

## Scoring of Entries

We are dedicated to providing a robust and transparent judging process that provides clarity and confidence to all involved.

Entries are scored using predetermined criteria, with written entries being used to provide shortlisted Finalists who then also make 15 minute presentations to a panel of Judges. Scores are generated from a combination of the written entry and the live presentations.

Winners from each category are identified based on the highest score. An Overall Winner, one across all Organisation/Team/Individual and Initiative categories will be identified from the highest scores overall.

All entrants receive feedback reports to help continuously grow and improve results. Finalists will receive benchmarked reports showing their performance vs other Finalists, including Winners.

### Scoring Grid

Scoring Stages	By Whom	Basis of Assessment	Outcome	Impact on Scoring
<b>Shortlist</b>				
<b>Shortlist Judging Panel</b> 3 – 5 Judges		<b>Written Entry</b> Criteria 1 – 8 <i>Summary will be especially important</i>	Shortlist of Finalists	Score not carried forward
<b>2. Assessment of the Finalists</b>				
<b>Category Judging Panels</b> 3 – 5 Judges		<b>Written Entry</b> Criteria 1 -8	Score	50% of weighting of final score for all categories
<b>Category Judging Panels</b> 3 – 5 Judges each		<b>Live Presentation</b> Criteria 2 - 8	Score	50% of weighting of final score for all categories

There is a standard set of 8 criteria across all the categories.

Each criterion has 100 marks available. All 8 criteria will be used for both the shortlisting of Finalists (by the Judging Panel) and for scoring written entries by the Finalist Judging Panel.

Finalist presentations will be scored against criteria 2-8 only.

The Professional Sales Awards 2017 are bought to you in partnership with....

## Scoring Criteria

Overall maximum word count allowed is 2,300 words including the summary	Score Available (out of 100)
<p><b>1. Summary</b> An overview of the team initiative / performance that provides a robust, thorough and compelling argument for why this entry deserves recognition (elements of the other 7 criteria should be included). 200 words maximum NB. Will be used for shortlisting Finalists and the scoring of the written entries but is not relevant to Finalist Presentations.</p>	100
<p><b>The following 7 criteria are relevant to all stages of judging: Shortlisting of Finalists, the scoring of written entries and Finalist Presentation. Each criterion requires a compelling, fully evidenced description.</b></p>	
<p><b>2. Business Rationale and Context</b> The drivers and targeted business benefits/aims that provided the rationale and context for your team's initiative.</p>	100
<p><b>3. The Outstanding Team Performance Delivered</b> The resultant outstanding team initiative/ performance that has been delivered.</p>	100
<p><b>4. Business Impact &amp; Results Achieved</b> The resultant impact on business performance and results - linking with original targeted benefits/aim</p>	100
<p><b>5. Clear Insight</b> The clear insight achieved into unmet needs of the business and how this was achieved, including the involvement of the team throughout the initiative/ performance.</p>	100
<p><b>6. Innovative and Creative Solution</b> The solution to the unmet needs of the business, how this was developed by the team and what made it innovative and creative.</p>	100
<p><b>7. Effective Implementation</b> The implementation of the process and what made it effective, including how the team contributed throughout the process including the management of time and budgets.</p>	100
<p><b>8. Sustainability and Professionalism</b> Description of actions and results that support the sustainability of the initiative / results and any other benefits to the sales profession (e.g. ethical sales, diversity, innovation).</p>	100

\* Please describe from the perspective relevant to the category entered i.e. organisation, team or individual

The Professional Sales Awards 2017 are bought to you in partnership with....

## Scoring Guidelines

Rating	Description of how well the entry meets the criteria	Score Available
<b>Outstanding</b>	Compelling, robust, fully evidenced description	80 - 100
<b>Strong</b>	Very good story with some strong evidence	60 - 79
<b>Adequate</b>	Good, well evidenced description	40 - 59
<b>Limited</b>	Some weak areas, would have benefited from more evidence	20 - 39
<b>Weak</b>	Unconvincing, weakly evidenced description	0 - 19

The Professional Sales Awards 2017 are bought to you in partnership with....