

# spotya

## SALES PERSON OF THE YEAR AWARDS



This month's SPOTYA entry comes from Hewlett Packard in the shape of **David Robertson** from Corporate Express.

### SPONSOR:

#### HP

HP has been at the forefront of imaging and printing innovation for more than 20 years. Its expertise spans inkjet, laserjet and commercial printing, and the company invests millions each year in the development of HP printing systems. HP's printers, inks and media are precisely engineered to work together to bring customers the highest quality and reliability for their printouts.

### NOMINATION:

#### David Robertson

David Robertson is the HP business development manager for Corporate Express, a newly-created position that he has occupied for six months. In a relatively short time, Robertson has been instrumental in developing and strengthening HP's strategic relationship with Corporate Express. His influence, support and enthusiasm are inestimable, and his niche, expert knowledge means that he is an invaluable asset to HP. Robertson supports his team fully and, as a result, continually delivers impressive results.

USP Sales Person of the Year Award is sponsored by:

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2008

→ “HP is once again delighted to be sponsoring SPOTYA. We firmly believe that salespeople are an integral resource- we count upon their resourceful capabilities to present our products and services in an informed, engaging manner. As such we are proud to be associated with an award that rightly recognises the professionalism and excellence of sales people throughout the industry. Good luck to all the contestants.”

**TONY SMITH**,  
Channel development manager  
HP



i n v e n t

→ My strengths lie in applying my experience to helping my customers develop solutions that meet their needs

**h**ow long have you been in your current position?

I have been with Corporate Express in a sales capacity for eight years and in an account management role for the last four and a half years. My role has evolved through the organisation culminating in my current responsibilities with a further focus on HP six months ago.

**What did you do previously?**

Before working at Corporate Express, I was an IT project manager which gave me the technical experience and background for my current position.

**Can you describe your role?**

In my role, I have overall responsibility for all Hewlett Packard sales and HP programs within Corporate Express, working with our sales force and HP to deliver initiatives across all customer segments.

**Why are you in sales?**

Moving into a sales role was a natural evolution for me. I've always enjoyed meeting new people and learning about different businesses and organisations. My strengths lie in applying my experience to helping my customers develop solutions that meet their needs and supporting my colleagues to deliver their results.

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

My best achievement has actually been the creation of my current role. Based on my previous work with HP, this development role within Corporate Express is the first time the organisation has allocated a dedicated salesperson to one company.

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

My best piece of sales advice is to ensure that you understand the needs of your customer entirely. To listen to your customer is key.

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

I'm honoured to be nominated and am proud to be put forward on behalf of HP. This recognition demonstrates the continued strategic partnership between Corporate Express and HP.

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

For me personally, this award would act as recognition of all the hard work and commitment that team and I have put into the partnership between Corporate Express and HP, hopefully setting the scene for continued success in the future. ●



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