

ALL HAIL THE CONTENDERS

Before the winner is announced in the next issue, we present a round up of the entrants for this year's Sales Person of the Year Award.

MISSION STATEMENT

USP Magazine was launched to provide a vehicle within the industry for manufacturers to communicate to salespeople within resellers across all channels. It's designed to address sales issues and to provide much needed information about specific product categories so that salespeople can learn about new products and techniques to help them build their sales and careers.

We believe the lifeblood of the industry lies with the salespeople on the front line, the telesales, field sales and customer services

people who speak to customers day in and day out. So with the help of our sponsors we have set out once again this year to find the unsung heroes of our industry.

Over the next two pages you'll find sales focused individuals that have demonstrated over-achievement, whether it is through developing sales via training and motivation, by selling through a promotion with gusto and enthusiasm or simply understanding the customer's needs and ensuring that the right product was sold-in every time.

USP Sales Person of the
Year award is sponsored by:

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Besilque **Bi-Office**



Duplo

SALES PERSON OF THE YEAR 2006



**MARK WOOD,
THE ROMAN GROUP**

How SPOTYA changed my life

"So it's nearly the end of my triumphant reign as Sales Person of the Year 2006/07, and it's been a rollercoaster of a ride. Since winning this prestigious title nearly a year ago, I would like to think that certain things have changed in my life; apart from opening more supermarkets, doing lots more charity work, and, most importantly, watching Sky Sports on the big screen TV that I won! Can it get any better?"

"After winning last year's award, myself and The Roman Group have received recognition for many years of hard work. It's nice to think that someone like myself can win an award like this."

"I would just like to say a big thank you to Tony Baker (MD of The Roman Group) for his continued support. I would also like to thank Brother for being my sponsor last year. We have continued our good business relationship and are looking forward to another exceptional year. Big thanks as well to all the various suppliers for their constant support."

"Not forgetting Chris and his team at Dealer Support/USP for making last year's lunch awards a fantastic day out. Let's hope there is enough red wine for Chris again this year! So now all that leaves me to do is wish everyone good luck and congratulations to whoever comes out on top next month."



THE CREAM OF THE OFFICE PRODUCTS CROP

With judging taking place during October we will be announcing the winner of SPOTYA 2007 in our November issue. As a final re-cap we wanted to showcase our nominations one last time. May the best salesperson win!



January

Name:
Andy Thomas
Title:
Sales manager
Company:
Dialstat
(Sponsor: ISA)

"Dialstat are one of the leading progressive customers to adopt ISA's Advantedge program. It was not just the tangible benefits (pre-0600 AM delivery, full EDI integration with Progress, access to £18m EOS stock, 5000+ products on a just-in-time basis) that attracted Dialstat to the program, but also the opportunity to work with ISA, an EOS specialist, and take an innovative approach to developing their EOS business profitably."

Simon Smith, ISA

BEST ACHIEVEMENT: Besides becoming sales manager, training and teaching my team to be good sales people that are a credit to the company. To summarise, believing in them and having them believe in me.

BEST TIP: Be honest with your customer. If you're honest with them, they'll be honest with you and you'll win more business that way. People will trust you.



February

Name:
John Bolger
Title:
Company director
Company:
RBS Office Supplies
(Sponsor: Falcon)

"The candidate I have chosen to represent Falcon is someone I have very much enjoyed calling on over the last two years. RBS, a member of OFDA, has been very supportive of the promotions and campaigns that Falcon has presented and John has personally ensured that the features and benefits of the Dust-Off brand have been communicated to his customers. I wish John the very best over the coming months of the competition."

Mike Genner, Falcon

BEST ACHIEVEMENT: Within the company itself is watching it consistently grow, even with current trends with most businesses finding things hard. And we have an excellent reputation locally for quality and honesty.

BEST TIP: Always be professional and honest, have confidence in your own abilities, never take anything personally, never take anything for granted and have a good sense of humour, you're going to need it. You'll win more business that way. People will trust you.



March

Name:
Dave Calver
Title:
MD
Company:
Meridian Reprographics
(Sponsor: Duplo)

"Dave is extremely committed and has a fantastic product knowledge. He has always tried to do more than just sell the customer a product; he listens in detail to their problem and then tailors a solution exactly for them – that is why he has such a loyal customer base. Meridian has been working with Duplo for over 10 years and we are very proud to be able to put Dave forward for this award."

Tony Hills, Duplo

BEST ACHIEVEMENT: It has to be starting up Meridian five years ago in such a difficult marketplace. We've had steady growth, which we've maintained in a controlled way, and in a tough market we seem to have got the balance right.

BEST TIP: It has to be 'know your product' inside and out. And its true capabilities. Then listen to your customers' needs.



April

Name:
Jonathan Smith
Title:
Business development manager
Company:
The Irongate Group
(Sponsor: Acco Nobo)

"We have chosen Jonathan most importantly for his clear demonstration of a salesman's most telling attribute – enthusiasm! He has worked with us on projects to increase the sales line for both Irongate and NOBO with a determination to succeed. He is adaptable and shows the drive to be a successful professional salesperson. He presents the right image in front of the customer and when he needs help he always seeks support, a simple point, but one not always adopted by salespeople."

Graham Leese, Acco Nobo

BEST ACHIEVEMENT: Besides becoming sales manager, training and teaching my team to be good sales people that are a credit to the company. To summarise, believing in them and having them believe in me.

BEST TIP: Be honest with your customer. If you're honest with them, they'll be honest with you and you'll win more business that way. People will trust you.



May

Name:
Amy Morley
Title:
Senior account manager
Company:
The Danwood Group
(Sponsored by HP)

"HP is pleased to award Amy Morley, of The Danwood Group, our nomination for the Sales Person of the Year for 2007. Amy was chosen from HP's national base of SMB supplies partners. The recognition is due to her outstanding commitment to customer satisfaction and her revenue achievements within HP's original supplies portfolio. We would like to congratulate Amy on this achievement and wish her every success for the judging rounds."

Tony Smith, HP

BEST ACHIEVEMENT: I won the HP promotion which was a £2,500 trip to New York, all expenses paid. That was for selling the most HP consumables over a six month period in our department of 14.

BEST TIP: Be yourself. People buy from people, try to make yourself memorable.



June

Name:
Gavin Hodges
Title:
Sales director
Company:
Pen & Inc
(Sponsor: Spicers)

"Gavin Hodges is one of the most passionate salesmen I have ever met and his enthusiasm is infectious. Like most of us he will occasionally have a bad day, but even on these rare occasions he is able to dust himself down and go onto the next call. His dedication and competitive spirit make him an ideal candidate for Sales Person of the Year and we wish him all the success he, and his colleagues, deserve."

Andrew Kureishy, Spicers

BEST ACHIEVEMENT: The continual growth of our business from the standing start of Oct '04, to be able to grow the business to the size we enjoy today. We're on for £750,000 this year and it's hopefully £1m next year. So, the best achievement has been the continued growth of our turnover year on year.

BEST TIP: If you're don't have the correct attitude and level of activity, you will fail in sales.



July

Name:
Austen Moorhouse
Title:
Machine sales administrator
Company:
Egan Reid
(Sponsor: Brother)

"Brother is delighted to award Austen Moorhouse, of Egan Reid, our nomination for Sales Person of the Year 2007 after selecting him from our nationwide network of sales partners. A genuine Brother advocate, Austen has been a real ambassador for the brand and is an excellent spokesperson and talented salesman. He's everything you'd want from a sales partner and we wish him every success in the competition."

Phil Jones, Brother UK

BEST ACHIEVEMENT: When I first started at Egan Reid, the company was mainly selling basic machines such as dictaphones. I was fairly instrumental in opening the business up to products with wider applications and I also set up our direct relationship with Brother 11 years ago.

BEST TIP: Don't be afraid of technology. There is a great deal of support available for sales people who want to broaden their offering by increasing the range of machines they sell.



August

Name:
Amanda Leonard
Title:
Internal sales manager
Company:
Universal Office Products
(Sponsor: Bi-silque)

"Amanda Leonard is the type of person every business would want and need in their team; not only does she possess a complete diverse set of skills that compliment all areas of the business but she is one of the most committed, conscientious and trustworthy members of staff who is respected and liked in equal measure by all. I have no hesitation in putting Amanda Leonard forward for the Sales Person of the Year."

Paul Hardy, Bi-silque

BEST ACHIEVEMENT: I feel a huge sense of achievement having grown with the company to now running a successful internal sales team and watching the effects a new account has on them, and knowing and feeling how exhilarating it is.

BEST TIP: Gain the customer's trust. If you say you're going to do something, make sure you do it. Use your product knowledge to guide them, and show them that it's more than just another sale for you.



September

Name:
Steve Ludgate
Title:
MoD account manager
Company:
Orion
(Sponsor: Kores)

"Steve has demonstrated total commitment and unrelenting enthusiasm to his MoD account management role. His dedication to all aspects of customer service and his understanding of the printer consumables market makes him vital to Orion, his customers and suppliers alike. We at Kores strive to offer the best possible 'customer experience' and with Steve and the team at Orion we are able to deliver this key attribute."

Jamie Green, Kores

BEST ACHIEVEMENT: I consider winning the new MoD/Pan contract as my best achievement so far within my career. There were many applicants through out the industry narrowed down to three, and I'm proud our Orion team won.

BEST TIP: Be customer focused, always try to exceed the customer's requirements and be passionate about your job

These ladies and gentlemen represent the cream of our industry.

People of all ages, with diverse backgrounds, 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, and continue to make, a difference.