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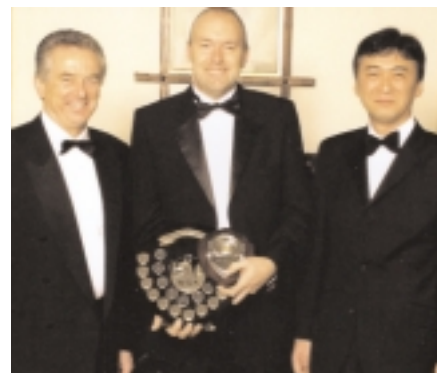
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STUART BAYNE WINS NGK SALESMAN OF THE YEAR AWARD

Stuart Bayne (centre), who is responsible for East Anglia and Lincolnshire, receives his award as NGK Spark Plugs (UK) Limited Salesman of the Year 2005 from Mr Kazunori Umemura, Managing Director of NGK'S UK operation (right), and Brian Childs, Deputy Managing Director, Sales & Marketing (left.).



The NGK award is based on performance against target on all products. It is measured on a monthly basis against agreed targets - with points being allocated for achieving target - together with a final allocation of points based on annual cumulative performance. It is clearly visible and all sales staff are kept informed on a monthly basis of the fluctuating league tables

Stuart, who has been with NGK for over 13 years, was a previous Salesman of the Year in 1995 and 1998. His Regional Sales Manager, Chris Hunter, knew from the start of the year that Stuart was very focussed on winning the Award again: "Each of our salesmen are given 44 individual targets each year. This represents 11 months with 4 specific targets to be achieved each month. Stuart's planning and preparation enabled him to achieve 42 of these targets - a really impressive performance. However, I think that what has mattered most is the exceptional relationship which Stuart has with all of his customers."

In a closely contested competition, Paul Evans - responsible for southern and mid-Wales and across England as far as Oxford - came second, with Paul Harding, who is responsible for South West London, Surrey and West Sussex, in third place.

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