

# spotya

## SALES PERSON OF THE YEAR AWARDS



2008's SPOTYA Competition begins with Simply Office's nominee **Andy Thompson** of Classic Office Supplies.

**Simply Office is a national network of real tangible dealers, bringing together many decades of expertise from the traditional office products market and combining it with up to date experience in internet based trading and distribution in order to provide an easier business solution.**

### NOMINATION:

#### Andy Thompson

Andy Thompson has been with Simply Office since June 2006 and has been a very proactive online dealer giving constructive feedback. Working with only one other member of staff, he has grown his online business from nothing to being one of the largest databases that Simply Office now work with. He is a great example of a well respected, committed, local office products dealer.

**USP** Sales Person of the Year Award is sponsored by:





2008

➔ "SPOTYA is a great vehicle to recognise sales people and what they do in our business. It highlights how vast this business is. There are so many manufacturers, sales people and suppliers, and it is good way of distinguishing people in our industry who do great jobs and sell products well."

**NIKKI LEECH,**  
Business development manager,  
Simply Office



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➔ There is more to 'selling' than sharp suits and short term aggressive pricing

**h**ow long have you been in your current position?  
I have been in my current position for about five years. As a director and co-founder of the company I assumed a mantle of roles in the formative years. About three years ago I assumed the role of sales and operations director.

**What did you do previously?**

Previously I was in employment with a national distributor of engineering components, assuming the role of a branch manager and then area manager.

**Can you describe your role?**

My day to day role incorporates a mix of telesales and visiting active accounts. I then administer the orders to ensure next day delivery. I also liaise on a daily basis with Simply Office and Kingfield Heath to ensure we are up to date with all the latest information and offers.

**Why are you in sales?**

I assumed a sales role predominately because I enjoy talking to people and taking on the challenge of promoting the company's abilities over and above those of national competitors. I very rarely "sell" I just listen and supply a solution.

**What's your best achievement in this job?**

I would say my best achievement would be maintaining a very strong core of customers for over five years with a

very small number of defectors to national suppliers. In particular one of my customers has been with us for 10 years and we have both grown together. They now turn over around £1m and they still see us as the best partner for their business despite constant pressure from competitors.

**What's your best piece of sales advice?**

My best piece of advice is to listen, listen, listen to your customer and assess their requirements thoroughly. Selling is secondary to providing a complete package that the customer is happy with.

**Describe how you feel about the nomination.**

I was surprised and flattered to be nominated. It is nice for the small boys to be considered for such awards. I am also grateful to the Simply Office group for offering a package that enables us to grow so successfully that people sit up and take notice.

**Why do you believe you should win this award?**

I believe that I should win this award in order to show the industry that there is more to 'selling' than sharp suits and short term aggressive pricing. We must remember that the customer is king. Receiving this award would also be a great testament to Simply Office who had the foresight to help dealers of all sizes. ●



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