

27. BEST DIRECT SALESPERSON

JUDGING PERIOD – 1 JANUARY 2017 - 31 DECEMBER 2017

ENTRIES CLOSE 18 MAY 2018

Description of Category:

This category encourages excellence and achievement in overall sales performance of an individual direct salesperson and will be judged on the following criteria covering the judging period (1 January 2017 - 31 December 2017). Please note all information supplied is treated with strictest confidence.

Direct Salespersons must have been employed by the same organisation for the entire period of judging – a minimum of 12 months.

Criteria:

1) The percentage and total dollar amount above budget you achieved in the period 1 January 2017 to 31 December 2017. This figure relates to your personal performance and has to reflect a budget previously agreed with your Manager.

2) The average unit rate year on year (BMAD) Budgets achieved by frequency/value add programs and 'non-traditional revenue' are excluded from this category. (ie contras, websites, production dollars, sponsorship and any other non-spot revenue).

The award will be judged primarily on criterion 1. However, each entry will be weighted taking into account, criterion 2 (average unit rate).

Provide other supporting information you feel is relevant to your entry. Keep the material concise and to a maximum of 2 pages which may include a client testimonial, new business achievements or other relevant information. Both Financial Controller and General Manager must sign the Special Entry form to verify all figures provided.

Contact Details:

Entry Contact Name: _____

Position: _____

Contact Phone #: _____

E-mail: _____

Official ACMA Identity (for office use only): _____

Payment for Entry:

Please attach payment details for this entry and tick one division below:

Metropolitan (\$95 inc. GST): Stations in Sydney, Melbourne, Brisbane, Adelaide, Perth.

Provincial (\$65 inc. GST): Stations with service area populations of 75,000 and above.

Country (\$60 inc. GST): Stations with service area population of less than 75,000.

Entries received without payment will not be accepted into the ACRA's.

Support Material Checklist:

Special Entry Form – please complete all questions in spaces provided

Supporting information – **2 PAGE LIMIT**

Send Entry To:

When your entry is complete please send your entry form, and supporting material to:

Australian Commercial Radio Awards

Level 5, 88 Foveaux Street

SURRY HILLS NSW 2010

Entries to be received no later than 18 MAY 2018.

Entry Form

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Entry Details:

Please tick correct division: Metropolitan Provincial Country

Name of Entrant (for cert./trophy):

Email Address of Entrant:

Facebook username:

Twitter handle:

Instagram handle:

Station Name/On Air I.D. (for cert./trophy):

City:

State:

Network/Company (for cert./trophy):

When completing the entry form, use the names of individuals exactly as they would appear on a finalists certificate or winner's trophy – PRINT CLEARLY to ensure there are no mistakes – Commercial Radio Australia will not be responsible for incorrect spelling of names.

Special Entry Form:

Stations Represented:

1) **The percentage and total dollar amount above budget** you achieved in the period 1 January 2017 to 31 December 2017. This figure relates to your personal performance and has to reflect a budget previously agreed with your Manager.

Please complete the following figures:

Budget: \$

Total Dollar Above Budget: \$

Percentage Above Budget*: %

*Calculate % above budget as per below:

$$\frac{\text{Dollars above budget}}{\text{Budget}} \text{ as } \%$$

2) **The average unit rate year on year (BMAD)**

Please complete the following figures:

Average unit rate in 2017: \$

Average unit rate in 2016: \$

I support the above statements and endorse this entry.

General Manager name:

General Manager signature:

Financial Controller name:

Financial Controller signature: