

Sales Person of the Year Award



SPONSOR: DURABLE (UK) Ltd

NOMINATION: Larry Hobson

DURABLE (UK) Ltd

A leading privately owned global manufacturer and distributor of office products.

Product design and innovation along with exceptional levels of customer service are the key elements to the success of our business. Making life easier for our customers, suppliers and employees is what we strive to achieve and these core competences are evident with recent industry awards such as the OPI Most Innovative company for 2005 and the Langstane 2004 Supplier of the Year award.

LARRY HOBSON

Larry Hobson joined Durable (UK) Ltd in 2003 from Lynch McQueen in Edinburgh. He has a BA Hons in Marketing and was the 2002 'Marketing Person of the Year' for OfficeSmart. Since joining Durable he has demonstrated excellence in every aspect of the job, resulting in unrivalled sales growth and territory promotional activity. He has very quickly gained the respect of all of his customers, by recognising their strengths and bringing customised promotional programmes that suit their style of business and sourcing priorities. His communication skills and attention to detail have furthermore ensured that even the smallest detail or requirement have been quickly and effectively handled throughout the process, without exception. The result – well how much better than 150% territory growth since 2003 and receiving the Supplier of the Year Award from his largest customer can anyone expect!

Interview with Larry Hobson

BY JANE SMITH

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

One year and six months.

What did you do before that?

Before that I was a territory account manager for Lynch McQueen for a year in their Glasgow Branch also committed to producing promotional activity for the sales team. Previous to this I worked as their marketing co-ordinator in their Leith Head Office for a 3year period, producing direct promotional activity for the sales team as well as database maintenance.

Are you responsible for existing and/or new business?

Both.

So, why are you in sales?

It's part of my own long-term personal objective. Having spent 3 years producing marketing and promotional activity for the end user I felt I wanted to influence their effect differently. The best way to achieve this would be to work in field sales where I could

A word from this month's sponsor...

TREVOR LEWIS, Vice President Sales

In a business environment where channel management, logistics, brand, marketing and customer service become increasingly important measures of a successful supplier, the sales person has grown to be an increasingly important linchpin in the customer management process. I am personally delighted that Durable are sponsors of the 'USP Sales Person of the Year Award' to recognise achievements over and above normal expectations. Out have gone the old traditional measures of calls per day and personal orders, to be replaced by the need for a thoroughly modern business mind, good communication skills, the ability to create and introduce strong local marketing programmes, plus of course the ability to remain focused and organised all of the time. The very best rightly deserve recognition and my congratulations go to all of the nominated winners.



NOMINEE VITAL STATS

Name:	Larry Hobson
Position:	Account Manager
Company:	Durable UK Ltd
In the job:	1 year and 6 months
Responsibility:	For retaining and developing existing business and winning new accounts.
Best achievement:	To be awarded 'Marketing Person of the Year' by OfficeSmart (now part of United) in 2001 and then going on to be awarded with 'Supplier of the Year' for Durable by Langstane Press in 2004.
His best tip:	Larry's 6 Ps to successful sales (see rest of article for more!)

combine effective relationship building, face-to-face sales and marketing to achieve the best results. I feel I have achieved this aim and now understand how to effectively market and sell to any customer anywhere, at anytime. The satisfaction of achieving increased sales and increased brand awareness for Durable gives me the passion, ambition and vision to continue to make my job a success. This is invaluable to me, my career and Durable and why I am in sales.

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

If I tossed a coin I couldn't separate these achievements so there has to be two; the first where the team and I were awarded Supplier of the Year 2004 for my largest territory customer. We competed against over 20 major manufacturers over a 12-month period. In 1 year I had built relationships with the customer, made decisions to improve service and marketing aspects and increased sales by 25%. The award was a bonus but could not have been achieved without the support of the team involved at Durable HQ.

The second being that since joining Durable in October 2003 my territory growth has been 150%.

What was your best achievement ever?

Being awarded 'Marketing Person of the Year' by Office Smart (now part of United) when I was working for Lynch McQueen.

It gave me great motivation and lead to the opportunity to work for Durable.

What's your sales tip?

I use the six 'P's to successful sales to guide me. They are: Planning – setting objectives (the purpose), Preparation – what you need to do to meet the objectives, Presentation – look the part, feel the part, Professional – keep calm under pressure and be able to handle objections effectively, Promotions – to fill the gaps, boost awareness and most importantly be Passionate – without passion and enthusiasm you will struggle to deal with any of the previous Ps which means poor sales.

How do you feel about this nomination?

It is a pleasant surprise to have been nominated and I'm glad that Trevor Lewis, my boss and Durable took the chance on employing me. I do my job to the best of my ability to gain rewards and awards. I owe a great deal to Durable for their ongoing training, appraisals and support which keep me firmly on track.

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

150% sales growth + created and implemented 140 dealer promotions + supplier award + achieved objectives = Award!

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

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