# **Sales Leaders of the Year Award**

The fact you have this entry form means that you have decided to enter the Sales Leaders of the Year Award and you now have until 5 p.m. on 16th April to return it completed for it to be entered into the award.

Entries will be scrutinised anonymously by the first judging panel (made of energy end users). The shortlist of up to five will be announced on 14th May.

The second judging panel will then decide a winner for the Awards Ceremony to be held on June 28th at the Honourable Artillery Company, Moorgate, London. If you make the shortlist, you will be guaranteed two seats at the Awards Ceremony and dinner.

Please note the following:

1. There are four questions to be answered.
2. Each question accounts for 25 marks.
3. Your final score will be out of 100.
4. There is a minimum score requirement.
5. The top five scoring consultancies above the minimum score requirement will make up the shortlist for the secondary judging panel.
6. Please take only 500 words or less for each answer. Any answer that goes over the limit will be truncated.
7. Please feel free to use pictures but sparingly.
8. Make sure that each question is before the relevant answer.
9. As the first judging panel will assess your entry anonymously, please do not use your company name or brands in any of the answers. Failure to do so in an answer will lead to that answer being deleted and no score being registered for that answer.
10. Judges’ decisions are final and binding; and no discussions or correspondence will be entered into relating to any of their decisions.

The four questions that need to be answered are:

1. Trust is critical in the sales-customer relationship, how do you achieve it?
2. Successful sales means hitting targets. In the last 12 months, what have been your results and how have you managed to achieve these?
3. Sales like other parts of the business relies on process. Describe your sales process and why it works.
4. To be a successful team, you need to work together and have a common goal. What makes your team tick?

Good luck!