



PSA 2017 Professional Sales Awards

Categories – Making a Choice

What We Are Looking For?

For you to say to our judging panels that *“We implemented an extraordinary initiative that has enhanced our organisation’s results - here’s the proof and we deserve recognition for it!”*

A “great initiative” might be a project, or group of projects or a broader business initiative that maybe took place over a longer period of time, not necessarily in a defined project timeframe. It should be something that delivered great sales results that have benefited your organisation.

The Categories

- There are 19 categories divided into 10 Organisation / Team / Individual categories and 9 Initiative categories.
- The scoring criteria for all categories are the same - although the content of entries will need to be amended to fit the context of the category(ies) entered e.g. to tell the story from an organisation, team or individual standpoint.
- Please therefore be mindful that, because telling the story in the context of the category entered is important, if you make multiple entries, you probably won’t just be able to “cut and paste” the content.
- The best overall sales organisation of the year will be awarded to the business with the best overall score from any of the following categories; team, organisation or initiative.

How to Choose the Right Categories?

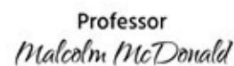
Organisation/Team/Individual Categories

- Everyone should think about making an entry into one of these!
- Choose the category which fits your organisation, team or individual best.
- For the Team/Individual categories, we are looking for “great initiatives” that impacted the organisation – however the angle that the story is told is likely to be different from the Initiative categories. For example, the entry might be about how one person saw an opportunity, took the initiative and drove the changes themselves to deliver great sales results.

Initiative Categories

- Depending on the initiative, one or more of these categories might be a good fit for your organisation.
- Choose the category which fits your initiative/project.

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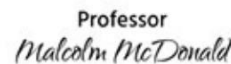


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The Award Categories

Organisation / Team / Individual	Initiative
<p>Best Regulated Sales Organisation <i>Any type of sales in a regulated environment including finance, banking, investment or insurance services</i></p> <p>Best B2B Sales Organisation <i>Providers of B2B products or services, sales initiatives that have delivered great sales results. (Entire organisation)</i></p> <p>Best B2C Sales Organisation <i>Providers of B2C products or services, sales initiatives that have delivered great sales results. (Entire organisation)</i></p> <p>Best Newcomer <i>An individual who has worked within sales for no more than 18 months at the time of entry. They will be recognised for their planning of sales strategies, use of technology, their performance against KPI's and company and/or customers' growth.</i></p> <p>Overall Sales Team of the Year <i>Your sales team is a team of high-performing, productive and professional salespeople that are dedicated to closing sales, nourishing leads and building trust with their clients, all while bringing in a positive return on investment. (Any team within an organisation which may include new business development and/or account management)</i></p> <p>New Business Sales Team of the Year New business development</p> <p>Account Management Team of the Year Account management teams.</p> <p>Telesales / Inside Sales Team of the Year <i>Any phone based sales team</i></p>	<p>Best Sustainable Sales Performance <i>Sales performance that is significantly above the market average for a period of at least 3 years.</i></p> <p>Best Innovation in Sales <i>Organisations and dedicated professionals who have gone the extra mile to introduce innovative strategies (initiatives that may include people, systems, process, analytics, insight etc.) that have significantly improved sales performance and figures</i></p> <p>Best Use of Technology in Sales <i>The best implementation of technology into the sales pipeline that has streamlined processes and improved sales performance. This includes the use of CRM.</i></p> <p>Best Sales Diversity and Inclusivity Initiative <i>Global Organisations that have achieved great sales performance by implementing workplace diversity and inclusion initiatives.</i></p> <p>Best Ethical Sales Initiative <i>Sales professionals and organizations that take pride in their ethical sales obligations helping them maintain excellent customer relationships while achieving improved performance and meeting sales targets.</i></p> <p>Best Sales Development Program (Training and/or Coaching) <i>Organisations that have prepared and delivered training that has not only resulted in major skill enhancements but has also brought great sales results. (In-house or working with a service partner).</i></p> <p>Best Sales Performance Improvement <i>Organisations that were faced with the challenge of low/declining results and have significantly improved the results by implementing effective turnaround strategies and initiatives.</i></p>

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Sales Support / Enablement Team of the Year <i>Includes all sales functions that support sales quota achievement including Bid Management, Sales Operations etc.</i>	Best Social Selling Initiative <i>Organisations that have achieved great sales performance by building personal brand and successfully interacting with prospects via social media.</i>
Sales Professional of the Year <i>The ultimate sales professional that is a negotiation master with the ability to recognise and speak to the needs, wants and wishes of their clients. (Open to all roles within sales including leadership, management, sales people, account managers and support roles)</i>	Best Sales Recruitment Initiative presented in association with Sales Skills Audit <i>Organisations that have recruited effectively and methodically, either In-house or through a service provider, resulting in impressive ROI and improved sales performance and figures.</i>

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