

# 27. BEST AGENCY SALESPERSON



JUDGING PERIOD: 1 JANUARY 2019 – 31 DECEMBER 2020

**ENTRIES CLOSE FRIDAY 14 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 agency 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. 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 judging period. 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. 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 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 approve your entry to verify all figures provided.

## Support Material Checklist

### 2019 –

- Special Entry Questions:
  - **List of stations represented**
  - **1) Budget growth:**
    - » Budget (\$)
    - » Total dollar **ABOVE** budget (\$)
    - » Percentage **ABOVE** budget (%) #
  - **2) Client growth:**
    - » Total revenue that was new business (%)
- I was not employed at this station in 2019
- Supporting information – **2 page limit**.

### 2020 –

- Special Entry Questions:
  - **List of stations represented**
  - **1) Budget growth:**
    - » Budget (\$)
    - » Total dollar **ABOVE** budget (\$)
    - » Percentage **ABOVE** budget (%) #
  - **2) Client growth:**
    - » Total revenue that was new business (%)

# 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: 1 category only
- 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.