name:	Heidi Watkins
Position:	Business Development Manager
Company:	Complete Office Solutions
In the job:	3 years and 3 months
Responsibility:	Mainly for developing existing business
Best achievement:	Making a successful transition from the customer services team to field sales.
Her best tip:	Always be positive and just be yourself!

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

Apart from the odd large furniture job, I have consistently managed to grow my area every year for the past three.

What was your best achievement ever?

My best achievement ever has to be successfully making the transition from our customer services team to field sales. I didn't just want to be a rep, I wanted to be a successful one. I knew I could do it, I just had to prove myself and that's exactly what I have done.

What's your sales tip?

Always be positive and just be yourself.

As a successful sales person what are the three most important keywords in doing your job well?

As a successful sales person all the elements are equally important, but the most important

three are to have enthusiasm for what you do, be determined and work hard.

So tell me Heidi, how do you feel about the nomination?

Obviously I feel over the moon to be nominated and it did come as quite a shock as I didn't know anything about it! I guess because I sold most deals on the day meant I left BIC with a good impression.

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

That's a very difficult question. Because I believe in myself, I work hard and I always give it my all?

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

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