



THE NATIONALSSM 2009

**SALES MANAGER
OF THE YEAR**



All the information provided below is for sales activity ONLY between **9/1/2007 and 9/1/2008** – referred to hereafter as the “Sales Period”.

1. Name of Entrant: _____ Title: _____
2. List your credits , designations and affiliations: (CSP, MIRM, etc) _____

3. Company: _____
4. Address: _____
5. City: _____ St: _____ Zip: _____
6. Phone: _____ Fax: _____
7. Website address: _____
8. Email: _____
9. Years in new home sales management: _____ Years with this company: _____
10. Type of company:
 - a. _____ Home_Builder: _____ Local _____ Regional _____ National
 - b. _____ Developer: _____ Local _____ Regional _____ National
 - c. _____ Marketing Company: (Real estate brokerage representing a builder)
_____ Local _____ Regional _____ National
11. How many sales people and support personnel did you supervise (Please provide details)?

Position	Number of people

12. Describe the communities in which you supervised sales during the Sales Period. Please provide information for all the communities you manage during the Sales Period. If worked in more than three (3) communities during the Sales Period please copy the table below and attach as a second page. Please provide a sample community sales plan and staffing report and attach on a separate page, identified as **Exhibit A**.

SALES MANAGER OF THE YEAR (CONT.)

	Community# _____	Community# _____	Community# _____	
Community Name				
product type				
number of homes plans offered				
Operating hours: Monday–Friday	_____ to _____	_____ to _____	_____ to _____	
Saturday	_____ to _____	_____ to _____	_____ to _____	
Sunday	_____ to _____	_____ to _____	_____ to _____	
Selling Environment (sales office, design center, trainer, model, etc.)				
Describe: number and type of merchandised models				
Price range of homes				
Types of financing programs offered				Grand Totals (add all communities)
# of your gross sales in this community				
# of Cancellations in this community				
Number of net sales in this community				
Gross traffic at this community				
Overall conversion ratio: Divide gross traffic by gross sales:				
Effective conversion ratio: Divide gross traffic by net sales				

13. Please indicate if you participated in "Parade of Homes", "Showcase of Homes", Grand Openings or other special promotional events during the Sales Period, and what percent of the total sales under your management, came as a result of these promotional events? _____

14. What percentage of your annual sales volume is co-brokered? _____

15. How do you establish Minimum Performance Standards for each salesperson?

SALES MANAGER OF THE YEAR (CONT.)

16. Please describe the system you use to track and evaluate sales performance and what is your accountability process (Conversion ratios, follow up, etc.). Please attach the forms(s) you use, if available as a separate page and identified as **Exhibit B**.

17. What education program and/or sales training do you embrace and impart to the sales team?

18. What are the top 3 ideas you use to motivate your staff when there's a slump?

19. Describe your process of training newly hired salespeople

20. Please describe the compensation structure for your sales people, and what performance incentive do you provide (salary, commission, bonus, contest, etc.)? (100-150 words attached as a separate page and identified as **Exhibit C**).

21. Describe your recruiting and hiring process and explain how do you build your team (100-150 words attached as a separate page and identified as **Exhibit D**).

22. What was your turnover rate during the Sales Period? _____

23. Describe how you utilize technology in the sales/follow-up process

24. What percentage of your gross sales volume during the Sales period was co-brokered?

25. Describe your company's methods for measuring customer satisfaction. Please provide copies of three thank-you/testimonial letters from customer supporting your assertions. (Please attach and identify as **Exhibits E1, E2 and E3**).

SALES MANAGER OF THE YEAR (CONT.)

26. Do you use mystery shopping during the Sales Period to evaluate your team's skills?

If yes, How often? _____

Was it taped ___ or not Taped ___? Please describe how you use mystery shops as a training tool.

27. Describe any competitive community challenges and how you applied your management skills and knowledge to overcome these competitive challenges (100-150 words attached as a separate page and identified as **Exhibit F**).

28. To what do you attribute your success as a sales manager in new home sales? (100-150 words attached as a separate page and identified as **Exhibit G**).

CERTIFICATION:

Entrant:

In applying for **Salesperson of the Year**, I certify that all the responses and information presented with this application, including all the exhibits attached, is true and correct to the best of my knowledge and belief.

Print Name: _____

Signature: _____ Date: _____

Entrant's Sponsor:

I hereby certify that all the responses and information presented with this application, including all the exhibits attached, is true and correct to the best of my knowledge and belief.

Print Name: _____ Title: _____

Signature: _____ Date: _____

Please attach sponsor statement indicating why Entrant should be declared winner (100-150 words attached as a separate page and identified as **Exhibit J**).

VERIFICATION OF INFORMATION:

Entrant's Supervisor (different from Sponsor)

The undersigned, as an officer of the company referenced in this application, or a manager with direct responsibility to the supervision of the applicant, hereby verifying that the information presented in this application, including the attachments, is true and correct to the best of my knowledge and belief.

Print Name: _____ Title: _____

Signature: _____ Date: _____