

THE NATIONALS <sup>SM</sup> 2011

# SALES MANAGER OF THE YEAR



NAHB National Sales  
& Marketing Council

All the information provided below is for sales activity ONLY between 9/1/2009 and 9/1/2010 – referred to hereafter as the “Sales Period.”

1) Name of Entrant: \_\_\_\_\_ Title: \_\_\_\_\_

2) List your credits and affiliations: (CSP, MIRM, etc.) \_\_\_\_\_  
\_\_\_\_\_

3) Company: \_\_\_\_\_

4) Address: \_\_\_\_\_

5) City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

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

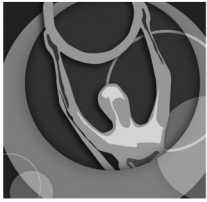
b) \_\_\_\_\_ Developer: \_\_\_\_\_ Local \_\_\_\_\_ Regional \_\_\_\_\_ National

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



THE NATIONALS <sup>SM</sup> 2011

## **SALES MANAGER OF THE YEAR**



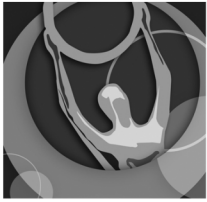
**Describe the communities in which you supervised sales during the Sales Period. Please provide information for all the communities you manage during the Sales Period. (Exhibit A)**

Include information on the following:

- Product type
- # of homes
- Selling environments
- Price range
- Financing programs
- Gross sales
- # of cancellations
- Traffic

**On an attached separate page, identified as Exhibit B address the items below:**

- Please describe your company's Realtor co-op program and what you do foster broker sales.
- What percentage of your gross sales volume during the Sales period was co-brokered?
- Describe your company's methods for measuring customer satisfaction.
- Describe your recruiting and hiring process and explain how do you build your team.
- 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?
- How do you establish Minimum Performance Standards for each salesperson?
- What education program and/or sales training do you embrace and impart to the sales team?
- What are the top 3 ideas you use to motivate your staff when there's a slump?
- Describe your process of training newly hired salespeople.
- Please describe the compensation structure for your sales people, and what performance incentive do you provide salary, commission, bonus, contest, etc.)?
- 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 G**)
- 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 H**)



THE NATIONALS <sup>SM</sup> 2011

**SALES MANAGER  
OF THE YEAR**



**CERTIFICATION:**

In applying for **Sales Manager of the Year**, and by my signature below I hereby certify that all the responses and information presented with this application, including all the exhibits attached, are 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, are 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 I**)

**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: \_\_\_\_\_