

Press Release



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JOHN CATTERSON WINS NGK SALESMAN OF THE YEAR AWARD

John Catterson (centre), who is responsible for Scotland, receives his award as NGK Spark Plugs (UK) Limited Salesman of the Year 2004 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



John, who only joined NGK in 2001, set himself a resolution at the start of 2004 – to become Salesman of the Year. “I set out with a firm plan for how I would develop my territory in 2004 so as to meet my targets,” he says. “In particular, I concentrated on trade level workouts with Scottish wholesale representatives. These workouts proved very successful and we achieved excellent conversion from competitive products to NGK at trade level.”

In a closely contested competition, Bernard da Silva – responsible for North Wales, Merseyside and Lancashire – came second, with last year's three times consecutive winner, Paul Evans, who is responsible for South Wales, Gloucestershire and Oxfordshire, in third place.

The World's No.1 Spark Plug. Fact.

