

# Sales Person of the Year Award



**SPONSOR:** EXPONENT  
**NOMINATION:** Tom Green

## A word from this month's sponsor...

**MIKE GENNER,**  
Sales and Marketing Manager

*I strongly believe that, generally speaking, manufacturers tend to be inward looking when it comes to sales people and forget that the largest contributors to their business are those at the sharp end, selling to the end-user come rain or shine. Therefore Exponent took the decision, with the full support of Steve Harrop and his team, to open up our sponsorship to OFDA (Office Friendly Dealer Association) members. I am pleased to say that as a sponsor of the USP Sales Person of the Year Award, Exponent is nominating one of the foot soldiers of the office supplies industry. I would like to take the opportunity to say a personal thank you to both Gilly and Stuart of OFDA for their hard work and efforts over the period of Exponent's sponsorship.*



### NOMINEE VITAL STATS

<b>Name:</b>	Tom Green.
<b>Position:</b>	Sales & Marketing.
<b>Company:</b>	Belmont Stationery Ltd.
<b>In the job:</b>	Six years, six months.
<b>Responsibility:</b>	Responsibility for retaining and developing existing business.
<b>Best achievement:</b>	Marrying my wife Jacqueline.
<b>His best tip:</b>	Never give up and always have a sense of humor.

### Exponent

Exponent, a consolidated company operating in the worldwide market of computer accessories and well known for its dynamic development of new products as well as for its high manufacturing standards.

Since its introduction, the Exponent brand has watched the floppy disks, zip disks and data cartridges of the past evolve to become the CDs and DVDs of today. Exponent has continued to evolve to supply up-to-date solutions to consumers and continually looks at the needs of tomorrow.

Exponent helps turn media mess into media management.

**USP Sales Person of the Year Awards are sponsored by:**



### TOM GREEN

Historically, Exponent have never traded directly with dealers so when approached to sponsor a sales person we came up with a simple concept, a competition within a competition. Exponent simply opened up the award to all OFDA members and put up our own prize, the winner being the dealership/salesperson who sold the highest £ notes value of Exponent and Falcon products.

Tom and his sales team at Belmont Stationery grasped the nettle and ran blitz days along with various other promotional activities. Thus, through Tom's enthusiasm and support of Exponent and the SPOTY, Belmont Stationery came top of the class and thoroughly deserve our sponsorship.

I would also like to say a big thank you to the many Office Friendly members, along with Steve Harrop and his team who supported our in-house award.

### Interview with Tom Green

BY JANE SMITH

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

Six years and six months, but I've been in sales for 35 years in total.

**What did you do before that?**

I sold computer systems to auto body shops and garages as well as to the stationery trade.

**Are you responsible for existing and/or new business?**

I'm responsible for the development of existing business.

**So, why are you in sales?**

Because working in a sales environment presents a new challenge every day.

**How do you mean exactly?**

Well, as I arrive for work each day I never know what challenges await me, the excitement of receiving orders, the challenge of queries, the formality of tenders, each day is different.

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

Helping and assisting in the growth of Belmont Stationery from a small office to the purpose built premises we are now in.

**What was your best achievement ever?**

Marrying my wife, Jacqueline.

**What's your sales tip Tom?**

Never give up and always have a sense of humour.

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

I believe there are lots of important aspects to successful sales including key things such as respect, determination and

enthusiasm but, above all, I feel that relationships are probably the most critical. After that, it is about the thing that keeps Belmont successful and growing and that's revenue and profit.

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

I'm delighted to have been nominated and think it's quite an achievement for me personally. It is also testimony to the great relationships Belmont has with some of its suppliers.

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

Because of the hard work and determination that has created customer satisfaction.

*Thanks for your time Tom and good luck with your nomination. ■*