

Instructions for Submitting Entries

The 2007 Selling Power Sales Excellence Awards



Eligibility: All companies worldwide – for-profit and non-profit, public and private, large and small - are eligible to participate in The 2007 Selling Power Sales Excellence Awards. The 2007 awards will recognize accomplishments since July 1, 2006.

The entry deadline is September 28. Late entries will be accepted through November 1 with a late fee.

Categories: Eligible organizations and individuals may submit any number of entries to any number of the categories listed beginning on page 2 of these instructions.

Entry Fees: The entry fee is \$150 per entry per category. Entries submitted after September 28 will also be assessed a late fee of \$45 per entry per category. If appropriate, an entry may be entered in multiple categories; the fees are due for each category entered. Each entry will be judged separately in each category entered. Entries submitted in multiple categories are eligible to win multiple awards. Entry fees may be paid by check, made payable to Stevie Awards, Inc., or by credit card.

How to Submit Entries: You may submit your entries in one of two ways:

- *Through our web site at www.sellingpowerawards.com.* It's very easy to do. Simply register, then copy-and-paste your entry from your word processor into the online entry form. You can even pay your entry fees online with a credit card, or follow up with a check.
- *By mail or fax.* Entries submitted by mail or fax *must* be accompanied by an **Entry Cover Sheet**, which is a separate form available as part of the Entry Kit. Follow the instructions on the Entry Cover Sheet for preparing and sending your entries. Entries must be submitted in at least 12-point type on white paper, must feature (in order) the information requirements for the category, and must be stapled behind the Entry Cover Sheet.

How to Get Help: Need answers to your questions about how to prepare or submit your entries? Our web site at www.sellingpowerawards.com should be able to answer most of your questions. If you can't find the answer there, please contact us at

The Stevie Awards
 11885 Grand Commons Ave., #210
 Fairfax, VA 22030, U.S.A.
 Telephone +1 (703) 547-8389
info@stevieawards.com

- continued -

Categories

New categories for 2007 are highlighted in red

BEST INDIVIDUAL PERFORMANCE CATEGORIES

Information required for entries in these categories includes:

- Size of your sales organization (number of salespeople)
- Annual sales volume (or note "confidential")
- A brief biography of the leader of your sales organization (up to 100 words)
- A list of the nominee's 3 top accomplishments within the past year (up to 100 words)
- The nominee's 3 top lessons learned during the past year (up to 100 words)
- The one distinguishing quality that sets the nominated individual apart from others in your industry (up to 100 words)

1. Global Sales Leader of the Year
2. Worldwide VP of Sales of the Year
3. National VP of Sales of the Year
4. National Accounts Manager of the Year
5. Regional Manager of the Year
6. Sales Director of the Year
7. Sales Manager of the Year
8. Sales Education Leader of the Year
9. Sales Training Manager of the Year
10. Sales Representative of the Year

BEST TEAM PERFORMANCE CATEGORIES

Information required for entries in these categories includes:

- Size of your sales organization (number of salespeople)
- Annual sales volume (or note "confidential")
- A brief biography of your sales team leader (up to 100 words)
- A list of the nominated team's 3 top accomplishments within the past year (up to 100 words)
- The nominated team's 3 top lessons learned during the past year (up to 100 words)
- The one distinguishing quality that sets the nominated team apart from others in your industry (up to 100 words)

11. Global Sales Team of the Year
12. National Sales Team of the Year
13. National Accounts Sales Team of the Year
14. Government Sales Team of the Year
15. Telesales Team of the Year
16. Online Sales Team of the Year
17. Sales Support Team of the Year
18. Customer Service Team of the Year
19. Outsourcing Sales Team of the Year
20. Manufacturer's Rep Team of the Year

BEST TEAM ACHIEVEMENT CATEGORIES

Information required for entries in these categories includes:

- Growth (in sales, market cap, market share, customer satisfaction, or customer retention) in the last recorded 12 month period
- A description of the top 3 initiatives that led to this growth (up to 100 words)
- A brief biography of the leader of your sales organization (up to 100 words)
- A brief profile of your customer base (up to 100 words)

21. Highest Sales Growth Rate

BEST ORGANIZATION ACHIEVEMENT CATEGORIES

Information required for entries in these categories include:

- Size of your sales organization (number of salespeople)
- Annual sales volume (or note "confidential")
- A brief biography of your sales organization leader (up to 100 words)
- A brief description of your achievement (up to 100 words)
- A description of the 3 keys to the success of your initiative (up to 100 words)
- The 3 top lessons learned from the process (up to 100 words)

22. CRM Implementation & User Adoption Program of the Year

23. Hiring and Recruiting Program of the Year

24. Demand Generation Program of the Year

25. Sales Lead Management System of the Year

26. Sales Process of the Year

27. Sales Training Program of the Year

28. Sales Coaching Program of the Year

29. Sales Compensation Program of the Year

30. Sales Management Training Program of the Year

31. Sales Incentive Program of the Year

32. Sales Meeting of the Year

33. Sales Award/Recognition Program of the Year

BEST RUN SALES ORGANIZATION CATEGORIES

Information required for entries in these categories includes:

- Size of your sales organization (number of salespeople)
- Annual sales volume (or note "confidential")
- A brief biography of your sales organization leader (up to 100 words)
- A description of your organization's 3 top accomplishments within the past year (up to 100 words)
- Your organization's 3 top lessons learned during the past year (up to 100 words)
- The one distinguishing quality that sets the nominated sales organization apart from others in your industry (up to 100 words)
- A description of your customer base (up to 100 words)
- A description of how your sales department is aligned with your marketing department (up to 100 words)

34. Automotive Sales Organization of the Year
35. Banking Sales Organization of the Year
36. Biotech Sales Organization of the Year
37. Chemical Sales Organization of the Year
38. Computer Hardware Sales Organization of the Year
39. Computer Software Sales Organization of the Year
40. Construction Equipment Sales Organization of the Year
41. Consulting Sales Organization of the Year
42. Education Sales Organization of the Year
43. Electronics Sales Organization of the Year
44. Energy Sales Organization of the Year
45. Financial Services Sales Organization of the Year
46. Food & Beverage Sales Organization of the Year
47. Insurance Sales Organization of the Year
48. Manufacturing Sales Organization of the Year
49. Media Sales Organization of the Year
50. Meeting/Convention Sales Organization of the Year
51. Medical Products Sales Organization of the Year
52. Pharmaceutical Sales Organization of the Year
53. Real Estate Sales Organization of the Year
54. Recruitment/Staffing Sales Organization of the Year
55. Service Sales Organization of the Year
56. Telecommunications Sales Organization of the Year
57. Timeshare Sales Organization of the Year
58. Transportation Sales Organization of the Year