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| ENTRY TITLE |  | | |
| CLIENT |  | | |
| FIRST MEDIA APPEARANCE DATE |  | | |
| **CATEGORY** | C.21 – Sales Team of the Year | | |
| **CATEGORY DESCRIPTION** | This category recognises excellence within the crucial media owners’ sales function. Open to both individual or team entries.    The Judges (Comms Council Media Committee) will be looking for evidence of a clear strategic roadmap that allowed for the delivery of outstanding business performance against well-defined KPIs. Examples of innovative campaign case studies and a solution-based approach to selling are more likely to resonate with the judges.  This category is structured and scored as follows: | | |
|  | **1. ENTRY SUMMARY** | Why should this win a Beacon award? | Not scored |
| **2. BACKGROUND & CHALLENGE** | What was the underlying business context and what was the challenge(s) for marketing/ communication to solve? | /20 |
| **3. INSIGHT & STRATEGY** | What were the key insights that helped create the strategy? | /25 |
| **4. EXECUTION** | How was the strategy brought to life? | /20 |
| **5. RESULTS** | What results did the campaign deliver? | /35 |
| **REFERENCING** | Data sources should be referenced, but not using any agency logos or names (e.g. ‘Agency research’ would be acceptable but don’t name the agency. Research company names are acceptable).  We recommend footnoting sources. Referencing will not be checked during scrutineering, and no opportunity to correct inadequate or incorrect sources is provided after submission. | | |
| **WORD COUNT** | ***TYPE YOUR WORDCOUNT HERE*** | Wordcount limits only include written entry for sections 1 through 5.  This entry may not exceed 1500 words. | |

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| **1. ENTRY SUMMARY (MANDATORY): Why should this win a Beacon award? (0%)**  This is the Sales Team of the Year, so we want your elevator pitch: tell us in **150 words** or less why you believe your entry is worthy of an award.  Your summary should focus on the core story that truly differentiates your entry from all the others. |
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| **2. BACKGROUND & CHALLENGE: What was the underlying business context and what was the chellenge(s) for marketing/communication to solve? (20%)**  What were your KPIs for the year? You will need to provide context for these, as many judges won’t be aware of either the macro or micro factors impacting either your category or your brand. In this section judges are looking for a clear, concise definition of the challenges your business was facing in order to put some context around the sales objectives you were being asked to deliver. |
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| **3. STRATEGY: What were the key insights that helped create the strategy? (25%)**  Explain your strategy to delivering the KPIs. The judges are looking for a strategy that addresses the challenge and drives your approach to clients. Judges will be looking to understand whether you have clearly identified where your source of business will come from and as a result how you will go about securing that business. |
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| **4. EXECUTION: How was the strategy brought to life? (20%)**  What did you do to unlock your strategy? What was unique or different about what you did? Judges will be looking for specific examples that provide evidence that your strategy was key to delivering your sales objectives.  You should take time to explain the degree of difficulty involved in executing these initiatives. |
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| **5. RESULTS: What results did the campaign deliver? (35%)**  With sales, it’s all about delivering. In this final and most important section, you need to demonstrate how your results relate to the sales objectives originally set for you.  Here you may want to consider a number of different measurements (eg YOY revenue growth, yield, organic growth, new business growth) to more powerfully demonstrate the impact your results had on the business. You may want to consider short testimonials from your clients. |
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