



DEALER OF THE YEAR 2011

MICHAEL BURKE, MD
BURKE OFFICE, BELFAST

2nd



"Burke Office are thrilled at receiving this award from Dealer Support, an accolade we value very highly. It vindicates our hard work and efforts in a highly competitive environment. We will be adding content about the award on our website, stationery, letterheads and emails, promoting our latest success.

"We are committed to being the best at what we do – with no compromise. Our people feel a strong sense of worth, fun and value in their contribution. We never take business for granted but if you give value first, the business will follow.

- Diversify without compromising your core product range and USP.
- Stay disciplined on money matters – expenses, cash-flow, credit terms and margins.
- Keep networking and meeting new people as often as possible.
- Keep reading positive/motivational stuff everyday and stop watching the news!

GREEN DEALER OF THE YEAR 2011

JEFF WHITEWAY, CEO
OFFICETEAM, CROYDON

1st



"We are very pleased and proud to have won this industry award and we will be using it in our marketing and branded material wherever possible, on the basis of if you're good at something and have been recognised for it then you should shout about it!

"Being 'green' isn't about making minor tweaks but needs to become part of the DNA of the company. There is far too much 'green wash' used by others to promote a company's environmental credentials which customers soon see through. We had to have a team of senior directors and managers leading the move to make our business more environmentally aware. Every aspect of the business needs to be reviewed, resulting in operational efficiencies and improved customer service. There is not an overnight fix, but a long term strategic plan, but it certainly pays dividends."

DEALER OF THE YEAR 2011

EDDIE RICHARDS,
CO-DIRECTOR
WG OFFICE SUPPLIES,
DARTFORD



3rd

"We are pleased that we are still for a 3rd year running in the ranks of the top companies for the IDS league and thank Dealer Support for their help with promoting our business. Dealer Support have for many years been a great help to us in relation to letting the market know the good news that we have had and has also helped, through the likes of the IDS League, to promote our success to our clients.

"At WG we attribute our success to exemplary customer service – a bespoke service is the key to independents standing up against the larger enterprises. It's easier to gain customer retention if the customer isn't made to feel like a small fish in a big pond."

WEB DEALER OF THE YEAR 2011

JIM BROWN, CO-FOUNDER
PAPERSTONE, LONDON

1st



"We are thrilled to win the IDS web dealer of the year award; and it feels particularly special as this a hat trick for us. Everyone at Paperstone has contributed and this is recognition for the whole team. Winning the web dealer award gives us an excellent opportunity to communicate to our customers that we are a leader within our sector."

Three steps to web dealer success:

1. SEO
2. Site usability
3. Providing a great web shopping experience