

TOP COMPANIES TO SELL FOR QUESTIONNAIRE **NASHUA**

ALL ABOUT SALES

Please give a general overview of the products your sales team sells?

Nashua Limited and the Nashua Franchise Channel sell a variety of printing products. These include multi-function printers (MFP), traditional stand-alone printers, high volume printers, A0 printing products and a range of software and document management tools which enhance the efficiency in the office.

How would you describe the type of sale made by your sales team?

The sales made by our sales teams comprise of more than one element and are not often one -dimensional. Sales executives are expected to analyse the document flow within the office and structure proposals that increase office productivity, while saving our clients money.

Who do your sales people typically sell to?

Our sales executives sell across the business spectrum, starting out with the SOHO and SME markets, right through to the large corporate market.

Businesspeople

The level of interaction depends on the account that the sales person is dealing with. As a rule our sales executives speak to the IT managers within businesses but also have dealings with CIOs, CFOs and CEOs of companies.

What is the average length of a sales cycle in your business?

Sales can be short, or longer depending on the complexity of the sale and the solution that has been afforded to the client.

SALES SUPPORT

Describe your company's ongoing sales training methods?

Nashua has a variety of sales support

activities that our sales staff can utilise. We have documentation in the form of product guides that are given to all sales staff. Induction training is intensive and sales training is ongoing.

Describe your company's sales culture?

Nashua's sales structure is generally structured differently depending on the franchise area that the executive might work in. For instance, in the bigger metropolitan areas sales could be divided into direct, existing customers, corporate customers and new business development.

Describe the sales management style and culture?

Nashua boasts a very healthy sales environment where excellence is rewarded. Sales managers drive hard targets but are very supportive at the same time. Nashua likes self motivated individuals that strive to be the best in all spheres of life.

JOINING OUR ORGANISATION

What can newly-recruited junior salespeople in your organisation expect as remuneration?

Most executives are employed with a small retainer but are given the opportunity to earn very good salaries if they are prepared to work and get the business.

What are the minimum requirements for a new sales candidate wanting to apply for a vacancy?

Nashua does not have any set rules when it comes to obtaining a sales position. We have learnt over the years that excellent sales executives come from all walks of life and one should not make the mistake of ring fencing a set of qualifications. Knowledge of IT would be an advantage, but again is not a prerequisite from our side. Passion and people skills and drive can get you a job in sales at Nashua.

What is the potential career path for top sales performers in your business?

NASHUA



DAVE COUTINHO: SALES DIRECTOR

Sales executives can go all the way to top in Nashua limited and the franchise channel. Many of our top sales executives have reached the top in our company

What is the best piece of advice you would give to a new salesperson joining your organisation?

Have passion, work hard, learn the products and offer your customer value add – this makes you different to other sales people in the industry.

SALES INCENTIVES

What sort of sales incentives are in place for your sales team?

We always have very good incentives for our sales people. Many of them have been on many trips and have seen the world with Nashua.

Who is the primary contact at your organisation for a salesperson wishing to apply for a position?

Primary contact would be our HR department. Or apply through SALES GURU CAREERS on line.

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