



THE NATIONALS SM 2012

SALESPERSON OF THE YEAR



All the information provided below is for sales activities achieved solely by the applicant and not as a part of a sales team 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) Describe the sale environments from which you operated during the Sales Period. Please provide information for all the communities you 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.



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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:				Grand Totals (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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12) Did your company provide or did you have an assistant? _____

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 your total sales came as a result of these promotional events? _____

14) Please provide a written overview of your sales presentation. (150-200 words attached as a separate page and identified as **Exhibit A**).

15) Please provide a written overview of your follow-up process (100-150 words attached as a separate page and identified as **Exhibit B**).

16) Describe how you utilize technology in the sales/follow-up process (100-150 words attached as a separate page and identified as **Exhibit C**).

17) What percentage of your gross sales volume during the Sales period was co-brokered? _____

18) Please describe your company's Realtor co-op program and what you do foster broker sales (100-150 words attached as a separate page and identified as **Exhibit D**).

19) 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. (150-200 words attached as a separate page and identified as **Exhibit E**).

20) Have you been mystery shopped during the Sales Period? If yes, was it taped ___ or not Taped ___

If taped, was it: ___ Audio or ___ Video. Please attach your evaluation or scoring form (Attached and identified as **Exhibit F**).

21) Describe any competitive community challenges and how you applied your skills and knowledge to overcome these competitive challenges and sell successfully against the challenge. (100-150 words attached as a separate page and identified as **Exhibit G**).



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22) To what do you attribute your success in new home sales during this Sales Period? (100-150 words attached as a separate page and identified as **Exhibit H**).

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.

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: _____