

# Best Half Year for a *Decade!*

issue

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ROCC Newsline

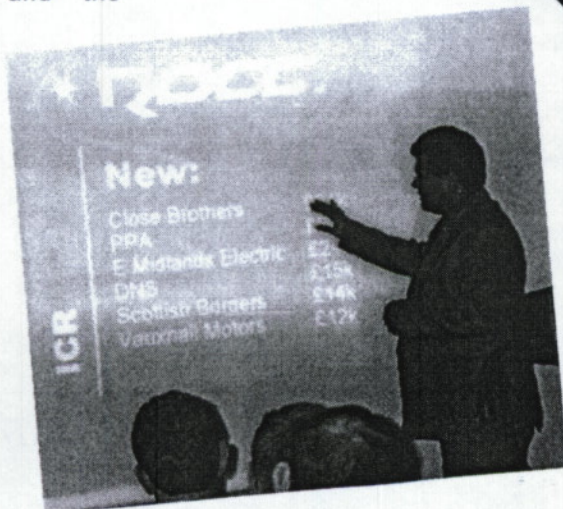
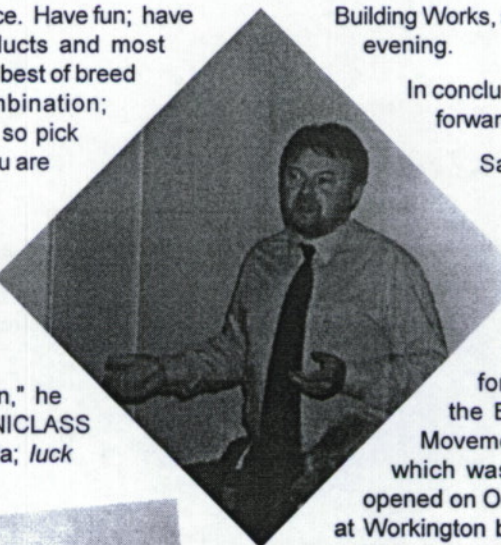
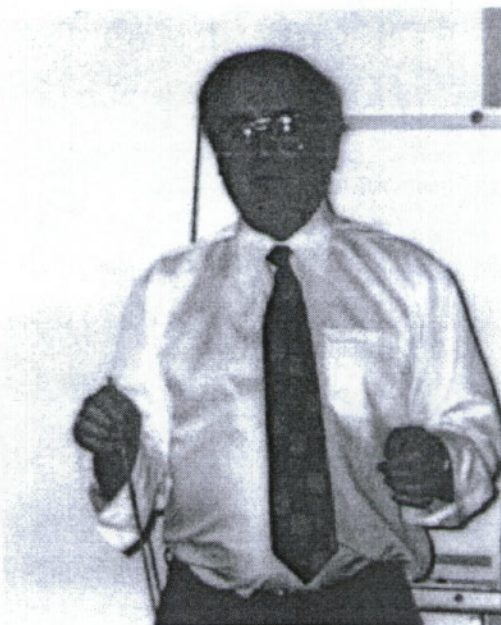
Brighton - Friday - October 23

"It has been the best half year figures for a decade," said **Phil Northeast** in his opening address to the sales force at their half-yearly review of business activities and this was later reiterated by chairman **Michael Aldrich** in his closing summary.

In his introduction, Phil asked the audience a series of questions and then gave them his secret of success: "I don't dread Mondays; I don't worry about status; I don't worry about money; I don't worry about customer problems... But I do *care* about all these things." He then asked them: "How can you achieve success and happiness? It is simple in concept - though harder in practice. Have fun; have belief in the company, its products and most importantly, yourself. We sell the best of breed products. It's a winning combination; success is there for the taking; so pick up the gauntlet and enjoy what you are doing. You will be successful."

UNICLASS sales manager **Chris Potter** then took the stage to give sector performance and future plans for his division.

"Our success factors have been," he said: "company strengths; the UNICLASS product; the profile; sales formula; *luck* and the



Top down: **Phil Northeast** encouraging the sales team; **Andy Cush** describing PPA's new application; **Chris Potter** ('a great year for Uniclass'); **Henry Francis** discussing some current clients.

people. My team sells into an incestuous marketplace but this becomes easier to sell into on the back of a successful track record.

"We have grown our user base so far this year by nine new local authority DSO's, with the Rotherham MBC Building Works contract alone, with maintenance, worth over £500k."

Chris then went on to give a brief case study overview of the systems to be installed at Rotherham.

He then thanked customer services consultant/trainer **Lynda Gocher** for the excellent training programme at Nottingham City Council

Building Works, sometimes running on into the early evening.

In conclusion Chris said that he was looking forward to good second half.

Sales manager for ICR (Intelligent Character Recognition) **Henry Francis** reviewed his division's results and plans.

Their largest new client was MAFF (Ministry of Agriculture Fisheries and Food)

for the project - the British Cattle Movement Service which was officially opened on October 30 at Workington by the Rt Hon Nick Brown. (Every calf born in this country will now have a passport from birth and its movements throughout its life will be automatically tracked).

He then called upon area sales manager **Andy Cush** and account manager **John Clark** to give a brief outline on how they had won the business and the applications that would run on our systems at the Prescription Pricing Authority and merchant bank Close Brothers Ltd, respectively.

Henry's plans covered products, markets and sales. "As well as the SEECHECK range of products," he said: "there should be standard interfaces to leading package providers in payroll and statistical software. The markets



# From the Editor



In this issue *Newsline* covers the half-year sales meeting for Systems Division, the SEECHECK seminar at Stockley Park, new faces in the company, and features a useful enclosure on European Safety Week.

Beryl Hutchin editor

## SalesDAY cont...

into which we have sold have grown and there is a wide range of forms from drivers' logsheets, timesheets, customer satisfaction surveys to school meals returns and so on, that all lend themselves to the scanning application.



"The business was out there and the sales and support teams are going to produce standard demonstrations to suit these application areas. We will focus on targeted markets and we must communicate, utilise the strengths on offer from UNICLASS and MICRORATE software houses and learn from one another."

*Clockwise from above: John Clark in action; Michael Aldrich concluding the afternoon; Luke Aldrich covering marketing matters.*

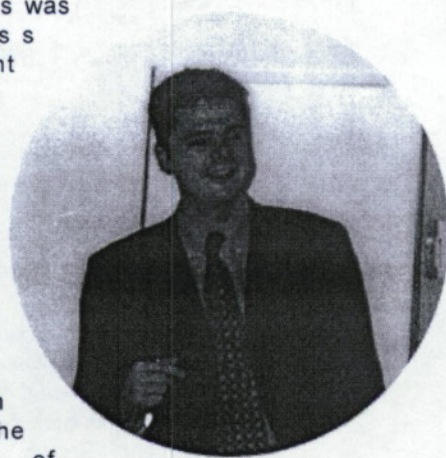
Rounding off the presentations was business development manager **L u k e Aldrich**.

He started by analysing what direct marketing had achieved to date in terms of the number of seminars that had been arranged and gave a figure of 90+ companies that had attended so far; mail shots and a telemarketing exercise.

A short report on MICRORATE showed that its user base was growing steadily for the MICRORATE for Windows product.

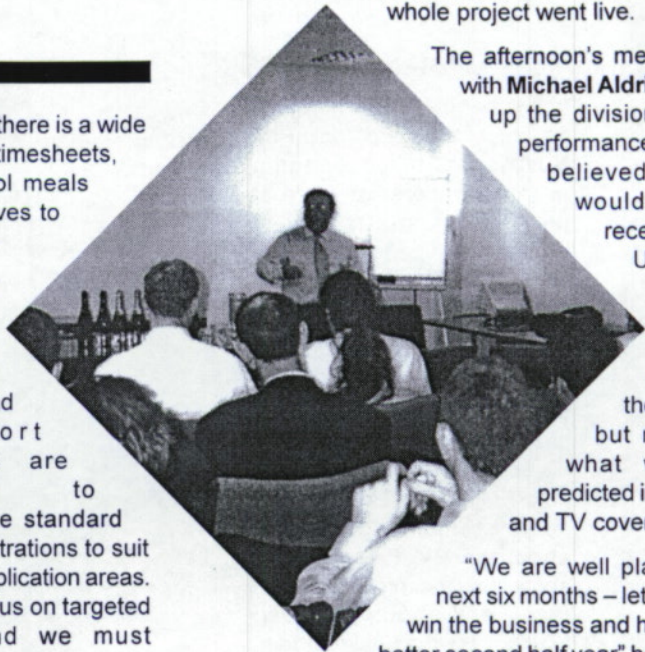
Winding up Luke said "ROCC was going to have its own web site and the design and layout of the web pages was already underway."

He then called upon software manager **John Turner** who gave a brief demo on what had been done so far. The web site would include facts about ROCC, its products, services and selected case studies with photographs. John then gave a brief overview of the SEECHECK



Storage and Retrieval product which is now available on CD for sales to hand out to clients and prospects.

Concluding the sales proceedings, **Phil Northeast** thanked everyone for all their efforts. He made a particular point of thanking the ICR UK support manager **Ann Clifton** and her team, all of whom had spent long hours and given up their weekends to ensure that the systems at BCMS were working efficiently to client satisfaction and acceptance before the whole project went live.



The afternoon's meeting ended with **Michael Aldrich** summing up the division's first half performance. He firmly believed that there would be no recession in the UK – maybe a slowing down in the economy in the New Year, but nothing like what was being predicted in newspaper and TV coverage.

"We are well placed for the next six months – let's go out and win the business and have an even better second half year" he concluded.

## Seminar News

September 30 saw ROCC using the UK headquarters of Fujitsu at Stockley Park, Uxbridge, for a SEECHECK Recognition and Storage & Retrieval seminar.

The next SEECHECK seminar is being held on November 18 at Pentlandfield Business Park, Roslin, Edinburgh.





**Picture 1:** Director of sales Phil Northeast goes through the agenda for the day.

**Picture 2:** (on page 2) shows support consultant Kevin Fitzgerald showing to seminar attendees a type of form that he is about to scan.

**Picture 3:** ROCC staff who received delegates and gave presentations are back row l to r: Laura Fisher, Steve Agace both from the direct marketing centre – Karl Robinson, Phil Northeast, Henry Francis – front row: John Clark, Martin Upton and Kevin Fitzgerald, part of the SEECHECK sales and support team.

# Appointments

## IT Maintenance Services Crawley

Sharon Storey has joined the company from Stentofon Communications where she was worked as a sales and marketing secretary from April 1997.

Academic qualifications: RSA in computer literacy, information technology and office procedures.

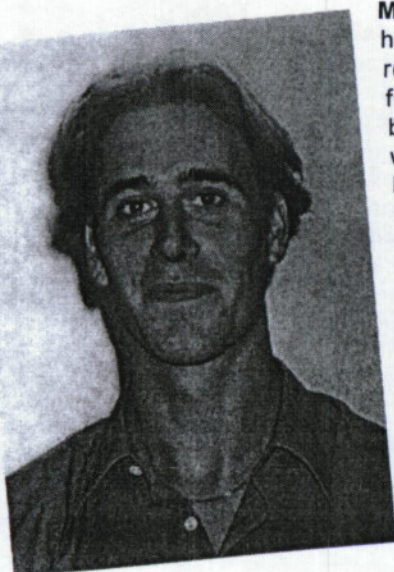
Sharon told Newline that relaxation time is spent swimming, reading, socialising, surfing the Internet and watching TV.



## Repair Group

Michael Keen has joined as a repair engineer from Redhill-based IBM where, from leaving college in 1994, he was employed as a workshop engineer.

Recreational pursuits include playing football and pool, he is a DJ and also finds time to modify old Ford Capri cars.



## Surbiton

Courtney Phillips comes on board as a customer engineer from ICL Sorbus where he worked for 12 years his final being senior field engineer.

Academic qualifications: City & Guilds in electronics engineering and microprocessors and computers from Croydon College of Technology.

Leisure time is spent playing golf.

## Systems Division

John Turner has been promoted to the position of software manager.

He joined ROCC in 1997 and is based at Brighton.

## UNICLASS

Simon Darrington has joined as a customer services assistant.

Previously he worked for nearly two years as a distribution and promotions coordinator for a computer animation firm, as well as working for OXFAM where he helped to set up a volunteers campaign office and assisted in organising fund raising events.

For five years he worked for Equity & Law as a section supervisor in its executive pensions department.

Academic qualifications: 1997-98 studied for his MSc in information systems – University of Brighton (awaiting his results). BSc in business and management – Bradford Management Centre, part of Bradford University.

Leisure time is mainly spent socialising, swimming and dining out.

