

Worcester Business Journal

WBJ Sales Awards

Meet the Top 20

Today

Let's face it. Sales makes our economy go 'round. But often, those in the sales or business development professions get overlooked.

That's why the Worcester Business Journal decided to celebrate the art of selling with its first-ever Central Massachusetts Sales Awards.

Pick A Winner

In order to find the best of the best in the sales world, we solicited nominations from companies throughout the region. We asked managers and supervisors to tell us about their strongest sellers.

The result was numerous nominations with fantastic stories of sales stars.

And it was up to us, along with a panel of judges, to narrow the field to the Top 20. Those that made it into that elite group are profiled below.

Special thanks to our judges, which included management here at the Worcester Business Journal as well as Harrison Greene at Unique Selling Systems in Northborough and the team at David Kurlan & Associates in Westborough.

The judges reviewed the nominations we received and took into account a variety of numerical and anecdotal information on each nominee.

Some of the information we asked for from each nominator included percent sales growth as well as the percentage of sales each nominee brought in for his or her company.

We also asked for information on the nominee's ethics and ability to retain customers and attract new businesses.

The WBJ would like to thank everyone that participated in this new program, including all the nominators and nominees.

We'll be celebrating the Top 20, and giving out a few surprise awards, on July 30 at the Doubletree in Westborough. The awards, a breakfast event, will be the

Central New England Sales Summit, an all-day training event.



Marian Anderson

Account Executive

Transworld Systems Inc., 10 Maguire Rd., Lexington, MA

No. of years at current firm: 1.5 years

No. of years in sales: 15 years

Percent growth in sales ('06 to '07): 100%

Nominated by: Paul Donatio, District Manager

“Last year was Marian’s first full year in the business and she led all rookie reps (out of 200) in the country for new orders written. One of her goals was to become senior rep in our company, which is the elite in our company, and she accomplished that in one year.”



Scott Aponte

Project Developer

Goodfellas Construction, 18 Waite St., Worcester, MA

No. of years at current firm: 1 year

No. of years in sales: 20 years

Percent growth in sales ('06 to '07): 125%

Nominated by: Joe Kupstas, Owner

“Scott is a dedicated and highly trained sales person. Scott’s attention to detail and true caring about each customer separates him from his competition.”



Pamela Crowley

Custom Sales Manager, 21st Century Biochemicals Inc.

20 Cedar Hill St., Marlborough, MA

No. of years at current firm: 5 years

No. of years in sales: 13 years

Percent growth in sales ('06 to '07): 47%

Nominated by: Jordan Fishman, president

“Pam has a knack for making the customer feel like a part of her extended family.”



Jeffrey T. Crumble

Senior Client Services Manager, Vision Advertising, 35 Harvard St., Ste. 217, Worcester, MA

No. of years at current firm: 15 months

No. of years in sales: 2 years

Percent growth in sales ('07 to '08): 50%

Nominated by: Laura L. Briere, CEO

“Jeff is composed, masterful in his presentation and embodies ethics and quality of service fully. He treats each person like they are the only person in his world at that moment and is extremely gregarious and invigoratingly refreshing. People are motivated by his professionalism and enjoy doing business with him.”



Paul Durkin

Business Development Manager, Securitas Security Services USA Inc., 134 Flanders Rd., Westborough, MA

No. of years at current firm: 5.5 years

No. of years in sales: 15 years

Percent growth in sales ('07 to '08): 35%

Nominated by: Barbara McCormack, Vice President Sales

“Paul is a role model, not only for other sales professionals at Securitas but for others within this field. Paul is a true resource to all his customers and potential customers always offering information that is important to their unique business operations. He is genuinely interested in the client’s business needs, but more importantly how he can assist in solving business issues that cost time and

money.”



Mike Egan

Regional Director of Sales & Marketing, True North Hotels, 31 Andrews Parkway, Devens, MA

No. of years at current firm: 2 years

No. of years in sales: 10 years

Percent growth in sales ('06 to '07): 80%

Nominated by: Jim Piskule, Director of Operations

“Mike is a people person. His natural Irish personality has helped to create a thriving business with 98 percent customer satisfaction.”



Jay Elfman

Vice President Business Development, X Café LLC, 104 Merriam Rd., Princeton, MA

No. of years at current firm: 8 years

No. of years in sales: 12 years

Percent growth in sales ('07 to '08): 68%

Nominated by: Paul Kalenian, President

“Jay has the unusual tenacity to track down new opportunities for X Café with unabridged energy. His ability to locate the correct contact within a potential company is remarkable. He travels nationally and effectively uses sales time and dollars to our company’s best interests. He is truly a team player, working in the best interests of the company and with our business code of ethics at the forefront of his endeavors.”



Jill Goulet

Sales Executive, Fallon Community Health Plan, 10 Chestnut St., Worcester MA

No. of years at current firm: 2 years

No. of years in sales: 6 years

Percent growth in sales ('06 to '07): 336%

Nominated by: Keith Ledoux, Assistant Vice President Sales/Broker Relations

"I consistently get positive feedback from Jill's brokers. They compare her to other carrier reps and I consistently hear, 'Jill gets back to us' and 'she always gives us the correct information.'"



James J. Hoogasian

Financial Advisor

Strategic Financial Partners, 446 Main St., Worcester, MA

No. of years at current firm: 2 years

No. of years in sales: 14 years

Percent growth in sales ('06 to '07): 70%

Nominated by: Kathleen A. Macomber, Office Manager

"It is without question that Jim's main focus is customer service, just ask any of his clients. He is without a doubt one of the most honest and sincere people I have ever worked with. His clients are more than willing to refer their friends and family members to him because he offers them a wealth of information and advice beyond the ordinary sales person."



Helen Linnehan

Senior Account Executive, Worcester Magazine, 101 Water St., Worcester, MA

No. of years at current firm: 7 years

No. of years in sales: 15 years

Nominated by: Kathy Real, Advertising Director

"As a manager I can always count on Helen to exceed her goals by a minimum of 10%. Goals don't limit Helen's performance. She is a team player."



Jason Manfredi

Account Executive, Kforce Inc.

2200 West Park Drive, Ste. 340, Westborough, MA

No. of years at current firm: 5 years

No. of years in sales: 10 years

Percent growth in sales ('06 to '07): 40%

Nominated by: Robert Demac, Market Vice President

"I would describe Jason as a consummate professional, he always stays informed and abreast of industry information and trends."



Chris Melanson

Sales & Service Jacuzzi Division, Pools & Cues & Spas, Too, 760 Southbridge St., Auburn, MA

No. of years at current firm: 14 years

No. of years in sales: 10 years

Percent growth in sales ('06 to '07): 3%

Nominated by: Judy Melanson, Owner

"He treats every customer like they are his own family member. People become very comfortable around him. He has charisma."



Kandi Perry

Business Development Manager, Glacial Energy, 44 Gleason Rd., Princeton, MA

No. of years at current firm: 10 months

No. of years in sales: 13 years

Nominated by: Joel Finley, Regional Director

"Kandi knows the old adage 'what goes around comes around,' therefore she is careful to establish a relationship with a customer that can last for years. She is aware the customer has the ability to give her, and Glacial energy, glowing references or to do just the opposite."



James Reidy

Senior Account Executive, Unum, 18 Chestnut St., Worcester, MA

No. of years at current firm: 12 years

No. of years in sales: 12 years

Percent growth in sales ('06 to '07): 26%

Nominated by: Bill Shepard, Senior Market Manager

“Jamie has strong customer contacts and loyalty. He has personally and successfully advocated for a number of Worcester Charitable causes with Unum senior management for financial contributions. He represents the Unum brand in Worcester at a high level.”



Sue Rezuke

Field Representative

Cornerstone America, 57 E. Main St., Ste. 207, Westborough, MA

No. of years at current firm: 4 years

No. of years in sales: 10 years

Percent growth in sales ('06 to '07): 25%

Nominated by: Doug Carlson, District Sales Leader

“In the world of sales, there are always ups and downs and Sue is never one to complain or make excuses. In fact, when Sue faces adversity she tackles it head on and comes out a better agent. No matter how many ‘No’s’ or ‘I need to think about it,’ it will never deter her from trying to grow her business.”



Timothy Ryan

Senior Account Executive, Elevation Exhibits, 905 Hartford Turnpike, Shrewsbury, MA

No. of years at current firm: 2 years

No. of years in sales: 10 years

Percent growth in sales ('06 to '07): 30%

Nominated by: James Burke, Principal and Founder

“Tim started his current role at the inception of the company, Elevation Exhibits, when revenues were non-existent. His positive customer relationships over the years along with referrals from industry peers have driven Tim’s performance to far exceed his goals year after year.”



Cindy Sauter

Atlas Travel International

1 Maple St., Ste., 3, Milford, MA

No. of years at current firm: 1 year

No. of years in sales: 20 years

Percent growth in sales ('06 to '07): 60%

Nominated by: Elaine Osgood, President & CEO

“Cindy is very adaptable in the fast-paced, ever-changing environment.”



Daniel R. Verrico

Vice President of Sales, Cocard Systems, 45 Dan Rd., Ste. 100, Canton, MA

No. of years at current firm: 8 years

No. of years in sales: 40 years

Percent growth in sales ('06 to '07): 14%

Nominated by: Marc Stevens, Vice President Business Development

“Dan is the best networker that I have ever met and is he’s in the highest regard by his employees, staff, and clients.”



Wendy Weiner

Vice President Sales/Marketing

Sourcentra Inc., 150 Speen St., Framingham, MA

No. of years at current firm: 3 years

No. of years in sales: 20 years

Percent growth in sales ('06 to '07): 830%

Nominated by: Daniel C. Gonyea, CEO

“Wendy is relentless, loyal, competitive, sincere, motherly to all those who need her support and most importantly...she is caring. If cloning was a legal option I would have hundreds of Wendy’s at Sourcentra.”



Sam Wildt

National Sales Manager,

Palomar Printing, 774 West Boylston St., Worcester, MA

No. of years at current firm: 5 years

No. of years in sales: 5 years

Percent growth in sales ('06 to '07): 125%

Nominated by: Jill Wildt, Owner

“Sam has helped take Palomar Printing from a garage printing company to a nationwide printing company with his passion for selling...”