

THE NATIONALS <sup>SM</sup> 2011

**SALES TEAM OF THE YEAR**



NAHB National Sales & Marketing Council

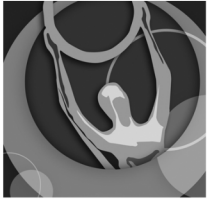
All the information provided below is for sales activity ONLY between 9/1/2009 and 10/1/2010 – referred to hereafter as the “Sales Period.”

1) Please list all the members that make up the sales team that is the applicant:

Name	Position	Email	Years of Industry Experience	Years with the Company

2) Describe the sale environments from which the team operated during the Sales Period. Please provide information for all the communities the team worked in during the Sales Period. If worked in more than three communities during the Sales Period please copy the table below and attach as a second page.

--



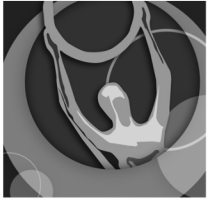
THE NATIONALS <sup>SM</sup> 2011

**SALES TEAM OF THE YEAR**



NAHB National Sales & Marketing Council

	Community #__	Community #__	Community #__	
Community name:				
From what date to what date:				
Operating Hours: Mon-Fri:	_____ 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:				<b>Grand Totals</b> (add all communities)
# of gross sales in this community:				
# of cancellations in this community:				
Number of net sales in this community:				
Gross traffic in this community:				
Overall conversion ratio: (Divide gross traffic by gross sales)				
Effective conversion ratio: (Divide gross traffic by net sales)				



THE NATIONALS <sup>SM</sup> 2011

**SALES TEAM OF THE YEAR**



NAHB National Sales & Marketing Council

3) What percentage of the team's gross sales volume during the Sales Period was co-brokered?

---

4) Describe the job-specific education you have received this year; specific seminars attended, books read, tapes/CD you have listened to, and specifically what did you learn from these sources and how do you apply this knowledge to your daily activities: \_\_\_\_\_

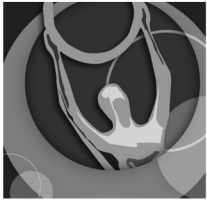
---

---

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

*100-250 words*

- Please provide a written overview of the team's sales presentation and of the team's follow-up process.
- Please describe your company's Realtor co-op program and what you do foster broker sales.
- Describe your company's methods for measuring customer satisfaction.
- Describe any competitive community challenges and how you applied your skills and knowledge to overcome these competitive challenges and sell successfully against the challenge.
- To what does the team attribute their success in new home sales?



THE NATIONALS <sup>SM</sup> 2011

**SALES TEAM OF THE YEAR**



NAHB National Sales & Marketing Council

**CERTIFICATION:**

**Entrant**

In applying for **Sales Team of the Year** and by our signatures below we 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 our knowledge and belief.

Print Name: \_\_\_\_\_

Date: \_\_\_\_\_

Signature: \_\_\_\_\_

Print Name: \_\_\_\_\_

Date: \_\_\_\_\_

Signature: \_\_\_\_\_

Print Name: \_\_\_\_\_

Date: \_\_\_\_\_

Signature: \_\_\_\_\_

Print Name: \_\_\_\_\_

Date: \_\_\_\_\_

Signature: \_\_\_\_\_

Print Name: \_\_\_\_\_

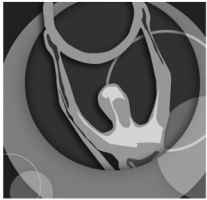
Date: \_\_\_\_\_

Signature: \_\_\_\_\_

Print Name: \_\_\_\_\_

Date: \_\_\_\_\_

Signature: \_\_\_\_\_



THE NATIONALS <sup>SM</sup> 2011

**SALES TEAM OF THE YEAR**



NAHB National Sales & Marketing Council

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