



KONICA MINOLTA



# **KONICA MINOLTA UK SHARES THE SECRET OF ITS SOFIA SALES SUPPORT SUCCESS**

Giving Shape to Ideas



**“NOT ONLY DOES THIS PROVIDE EXCELLENT VALUE FOR MONEY, BUT WE ALSO GAIN THE OPPORTUNITY TO EMPLOY PROFESSIONALS WITH A FRESH SET OF IDEAS AND A NEW PERSPECTIVE, WHICH ENRICHES OUR TEAM AND HELPS US TO EVOLVE AS A BUSINESS”**

Miles Powley  
Head of Print Sales at  
Konica Minolta Business  
Solutions

## KONICA MINOLTA UK SHARES THE SECRET OF ITS SOFIA SALES SUPPORT SUCCESS

### BACKGROUND

Market-leading smart data and digital IT services provider, Konica Minolta Business Solutions (UK) Ltd, has been successfully delivering business outcomes and building strong partnerships for over 35 years. Its extensive services and solutions have transformed operational processes, workspaces, and IT in more than 2,500 public and private sector organisations.

With its considerable expertise and experience in enabling its customers to transform their business operations and processes to engender digital transformation, it was a logical step for Konica Minolta to utilise its own expertise when it required assistance to grow and enhance its own Sales Support functionality.

### CHALLENGES

Miles Powley, Head of Print Sales at Konica Minolta Business Solutions (UK) Ltd states, “When it comes to recruiting and expanding our team, we face similar challenges to many of our clients, namely finding the right professional talent with the skills and motivation that match our needs. This is especially acute with the current professional skills shortage in the UK. Luckily, sourcing and recruiting the right talent is a specialist field for Konica Minolta, so in much the same way as our customers we turned to the expert team to help us rapidly but expertly meet these recruitment needs.”

Konica Minolta’s specialist skills provisioning service has been sourcing highly qualified and motivated

professional talent from Bulgaria since 2014, recognising that the capital city Sofia (often considered the Silicon Valley of Europe) has a wealth of highly trained and capable professional people with fluent multi-lingual skills. With only a two-hour time difference to the UK and with the convenience of short travel times if required, Sofia has proven to be an excellent location for Konica Minolta to recruit and manage professional skilled individuals and teams for its customers.

## SOLUTION

Following the same approach that the company offers its customers, Konica Minolta's recruitment team in Bulgaria began the selection process to find the ideal professional to enhance the Sales Support team. Having identified the criteria and skills required, a thorough recruitment search and stringent interviews process, Savanna Georgieva was selected as the new Partner Relationship Manager for the Konica Minolta Sales Support team.

With a proven track record and expertise as a software solutions sales support professional, Savanna has proven to be the ideal addition to the UK team. Reporting to the Sales Directors, Savanna provides support for many daily tasks. These include organising meetings and demonstrations for prospective customers, compiling and sharing quotes and processing sales orders. Savanna also liaises directly with resellers and suppliers, organises sales meetings, updates and maintains the CRM database, and prepares reports on orders and sales statistics for the management team.

Miles Powley comments, "Savanna is the perfect addition to our team. With excellent technical knowledge and

organisational skills, she knows exactly how our processes work and facilitates the operations that support our sales team. Because this role requires the right understanding of our products and services it wouldn't be enough to have a management allrounder, which is where this resourcing approach has been so important and effective."

## BENEFITS

Because of the close proximity to the UK and compatible working hours, Savanna can easily and efficiently work directly with the rest of the team through the business' flexible hybrid working model. She can also easily cover additional periods to cover staff holidays or illness, or earlier or later parts of the working day to support varying operational needs. Savanna is also able to visit the UK at short notice as required, to support the team in person for customer appointments, events, or team meetings.

The Konica Minolta specialist skills provisioning service in Bulgaria is perfect for any UK business looking to scale its Sales Support team rapidly but effectively and reliably. These professionals are well-motivated and success-driven, highly educated by well-respected universities/colleges, with an exceptional fluency in both the

English language and UK culture/customs. Delivering all this at a highly competitive cost and ROI makes for a highly compelling alternative to sourcing professionals from the limited UK talent pool.

With Savanna's seamless integration in the Sales Support team, Konica Minolta is now looking to further enhance this resource to support its growing business. Miles added, "With our full confidence in this approach, there is a great opportunity for us to further expand our Sofia-based support team. This will enable us to again benefit from an excellent selection of suitable potential candidates through a seamless process that is fully managed on our behalf. Not only does this provide excellent value for money, but we also gain the opportunity to employ professionals with a fresh set of ideas and a new perspective, which enriches our team and helps us to evolve as a business to meet the challenges and opportunities ahead."

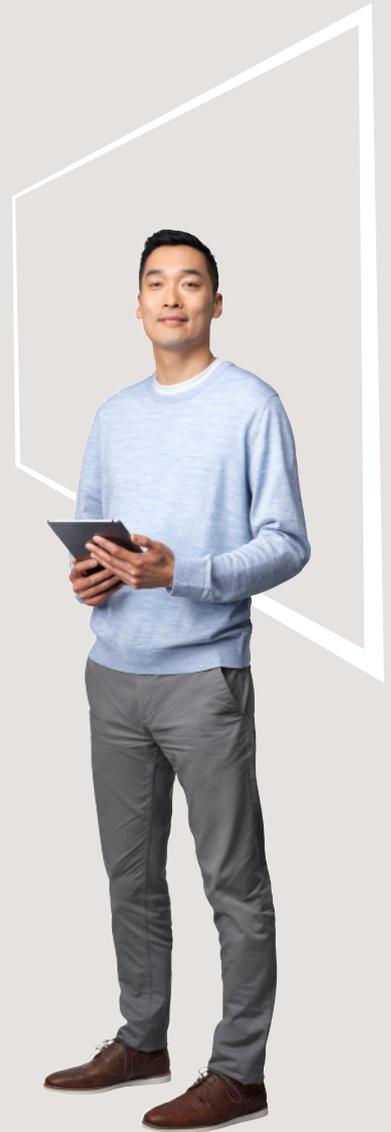
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## LET'S TALK

Get in touch and talk to one of our professionals today about how Konica Minolta and our expert team can help your business enjoy the benefits of digital transformation of your print services:

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