



Personal Achievement Award Information

116. Online Sales Professional - Builder

Judging Criteria:

Candidate will be a full-time Sales Professional responsible for the gaining online leads and increasing sales through the web. Candidates will be judged on their professional style, accomplishments and innovative approach in any or all of the following: increasing sales, dollar volume of closed homes, success in overcoming obstacles, improving sales performance, achieving company sales goals, marketing efforts, and industry and community involvement. Candidates who enter this category may not enter Marketing Professional of the Year. Marketing Statement must be 300 words or less.

Materials for Submission Checklist:

- Letter from candidate's sales manager/supervisor stating an assessment of the candidate's performance and contribution to the company's growth (one page maximum)
- Image of candidate
- Signed Sales Volume Affidavit
- Personal Resume' (one page maximum)
- Marketing Statement
- Completed Personal Achievement Award Information form
- Completed Entry form

Additional Entry Information

_____ Category Number	
_____	Number of active communities
_____	Market area
_____	Annual traffic count
_____	Conversion Ratio
_____	Number of online leads
_____	Annual sales volume
_____	Annual number of units
_____	Overall product type
_____	Overall price range
_____	Total marketing budget