

Instructions for Submitting Entries

The Stevie® Awards for Sales & Customer Service

Eligibility: All organizations worldwide – for-profit and non-profit, public and private, large and small - are eligible to participate in the 4th annual Stevie Awards for Sales & Customer Service. The 2009 awards will recognize accomplishments since July 1, 2008 with the exception of the Lifetime Achievement Awards categories.



The early-bird entry deadline is October 15 – entry fees are discounted by U.S. \$25. The final entry deadline is November 13, but late entries will continue to be accepted through December 11 with payment of a late fee of U.S. \$35 per entry in addition to the entry fee(s).

Categories: Eligible organizations and individuals may submit any number of entries to any number of the categories listed beginning on page 2 of these instructions.

Entry Fees: The entry fees are U.S. \$200 per entry in the categories that recognize the achievements of individuals, and U.S. \$375 per entry in the categories that recognize the achievements of teams and departments. These fees are discounted by \$25 through October 15. After the November 13 deadline a late fee of \$35 per entry per category will be assessed in addition to the entry fee. Once entry fees have been paid, no additional entry or finalist fees will be required. A separate fee is required for each category in which an entry is submitted. No refunds will be made after November 13.

If appropriate, an entry may be entered in multiple categories; the fees are due for each category entered. Each entry will be judged separately in each category entered. Entries submitted in multiple categories are eligible to win multiple awards. Entry fees may be paid by check, made payable to Stevie Awards, Inc., by credit card, or by wire transfer.

How to Submit Entries: You may submit your entries in one of two ways:

- *Through our web site at www.stevieawards.com/sales.* It's very easy to do. Simply register, then copy-and-paste your entry from your word processor into the online entry form. You can even pay your entry fees online with a credit card, or follow up with a check or wire transfer.
- *By mail or fax.* Entries submitted by mail or fax *must* be accompanied by an **Entry Cover Sheet**, which is a separate form available as part of the Entry Kit. Follow the instructions on the Entry Cover Sheet for preparing and sending your entries. Entries must be submitted in at least 12-point type on white paper, must feature (in order) the information requirements for the category, and must be stapled behind the Entry Cover Sheet.

How to Get Help: Need answers to your questions about how to prepare or submit your entries? Our web site at www.stevieawards.com/sales should be able to answer most of your questions. If you can't find the answer there, please contact us at

The Stevie Awards
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Categories

SALES INDIVIDUAL CATEGORIES

The sales individual categories recognize individual sales professionals.

Information required for entries in these categories include:

- (1) An essay of up to 500 words describing the nominee's accomplishments since July 1, 2008. The only exception to this is for category 11. Lifetime Achievement Award. Entries in this category may describe the nominee's lifetime of achievement.
- (2) (optional) Links to online news stories, press releases, etc. that support your nomination; and
- (3) A brief biography (up to 100 words) of the nominee.

1. Global Sales Leader of the Year
2. Worldwide VP of Sales of the Year
3. National VP of Sales of the Year
4. National Accounts Manager of the Year
5. Regional Manager of the Year
6. Sales Director of the Year
7. Sales Manager of the Year
8. Sales Education Leader of the Year
9. Sales Training Manager of the Year
10. Sales Representative of the Year
11. Lifetime Achievement Award

SALES TEAM CATEGORIES

The sales team categories recognize the members of individual teams within your overall sales department. For example, the team may service a particular customer segment or a single client, or may work in a particular sales territory.

Information required for entries in these categories include:

- (1) An essay of up to 500 words describing the team's accomplishments since July 1, 2008;
- (2) (optional) Links to online news stories, press releases, etc. that support your nomination; and
- (3) A brief biography (up to 100 words) of the leader of the nominated sales team.

20. Global Sales Team of the Year
21. National Sales Team of the Year
22. National Accounts Sales Team of the Year
23. Government Sales Team of the Year
24. Telesales Team of the Year
25. Online Sales Team of the Year
26. Sales Support Team of the Year
27. Outsourcing Sales Team of the Year
28. Manufacturer's Rep Team of the Year

SALES ACHIEVEMENT CATEGORIES

The sales achievement categories recognize specific accomplishments in sales, whether they were achieved by an individual, a team, or a department,

Information required for entries in these categories include:

- (1) An essay of up to 500 words describing the nominee's accomplishments since July 1, 2008 in the area covered by the category;
- (2) (optional) Links to online news stories, press releases, etc. that support your nomination; and
- (3) A brief biography (up to 100 words) of the nominee or leader of the nominated team or department.

30. CRM Implementation & User Adoption Program of the Year
31. Hiring and Recruiting Program of the Year
32. Demand Generation Program of the Year
33. Sales Lead Management System of the Year
34. Sales Process of the Year
35. Sales Training or Coaching Program of the Year
36. Sales Compensation Program of the Year
37. Sales Incentive Program of the Year
38. Sales Meeting of the Year

SALES DEPARTMENT CATEGORIES

The sales department categories recognize everyone who works in sales in your organization, regardless of their role or location.

Information required for entries in these categories include:

- (1) An essay of up to 500 words describing your sales department's accomplishments since July 1, 2008;
- (2) (optional) Links to online news stories, press releases, etc. that support your nomination; and
- (3) A brief biography (up to 100 words) of the leader of the nominated sales department.

40. Sales Department of the Year - Computer Services
41. Sales Department of the Year - Computer Software
42. Sales Department of the Year - Computer Hardware
43. Sales Department of the Year – Distribution & Transportation
44. Sales Department of the Year - Financial Services
45. Sales Department of the Year - Industrial & Manufacturing
46. Sales Department of the Year – Hospitality & Tourism
47. Sales Department of the Year - Media & Entertainment
48. Sales Department of the Year – Public Services & Education
49. Sales Department of the Year - Services
50. Sales Department of the Year - Telecommunications
51. Sales Department of the Year – All Other Industries

CUSTOMER SERVICE & CONTACT CENTER INDIVIDUAL CATEGORIES

The customer service individual categories recognize individual customer service professionals.

Information required for entries in these categories include:

- (1) An essay of up to 500 words describing the nominee's accomplishments since July 1, 2008. The only exception to this is for category 62. Lifetime Achievement Award. Entries in this category may describe the nominee's lifetime of achievement.
- (2) (optional) Links to online news stories, press releases, etc. that support your nomination; and
- (3) A brief biography (up to 100 words) of the nominee.

55. Front-Line Customer Service Professional of the Year
56. Young Customer Service Professional of the Year
57. Customer Service Newcomer of the Year
58. Customer Service Manager of the Year
59. Customer Service Leader of the Year
60. Customer Service Contact Center Professional of the Year
61. Customer Service Award for Field Service Management
62. Lifetime Achievement Award

CUSTOMER SERVICE & CONTACT CENTER TEAM CATEGORIES

The customer service team categories recognize the members of individual teams within your overall customer service department. For example, the team may service a particular customer segment or a single client, or may work in a particular call center.

Information required for entries in these categories include:

- (1) An essay of up to 500 words describing the customer service team's accomplishments since July 1, 2008;
- (2) (optional) Links to online news stories, press releases, etc. that support your nomination; and
- (3) A brief biography (up to 100 words) of the leader of the nominated customer service team.

65. Customer Service Team of the Year – Recovery Situation
66. Customer Service Complaints Team of the Year
67. Front-Line Customer Service Team of the Year
68. Back Office Customer Service Team of the Year
69. Contact Center of the Year (Up to 100 seats)
70. Contact Center of the Year (Over 100 seats)
71. Customer Service Management Team of the Year
72. Customer Service Training Team of the Year

CUSTOMER SERVICE & CONTACT CENTER ACHIEVEMENT CATEGORIES

The customer service achievement categories recognize specific accomplishments in customer service, whether they are achievement by an individual, a team, or a department.

Information required for entries in these categories include:

- (1) An essay of up to 500 words describing the nominee's accomplishments since July 1, 2008 in the area covered by the category;
- (2) (optional) Links to online news stories, press releases, etc. that support your nomination; and
- (3) A brief biography (up to 100 words) of the nominee or leader of the nominated team or department.

75. e-Commerce Customer Service Award
76. Best Use of Technology in Customer Service
77. Award for Innovation in Customer Service
78. Customer Service Award for Field Service Management

CUSTOMER SERVICE DEPARTMENT CATEGORIES

In addition to the possibility of receiving a peer-reviewed honor in these categories, all nominated customer service departments that are chosen as Finalists also will be included in voting for the People's Choice Stevie Awards for Favorite Customer Service, a new feature this year. Online voting will open to the public worldwide in mid-January and will continue through early February. We will provide Finalists in these categories with tools to help you encourage your customers to vote for you. Winners will receive a special People's Choice Stevie Award that will be presented at the February '10 awards banquet.



The customer service department categories recognize everyone who works in customer service in your organization, regardless of their role or location. *Information required for entries in these categories include:*

- (1) An essay of up to 500 words describing your customer service department's accomplishments since July 1, 2008;
- (2) (optional) Links to online news stories, press releases, etc. that support your nomination; and
- (3) A brief biography (up to 100 words) of the leader of the nominated customer service department.

80. Customer Service Department of the Year – Airlines, Distribution & Transportation
81. Customer Service Department of the Year – Financial Services
82. Customer Service Department of the Year – IT & Telecommunications
83. Customer Service Department of the Year – Leisure & Tourism
84. Customer Service Department of the Year – Public Services & Education
84. Customer Service Department of the Year – Retail
86. Customer Service Department of the Year – All Other Industries