



# The Travel Awards

MEDIA PARTNER

Better  
Homes  
and Gardens

PRINCIPAL PARTNER

CRYSTAL

## ENTRIES CLOSE

30 August

## LATE ENTRIES CLOSE

06 September

## FINALISTS ANNOUNCED

03 October

## AWARDS NIGHT

29 November

## ENTRY CRITERIA

### Trade Sales Team of the Year

This category is for travel companies that have a dedicated trade-facing sales team.

In submitting your entry, we ask you to think about the period of business from the financial year of 2018/2019 – from 1 July 2018 to 30 June 2019.

This category will measure the cohesiveness and effectiveness of trade sales teams. There is no limit on the size of nominated sales teams.

Sales teams will be judged on results relative to the size of the teams and operations. A larger bottom line is not necessarily a winning criteria, rather, the winning team will demonstrate how they have shown initiative, innovation and teamwork to achieve a specific set of goals.

*Please answer the following questions*

#### **Question 1** (300 words max)

Please give an overview of your trade sales team. We recommend splitting this into the following sections:

- A brief description of the representatives in the sales team and their roles.
- Any significant achievements the sales team achieved across the judging period.
- Sales team size and commercial success. Please tell us how many employees the sales team has along with wording to help the judges gauge commercial success over the past year. The judges are respectful of privacy, have signed an NDA and are not necessarily expecting specific financials (however, you can supply details if you feel it is appropriate).

**10 points**

#### **Question 2** (150 words max)

Please tell us about the trade sales team's core goals or targets.

**20 points**

#### **Question 3** (150 words max)

How have these goals or targets been met?

**20 points**

#### **Question 4** (500 words max)

Why should your company's team be crowned Trade Sales Team of The Year?

**40 points**

#### **Question 5** (200 words max)

What initiatives are you most proud of from this year? (The judges are specifically interested in marketing, innovation, product uniqueness, sustainability and organisational culture)

**10 points**