



THE NATIONALS <sup>SM</sup> 2012  
**SALES MANAGER  
 OF THE YEAR**



All the information provided below is for sales activity ONLY between 9/1/2010 and 9/1/2011 – 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	Site	Number of People



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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 you 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.**

	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 your gross sales in this community:				
# of your cancellations in this community:				
Number of your net sales in this community:				
Gross traffic seen by you in this community:				
Overall conversion ratio: (Divide gross traffic by gross sales)				
Effective conversion ratio: (Divide gross traffic by net sales)				



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- 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? \_\_\_\_\_  
\_\_\_\_\_
- 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**. (100 to 200 words)
- 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**)



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22) What was your turnover rate during the Sales Period? \_\_\_\_\_

23) Describe how you utilize technology in the sales/follow-up process \_\_\_\_\_

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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**).

26) Do you use mystery shoppers 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 \_\_\_\_\_

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27) Describe any competitive 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**).



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**CERTIFICATION:**

In applying for **Sales Manager**, and by my signature below 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.

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Email: \_\_\_\_\_ 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.

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Email: \_\_\_\_\_ 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.

Name: \_\_\_\_\_ Title: \_\_\_\_\_

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