

Sales Person of the Year Award



SPONSOR: SPICERS Ltd

NOMINATION: Elaine Balsam

SPICERS Ltd

Spicers are Europe's leading office products wholesaler.

The UK business employs over twenty field sales managers who bridge the gap between the dealer and the numerous Distribution Centres and Central functions.

Elaine Balsam has on the sales side of the business for that long, but has brought a fresh, receptive and responsive approach to this important role.

ELAINE BALSAM

The Spicers sales force competes every year for the coveted title of Sales Development Manager of the Year. The award is earned by being the best in a number of measurable areas: sales growth, sales improvement in specific product areas, new business won and the selling-in of key marketing initiatives contribute to the overall final positions. This year our winner is Elaine Balsam.

Interview with Elaine Balsam

BY JANE SMITH

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

In this particular role – 18 months.

What did you do before that?

Before this job I was Training and Development Officers for Spicers in the Bristol RDC (Regional Distribution Centre)

Are you responsible for existing and/or new business?

I'm responsible for both.

So, why are you in sales?

I really enjoy the challenge. I believe I have the right attitude and enthusiasm for this kind of role and my training background has given me the skills to do the job confidently and, I hope, well.

A word from this month's sponsor...

ANDREW KUREISHY,
Sales and Marketing Director

USP's accolade is a tremendous opportunity for our top performer and a very good incentive for her colleagues to take away her crown next year. We wish Elaine all the best.



NOMINEE VITAL STATS

Name:	Elaine Balsam
Position:	Sales Development Manager
Company:	Spicers Ltd
In the job:	18 months
Responsibility:	For winning new and developing existing business
Best achievement:	Winning this award
His best tip:	Communication. If you have exceptional products and services, make sure your customers know about them

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

It has to be winning this award. I'm thrilled.

What was your best achievement ever?

Bringing up my son on my own

What's your sales tip?

Communication, communication, communication! If you have exceptional products and services, make sure all your customers know about them.

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 are working with **enthusiasm**, building strong **relationships** and understanding that to be a success in sales means **hard work**.

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

I am very pleased to have been nominated but feel it is very much a team effort. I have excellent support from the sales team and from everyone in Sawston who work really hard to back me up on all the services we offer including systems and marketing. I am thrilled to be recognised for achieving all of my sales targets and sales growth'

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

Because I've worked hard this year and think my customers appreciate my efforts.

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

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