

# 28. BEST DIRECT SALESPERSON



JUDGING PERIOD: 1 JANUARY 2021 – 31 DECEMBER 2021

**ENTRIES CLOSE FRIDAY 13 MAY 2021**

All entries must be submitted online at <http://entry.acras.com.au>. THIS DOCUMENT IS A GUIDE ONLY.

## 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 2019 – 31 December 2020). 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

- The percentage and total dollar amount above budget you achieved in the judging period. This figure relates to your personal performance and must reflect a budget previously agreed with your Manager.

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 review and approve your entry to verify all figures provided.

## Support Material Checklist

### 2021 –

- Special Entry Questions:
  - Stations represented
  - Budget (\$)
  - Total dollar **ABOVE** budget (\$)
  - Percentage **ABOVE** budget (%) #
- I was not employed at this station in 2019
- Supporting information – **2 page limit**.

# Calculate % above budget as per below:

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

This % is **ABOVE** budget, not incl. budget.

## Entry Details

- Division:
  - » Metropolitan
  - » Provincial
  - » Country
- Name of entrant (for certificate/trophy)
- Email address of entrant
- Facebook username
- Twitter handle
- Instagram handle
- Station name / On-air I.D. (for certificate/trophy)
- City and state
- Network / Company (for certificate/trophy).

When completing the online form, use the names of individuals exactly as they would appear on a finalist 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.