

Sales Person of the Year 2005...



IT WAS A CLOSE ONE!

After searching the world of office products, and with the help of our sponsors, we set out 8 months ago to find the unsung heroes of our industry. Sales focused individuals that had demonstrated over-achievement, whether it was developing sales through training and motivation, by selling through a promotion with gusto and enthusiasm or simply understanding the customers'

needs and ensuring that the right product was sold-in every time. And what we found were the magnificent 7! Seven sales people with extraordinary talent. The standards of entry were very high and the judging extremely close.

The results are now in and we are ready to announce the Sales Person of The Year!

We believe the lifeblood of the industry lies with sales people at the 'coal-face', the ladies and gents, telesales, field sales and customer services people who speak to customers day in and day out. This is what triggered the idea of creating a Sales Person of the Year Award (SPOTYA) and, after talking with manufacturers, we found a huge amount of support.

Before announcing the winners we'd like to say a big thank you to all our sponsors and the judging panel.

Our sponsors...



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Our judges...

- »» ELLIOT JACOBS, UNIVERSAL OFFICE EQUIPMENT
- »» TIM BEECH, XMA
- »» SAMMY BARTLEY, NEMO
- »» KAREN NICHOLLS, ADVANTIA
- »» KEVIN DOWNIE, ISA WHOLESAL
- »» MARK AUSTEN, OFFICE CLUB LTD
- »» KARLY BEESLEY, SUPERSTAT
- »» RAY ALLINSON, ALPHA OFFICE
- »» RUSSELL HODSON, ALMO OFFICE
- »» IAN HARPER, HARPER OFFICE

This is what some of the sponsors and judges had to say...

Kevin Downie, ISA

'Judging was an interesting experience. I was keen to see the quality of sales people we have in our industry. It is good to see that there is talent out there, especially those 'go getters' that are driven by quantifiable performance. The industry could do with more of them.'

Karly Beesley, Supastat

'The judging was extremely difficult as each of the finalists had achieved outstanding results in their field, and has a genuine passion and enthusiasm for what they do. As with all these things there can be only one winner but congratulations must go to all finalists who, in my opinion, all deserve to win.'

Liz Finlay, AF

'May the winner continue their successful progress and many congratulations to all those nominated. Sales is not always the easiest role, but it can easily be the most rewarding.'

Elliot Jacobs, Universal Office Equipment

'Good to see such strong candidates. Everyone reaching this point in the process should be proud of themselves. It shows there is more to selling office products than showing a catalogue to somebody.'

Sammy Bartley, Nemo

'Great opportunity to be part of the process. It highlighted the fact that the industry as a whole does not pay enough attention to people in the forefront of business. Pleased to know that some are getting recognised for their contributions.'

Ian Harper, Harper Office

'It was a tough call on this I have to confess. There were qualities within all the candidates that I enjoyed reading about, this award aside, I am certain that all of these people will continue to enjoy success in the sales field. The elements that stood out amongst this group were a clear passion and love for their chosen career.'

To find out more about sponsorship for 2006 or to be a member of our panel of judges visit our website www.uspmagazine.com

And the winners are >>>

So now for the results!



1ST

FEBRUARY ISSUE



SUSAN HOLLOWAY
AREA SALES MANAGER

SET Office Supplies
(sponsored by Kores Nordic)

On hearing she had won 1st place Susan had this to say...
'Wow! I feel so honoured to be in such an exciting position. Entering the award was an inspiration to the team and myself; we had to stop and think about the amount of work we actually do in a day! To reach this far is a great achievement for me but credit should also be given to the teamwork within SET Office Supplies and the working partnership with Kores. SET Office Supplies is clearly achieving the business objectives and goals set and, personally, I look forward to a continued successful career. Everybody likes recognition and this award recognizes the company, the team, the supplier, the customer and, of course, Me. Thank you!'

Susan was nominated for her efforts at SET Office Supplies, where her performance contributed to a phenomenal success and growth over the previous 12 months with Kores through her hard work, innovative ideas and a strong customer focus.

Susan has been at SET Office Supplies for 14 years.

BEST ACHIEVEMENT has been in creating and sustaining a loyal customer base.

BEST TIP: Know your customer and know yourself!



DURABLE
MARKETING TO BUSINESS

2ND

APRIL ISSUE



LARRY HOBSON
ACCOUNT MANAGER

Durable UK Ltd
(sponsored by Durable UK Ltd)

On hearing he had won 2nd place Larry told us...
'I am delighted as everyone in their own right had a strong reason for being nominated. Being nominated and recognised is a great achievement. Thanks again to the ongoing support of Durable UK and Trevor Lewis for giving me this opportunity and to my customers and to the judges. Congratulations and best wishes to all the other nominees.'

Larry won his nomination for unrivalled sales growth and territory promotional activity. His communication skills and attention to detail mean his customers get the very best service. As a result, Larry has gained respect from his customers by recognising their strengths and bringing customised promotional programmes to them that suit their style of business and sourcing priorities.

BEST ACHIEVEMENT was when he was awarded 'Marketing Person of the Year' by OfficeSmart in 2001.

BEST TIP: To follow his 6 P's: Planning, Preparation, Presentation, Professional, Promotions, and Passion.

Trevor Lewis, Vice President Sales, Durable UK Ltd
'The sales person is an increasingly important linchpin in the customer management process. We are delighted to have taken part and I would personally like to congratulate Larry for a great achievement in coming second and to the other two winners and remaining nominations. We wish them all well.'

A big congratulations from *USP Magazine* to all three winners and well done to everyone who took part. People of all ages, with diverse backgrounds and working for very different businesses within our industry, the one thing they all have in common is that they are achievers. Not content with just getting a job done, these folk have shown outstanding commitment, enthusiasm and skill in carrying out their roles. In short they have all made a difference.

Bigger certainly but can it get any better? Well we think 2006 will be great.

All the feedback we have had throughout the last 8 months has been positive. Everybody involved agrees that our sales people, telesales, field sales and customer services people who speak to customers day in and day out are the lifeblood of our industry. We should encourage excellence and reward achievement, so we will be running the award again for 2006.

To find out more about sponsorship for 2006 or to be a member of our panel of judges visit our website www.uspmagazine.com



When asked what things were important in being a successful sales person, Susan's response was, 'As a successful sales person all elements are equally important. From a corporate point of view, profit and revenue are important. However from a personal view, having fun doing the job, earning respect from peers and customers and building relationships are a priority for me. Selling is a tough job and I work hard to achieve my goals by showing enthusiasm and determination, particularly during cold calling and prospecting. I don't think you need to be popular to be successful, but a combination of all of these things gives the confidence my customer needs.'

David Holt, Key Account Manager, Kores Nordic

'Kores drives for Total Performance in everything they do, from the product they manufacture to the service they provide. With this concept in mind Kores were pleased to nominate Susan Holloway for the Sales Person of the Year Award.'

'This award is a fantastic vehicle to give true recognition to someone who has really taken on board the concept of Total Performance and has gone that extra mile in everything they have done. We are extremely pleased that Susan has won this award in true reflection of her enthusiasm for sales combined with the commitment to SET in Cardiff. This achievement is even greater considering the calibre of competition she faced with any of the nominees making worthy winners. Well done again Susan, here's to your Total Performance'



MARCH ISSUE

HEIDI WATKINS
BUSINESS DEVELOPMENT MANAGER

Complete Office Solutions

(Sponsored by BIC UK Limited)

On hearing she come 3rd Heidi told us...

'I was overwhelmed to have been put forward as the top sales person with Bic. Now to have achieved 3rd place, it's amazing! I feel very proud. The competition was strong. Congratulations to the other nominees who took 1st and 2nd place'

Heidi was nominated as best performer during a highly successful blitz day campaign run by BIC in conjunction with Kingfield Heath. During the day, Complete Office did nearly 300 deals, which was far and away the best performance.

BEST ACHIEVEMENT has been making a successful transition from the customer services team to field sales.

BEST TIP: Always be positive and just be you!

Emma Lawley, Marketing Manager, BIC UK Limited

'We are delighted that Heidi has won 3rd place. It is a wonderful way of recognising her star performance and 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. BIC are pleased to have been a sponsor in the award and would like to congratulate Heidi and all the other nominees and wish them even further success in their careers in the future'