

“I’M STORMING IT!”

We caught up with Daniel Bull, now Corporate Account Manager at Storm Technologies to see how he is progressing in his career after Celsius placed him with the company in October 2011.



ABOUT DAN

Name: Daniel Bull

Age: 23

From: Wolverhampton, now living in Watford

Degree: Business and IT – 2.1

Favourite sport: Football

Favourite team: Wolves

Favourite food: Steak

Favourite band: Jimi Hendrix

Tell us about life pre Storm...

Well I graduated from Aberystwyth University in 2010 with a 2.1 in Business and IT. I had been bitten by the travel bug in my final year so was keen to get that done upon my graduation. I came back to the UK in May 2011- the graduate job market was in dire straits! I took a casual job just to get myself sorted, but I very quickly realised that I wanted a career not just a job, and so the search for my vocation began...

So what did you do then?

I put my CV on a jobsite and was promptly contacted by Celsius. Just two weeks after putting my CV online I was moving to Watford to start my career. It all happened very quickly!

Tell us a bit about your role here...

I am a Corporate Account Manager, which means it is my responsibility to try and land new clients for Storm. I also then look after the relationship with clients that I sign up. I get to deal with all types of businesses, people and industry sectors everyday, so it is a very interesting varied role..

How have you built your client base then?

At first, it was a lot of picking up the phone and trying to forge new contacts and new relationships. We do this by finding out about their business challenges and talking them through the “Storm story” which is basically about who we are and how we can actually add value to a client’s business..

How did you find doing that role?

It was definitely a challenge! But there was no pressure from the management – just lots of support and training. When I think back to some of the first emails we sent and calls we made, I cringe - I can’t believe how far we have come in such a short space of time.

How many customers do you have?

I have got 12 customers on board now with 6 of those being regular spenders. I also have another 100 target accounts that I am working on at the moment..

What has been your biggest achievement so far?

We started in October and in January I was the first graduate to get a big order so I was extremely pleased to get the profit in and beat the other guys!

What has been your biggest challenge?

The industry is very challenging – it is super competitive. Storm is a great company so it’s a case of opening the door, but getting that chance is difficult. On the flip side of that, when you find a potential customer and build a relationship with them over a period of months, there is no better feeling that when they place their first order!

Tell us about your team...

Dan [team leader] is great. He is young, energetic and can really relate to us as he has

done this role. He is also awesome at his job – if we get stuck he is straight in there helping us to close tricky deals!

We are a typical sales team – we get on well, but we are very competitive. You can always find us together at the bar on a night out!

What is the best thing about working at Storm?

I can’t pick one! I think seeing the success of others in the company and knowing that it is within your grasp if you work hard enough. There are people here who earn 8, 9 or even 10 times as much as us!

How have Celsius helped you?

I really enjoyed the Recruitment Day. I didn’t really know what to expect, but the exercises on the day gave me a chance to show what I could do instead of just talk about it..

Since working at Storm I have completed the ISMM accredited sales training course. This has really helped me in my role and given me the sales skills I have needed to win new business deals and manage the on going relationships.

And your best advice for someone attending a Celsius recruitment day?

Be really energetic and enthusiastic, but above all, just relax and be yourself.



Storm Technologies are a dynamic & reliable IT reseller providing solutions that utilise the latest technology from leading hardware, software and networking vendors. They turnover £56 million, employ 100 staff and have ambitious growth plans which will be spearheaded by graduate recruitment through Celsius.

