

spotya

SALES PERSON OF THE YEAR AWARD

This month's SPOTYA entry comes from Acco NOBO in the shape of Donna Spencer of United Office Products.



SPONSOR:

ACCO NOBO

NOBO is part of Acco Brands, a global leader in the office products market with a long-standing reputation for bringing innovative solutions to the working environment. With a brand heritage stretching back over 35 years, NOBO has become synonymous with creative, innovative solutions for all types of professional communication through its ranges of presenting, interactive writing, displaying and planning products.

NOMINATION:

Donna Spencer

Donna is a very positive person who presents herself to her customers in a relaxed but efficient manner. Having accompanied Donna on some of her customer visits, it is evident they are genuinely receptive to her. Donna is working in a tough environment which needs someone with excellent people skills so that she not only retains her customers and develops their business but is also able to bring new ones onboard. In essence, she is an enthusiastic self-starter with a positive attitude to business and life.

- Graham Leese, Acco NOBO

USP Sales Person of the Year Award is sponsored by:

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→ "NOBO is committed to working with dealers who are willing to embrace the NOBO vision. Our extensive dealer support programme includes the provision of a full colour catalogue, product training, promotional mailer production, web-based support and sampling activity. NOBO sponsorship of the USP Sales Person of the Year Award enables us to identify and reward sales personnel who actively promote NOBO products to customers in an enthusiastic, knowledgeable way."

GRAHAM LEESE,
ACCO NOBO



→ Set yourself goals for the meeting and ensure you try to achieve them

how long have you been in your current position?

I have worked for United Office Products for 18 years. I started in customer service, dealing with customers on the telephone. I went on to become team leader, however it was my goal to become an external account manager, which I achieved after three years with the company. I have been an account manager for the last 15 years.

What did you do previously?

Before working for United I worked as an administrator in a purchasing department for a glass manufacturer.

Can you describe your role?

I am an account manager which involves looking for new business and maximising as much potential spend from my existing accounts. I do this by building a strong relationship with as many people as I can within my accounts. I use gap analysis to identify opportunities and I compare their spend with similar accounts.

Why are you in sales?

I enjoy meeting people and have an ability to empathise with all customers from receptionists to directors. Also working in sales gives me the opportunity to influence my own earning capacity to make money. Sales is a

rewarding job if you work hard. I enjoy building relationships with customers, stretching myself to exceed my targets, and I also appreciate the freedom to plan my own work.

What's your best achievement in this job?

My best achievement is having a prospect appointment with an insolvency firm. Canvassing this account who had used the same company for 20 years. After much hard work I now supply this company with stationery, print and have refurbished several of their offices.

What's your best piece of sales advice?

Be organised and prepare well for the meeting. Set yourself goals for the meeting and ensure you try to achieve them.

Describe how you feel about the nomination.

I am grateful to Acco for putting me forward. I am also a little nervous and excited about the process.

Why do you believe you should win this award?

Because I can demonstrate a consistent level of achievement and increasing sales in a difficult market.●



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