

spotya

SALES PERSON OF THE YEAR AWARD

This month's SPOTYA entry comes from Samsung in the shape of [Guy Church](#) from The Danwood Group.



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Samsung Electronics is a global leader in semiconductor, telecommunication, digital media and digital convergence technologies with 2007 consolidated sales of US\$103.4bn. Employing approximately 150,000 people in 134 offices in 62 countries, the company consists of five main business units: Digital Media Business, LCD Business, Semiconductor Business, Telecommunication Business and Digital Appliance Business. Recognized as one of the fastest growing global brands, Samsung Electronics is a leading producer of digital TVs, memory chips, mobile phones and TFT-LCDs.

NOMINATION:

GUY CHURCH

Guy has been a true pioneer of Samsung's emerging brand in the Office Automation market. No-one would ever doubt Guy's drive and dedication, he packs a real big sales punch for a small man. From product launches to product training, Guy always delivers. He makes the world of IT jargon clear and concise, making it easy to buy from Danwood. Danwood are behind this Samsung product drive, and they have a real pioneer pushing their big ship forward.

USP Sales Person of the Year Award is sponsored by:

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➔ "Sometimes salespeople in larger dealerships can become just a number, and sometimes some of them shine. Guy is definitely in the latter camp, he is a very worthy winner due to his devotion and sheer passion for the Samsung products within Danwood's portfolio. He is a real credit to the Danwood and Samsung brands."

STEVE PEARCE
SAMSUNG

➔ My role is to maximise sales for Samsung across the group over other vendors

h **How long have you been in your current position?**
Nine months. I was product manager for The Danwood Group previously and looked after the whole range of manufacturers. Last year, Danwood decided to take on a new manufacturer for the first time in seven years and I moved to the new position and into the role as the Samsung business manager for Danwood.

What did you do previously?
I've been with The Danwood Group for four and half years; I joined them straight out of University. I started with Danwood as a print consultant within the consultancy division, which was a solid base to understand the sales process and customer requirements.

Can you describe your role?
As Samsung business manager; we have 330 sales people who can chose to sell from a range of vendors, given that Danwood is the largest independent MFP reseller in the UK. My role is to maximise sales for Samsung across the group over other vendors. The role involves being in front of the sales staff and supporting them in the field, however it also involves a lot of back office work between Samsung and Danwood to ensure that the processes and support are in place. My aim is to make Samsung more attractive to sell and easier to deal with than other vendor's.

Why are you in sales?
I suppose the three roles I have done in Danwood to date have all gradually moved me closer towards a sales role. What moved me towards sales is the risk and reward part of the role. There are greater rewards in sales if you work hard and perform, which in turn provides a

great deal of job satisfaction. The sales position I am in allows me to utilise a range of skills and this in turn makes the role very interesting.

What's your best achievement in this job?
Considering The Danwood Group sales force have acknowledged and been selling other manufacturers for up to 35 years, my biggest achievement is that now over 70 of the sales team have bought into Samsung. On top of this Danwood are now the largest reseller of the SCX 6345 in the UK.

What's your best piece of sales advice?
The best sales people are those who are organised, planned and have a high work rate. I work with sales staff across the country, who all approach sales in their own manner, however one thing consistent across the top sales staff is their ability to keep pushing forwards regardless of being 10% or 300% of target.

Describe how you feel about the nomination.
I'm obviously extremely pleased. It's good to be recognised for what I think myself and Danwood Group have achieved.

Why do you believe you should win this award?
We are showing the most growth from a standing start and therefore also demonstrating the most potential within the reseller field. Also the sales that I create are not just a case of going out and selling the product but it is also about managing the business from end to end to ensure longevity in the Samsung /Danwood relationship. ●

