

# spotya

## SALES PERSON OF THE YEAR AWARD



This month's SPOTYA entry comes from Duplo International in the shape of **Chris O'Brien** from The Finishing Point.

### SPONSOR:

#### DUPLO

Duplo International has been supplying print and print finishing equipment to the UK and EMEA markets for over 30 years. Their portfolio includes digital duplicators, bookletmaker/collators, folders, paper guillotines and shredders. Their track record is second-to-none with over 5,000 end-user customers and over 100 dealers in the UK alone.

### NOMINATION:

#### Chris O'Brien

Chris O'Brien is a customer-focused salesman who is able to identify his clients' needs by listening to and assessing their requirements. With a thorough understanding of his wide ranging customer base O'Brien is able to source the correct products and then follow the whole process through from order, training and installation to offer a bespoke servicing package. He has fully embraced the benefits of Duplo International's product portfolio, through professional dealer sales and product training, which has enabled him to unleash The Finishing Point as one of Duplo International's premier Northern dealers.

USP Sales Person of the Year Award is sponsored by:

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PERFORMANCE



2008

→ “At Duplo International we place as much emphasis on our manufacturing excellence as we do our product knowledge and after-sales service offering; and we feel that dealers who believe in the same business ethos deserve to be rewarded. We understand that our products are not “box shifting” goods and do require a large degree of commitment from dealer salespeople from the outset. The dedicated Duplo dealers, who understand our unique product offering, are the successful ones.”

**PETER JOLL,**  
UK marketing manager  
DUPLO

→ **Research twice and purchase once! Mistakes are costly**

**h**ow long have you been in your current position?  
I launched The Finishing Point two and a half years ago with my business partner Victoria Robertson.

**What did you do previously?**

I worked as a sales engineer for another company in the same market sector for five years.

**Can you describe your role?**

Like an octopus! I need to have eight arms to keep my fingers in as many pies as possible. I am responsible for a very large area of the UK and therefore cannot dedicate all my time to just a few customers at once; I am constantly on the move in opposite directions.

**Why are you in sales?**

You cannot beat the thrill of the chase. The completion of the deal. Fulfilling the requirements of the customer is very satisfying. I really enjoy speaking to customers and finding out what makes them tick, my machine range makes me tick and if I can pass that enthusiasm on then my job is made so much easier.

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

Being the first dealer for Duplo International to sell its complete crease and fold system. The crease and fold system from Duplo is still relatively new. By selling this model I have given both The Finishing Point and Duplo International a foothold in a new, fast growing and very competitive market.

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

Research twice and purchase once! Mistakes are costly.

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

I feel very honoured and proud for a company as large and well regarded as Duplo International to nominate me.

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

By winning this award I would not only be honoured, but inspired to repeat the feat. Both myself and The Finishing Point intend to carry this success forward, build for the future and strive for further awards, while always remaining customer focused. ●

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