

# 26. BEST AGENCY SALESPERSON

JUDGING PERIOD – 1 JANUARY 2016 - 31 DECEMBER 2016

ENTRIES CLOSE 19 MAY 2017

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## Description of Category:

This category encourages excellence and achievement in overall sales performance of an individual agency salesperson and will be judged on the following criteria covering the judging period (1 January 2016 - 31 December 2016). Please note all information supplied is treated with strictest confidence.

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

### Criteria:

#### 1) Budget Growth

The percentage and total dollar amount above budget you achieved in the period 1 January 2016 to 31 December 2016. This figure relates to your **personal performance** and has to reflect a budget previously agreed with your Manager.

#### 2) Client Growth

The percentage of total revenue that was new business (not advertised for 12 months prior to the judging period).

The award will be judged primarily on criterion 1. However, each entry will be weighted taking into account, criterion 2 (client growth). So, to be over budget is excellent, but to be over-budget and to have achieved that by gaining new business for the radio sector is advantageous.

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.

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## Contact Details:

Entry Contact Name: \_\_\_\_\_

Position: \_\_\_\_\_

Contact Phone #: \_\_\_\_\_

E-mail: \_\_\_\_\_

Official ACMA Identity (for office use only): \_\_\_\_\_

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## Payment for Entry:

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

1 category only (\$95 inc. GST)

Entries received without payment will not be accepted into the ACRAs.

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## Support Material Checklist:

Special Entry Form – please complete all questions in spaces provided

Supporting information – **2 PAGE LIMIT**

Entries to be received no later than 19 MAY 2017.

## 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

# 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) Budget Growth

a) The percentage and total dollar amount above budget you achieved in the period 1 January 2016 to 31 December 2016. 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) Client Growth

The percentage of total revenue that was new business (not advertised for 12 months prior to the judging period).

Please complete the following figures:

Total revenue that was new business %

I support the above statements and endorse this entry.

General Manager name:

General Manager signature:

Financial Controller name:

Financial Controller signature: