

Sales Person of the Year Award



SPONSOR: Panasonic UK Limited
NOMINATION: Derek Holloway

Panasonic UK Limited

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DEREK HOLLOWAY

Beta Distribution offer their customers a wide range of Panasonic business products and have always had a very pro-active approach to promoting and supporting the Panasonic brand. They really do get behind any promotion that we run, including the recent Panasonic 'Be Your Own Boss Week' awareness campaign, which looked at the benefits and issues involved in running a small business and how technology enables people to work from home and small offices.

Derek was nominated for the award due to his outstanding sales figures and continued focus on the Panasonic brand over the last year.

Interview with Derek Holloway

BY JANE SMITH

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

In this particular role, two years.

What did you do before that?

I've been with Beta Distribution for over 20 years. When the company first started it was mainly a service company and I was a service engineer. I took a break to do some travelling and when I returned I moved into telesales. By then Beta had changed to become trade distributor of business equipment and supplies. Over the years I've held various positions within the company including sales manager, when I was responsible for running the whole sales team. I missed the contact with customers and the challenge of day-to-day selling, so moved back to a sales only role around two years ago.

Are you responsible for existing and/or new business?

Both.

A word from this month's sponsor...

GRAHAM BREWER,
head of document systems sales

Derek is a real champion for Panasonic and he thoroughly deserves to be nominated for this award. He is both friendly and professional and works very hard to provide solutions to his customers' needs. He has a fantastic knowledge of Panasonic's range of products and is always willing to take on new ideas. We would like to thank both Derek and the team at Beta for all their hard work and support over the past year.



NOMINEE VITAL STATS

Name:	Derek Holloway
Position:	Senior Account Manager
Company:	Beta Distribution Plc
In the job:	Two years
Responsibility:	For winning new and developing existing business
Best achievement:	Achieving three record months sales in the last quarter of 2004 and hitting 208% of target!
His best tip:	Work jointly with the reseller and keep your promises. Remember the end user at the end of the sale and help the reseller deliver what they want.

So, why are you in sales?

I think there are three main reasons why I'm in sales and these are in no particular order. Firstly because I like working in a target related job with daily goals. I'm used to that way of working and find it motivating and challenging. Secondly, it's because I love the 'banter' and 'buzz' of our sales office. This is much more pronounced in a telesales organisation such as ours. At Beta, I work alongside people who work hard but play hard too. It's fun! And finally, because my earnings are not 'capped', which means the more I put in, the more I get out and this enables me to have the nicer things in life for me and my family.

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

I work on the premise that as a professional sales person you are only as good as your last set of results. There are many achievements I am proud of, and I'm sure some I have forgotten. But I like to focus on the here and now and my best, most recent achievement is to hit 208% of my target for the last quarter of 2004, achieving record sales for each of the last three months. With 20 years sales experience behind me it is nice to know I can still achieve top performances.

What was your best achievement ever?

That has to be raising my son. He's five years old now, he's wonderful and we have a great relationship.

What's your sales tip?

Work jointly with the reseller to ensure that the end user's needs are satisfied. Deliver on your promises and don't let the middleman down. His customer has a choice of where to buy.

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 for me have to be working for profit, building strong relationships and making sure you keep a healthy list of prospects."

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

I'm really flattered. I try to work with suppliers, listen to what they say and to support their products. It's nice to be recognised for doing just that.

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

Because, with 20 years' experience I'm no youngster but still at the top of my game!"

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

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