

spotya

SALES PERSON OF THE YEAR AWARD

This month's SPOTYA entry comes from Spicers in the shape of **John Bachrach** of JBL.



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Spicers is Europe's largest wholesaler of office and business supplies with market leading positions in the UK, Ireland, Benelux and France as well as having developing business in Germany, Spain and Italy. Spicers UK markets and distributes over 16,000 products from nine distribution centres, and focuses on providing consistently high levels of service to all its customers. In addition, Spicers offers a wide range of marketing and support services to enable its dealers to become the consumer's preferred choice of supply.

NOMINATION:

John Bachrach

John Bachrach is sales manager for JBL. 'Jono' is every business's dream sales person. Aside from his relentless sales drive he is very structured and organised and gives 110% in all areas of the business whether it's focusing on new business, planning a marketing strategy or operating a pricing policy. He has a very clear overall picture of where the business is, and where it should be, and gets stuck in to achieve results!

USP Sales Person of the Year Award is sponsored by:

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2008

→ “In our industry there are many hard working, ambitious sales people from large to small dealerships - individuals whose drive, dedication and achievements should not go unnoticed. Spicers is delighted to be associated with The Sales Person of the Year Award, might accolade for the worthy recipient.”

**RICHARD COOK,
SPICERS**

→ I couldn't believe people actually got paid to stand around and explain what I thought was the bleeding obvious

how long have you been in your current position?
I joined JBL in 1989 in a sales support role. I progressed through the company and have been their sales manager for the last 10 years.

What did you do previous?

Prior to that I had a number of 'real' jobs; I left school without any qualifications to speak of and trained as a YTS carpenter. I worked in a couple of factories and on building sites before moving to a small start up business producing photo-voltaic solar panels. It was here that I got my first taste of sales when I was asked to work on the exhibition stand at the Southampton Boat Show as our salesman had phoned in sick the day before. I couldn't believe people actually got paid to stand around and explain what I thought was the bleeding obvious. Is there a need? Would my product be of benefit? How much would they be prepared to pay? - I really enjoyed myself that day and made a few quid as well.

Can you describe your role?

Varied. Just like in any small business, you all have to wear several hats, depending on who you are talking to. From purchasing and I.T. through to sales & marketing, I get involved in it all.

Why are you in sales?

Because I'm passionate about my company and want it to progress and someone once told me “if nothing sells, nothing happens!” and that wouldn't be good for business.

What's your best achievement in this job?

No single achievement stands out as my best, if I'm honest. It's all been good.

What's your best piece of sales advice?

Take nothing for granted and always follow things up.

Describe how you feel about the nomination.

Flattered.

Why do you believe you should win this award?

Well, I'm free that night, so you won't have to rig up a satellite link! ●

