Program Area: Sales Performance

Category: Best Sales Leader

The category **Best Sales Leader**honors an exemplary sales leader driving rapid growth and digital transformation initiatives. Ability to build high-performing teams and implement sales enablement technologies, including AI-powered tools. A visionary approach to blending technology and human skills development to establish the salesforce as an industry leader.

Nominee Requirements:

* May be nominated by a senior management, peers, subordinates, or any appropriate colleague or team.

Submission Requirements:

* Complete the entry form.
* Submit a video (ranging from 45 seconds up to 3 minutes) explaining the key attributes of their achievements in leading and influencing a successful sales team's performance.

Training, learning, talent, HR, or other related department can enter either alone or together with a helping organization (such as a vendor aka solution provider, or consultant). Helping organizations cannot enter alone unless they are submitting one of their employees or teams for an initiative.

**Instructions:**

1. You must use this Word document for your submission.
2. Type your submission description into the appropriate sections of this document.
3. Do not change the formatting or font – *Helvetica body 12* (size, color, or type).
4. Do not remove any sections of the application.
5. If any fields are not applicable, please leave them blank or write N/A.
6. Read the Judging Criteria below. The judges will evaluate your submission according to these criteria.
7. Write in paragraph form and check the spelling.
8. Write using the third person. Do not use “we, our, us,” etc.
9. Avoid “marketing” languages; focus on details and outcomes.
10. Include images, charts, and graphs in this document form; please do not include separate documents. Please insert these items within the context of your responses. These items may also be added to the end of the document in an appendix if necessary.
11. If applicable, you may provide supporting reports, videos, and course links. Please provide proper access information to courses and details for special instructions. If providing passwords to courses or videos, ensure they are valid for one year or more and can be easily accessed by the web. Do not include any links or embedded links within this form. Provide all links, URLs, and User access information in your online application for submission. Make sure access is available to reviewers for at least one year.
12. When completed using the same font size, this document should be approximately (15-20 written pages), font size Helvetica 12, not including instructions, questions, or graphics. If you have additional supporting information, you may include it within the appropriate sections of this entry form or in an appendix at the end of the document.
13. Within the online application, if you have selected “Yes” to granting Brandon Hall Group publishing permission of your entry, but there are parts of your application you wish not to have published, please indicate by **highlighting those details within this form in red,** so they are omitted from publishing.
14. Save as a **Word Document** with a new file name. Example: Company Name\_Category\_Short Title
15. Sign up or log in to the HCM Excellence Awards portal: <https://excellenceawards.brandonhall.com/hcm/>. Upload your completed entry form, complete the online application, and provide all supporting links and URLs. Check to make sure you have completed your online application and payment.

**Please direct any questions to:** [**awards@brandonhall.com**](mailto:awards@brandonhall.com)**. Do not send any applications via email, but only through the award application site.**

|  |  |
| --- | --- |
| **Judging Criteria: The judges will evaluate your entry on a scale of 1-6 on each of these criteria below.** | |
| 1. **Strategic Contribution** | Sets a strategic sales vision aligned with company goals and achieves or exceeds sales goals and revenue targets. Leads with integrity and ethical business practices. |
| 1. **Innovative** | **The nominee should show examples of their ability to implement emerging solutions and tools to transform sales processes.** |
| 1. **Inspirational Leadership** | Motivates and develops the sales teams. Builds strong relationships with customers and internal stakeholders. |
| 1. **Results Focused** | Leverages data and technology to optimize the sales process. Develops and motivates their sales team to maximize performance. Recognizes high performers and deals effectively with underperformers. |
| 1. **Overall - Video** | Overall, the video summarized how the nominee demonstrated a positive impact for Sales Performance goals of the organization. |

Entry Overview:

***Please make sure all information matches the online application.***

Entry Information

|  |  |
| --- | --- |
| **Nominee (Leader)** | (Name – First, Last and Title) |
| Sponsor (Senior management leader, peer, or subordinate) | (Name – First, Last and Title) |
| Entry Title | (Insert text here) |
| Name of Entering Organization | (Insert text here) |
| \*Name of Helping Organization (Vendor)  if submitted jointly: | (Insert text here) |
| \*OPTIONAL PR | (Insert text here) |
| Date | (Insert text here) |
| Brief Description of Entry (2-3 Sentences) | (Insert text here) |

Company Background (of entering organization, not the solution provider)

Insert company logo here

Use the grid below to give information about the organization, size and scope, and industries served.

|  |  |
| --- | --- |
| Company-at-a-Glance | |
| Headquarters | (Insert text here) |
| Year Founded | (Insert text here) |
| Revenue | (Insert text here) |
| Employees | (Insert text here) |
| Global Scale (Regions that you operate in or provide services to) | (Insert text here) |
| Customers/Output, etc. (Key customers and services offered) | (Insert text here) |
| Industry | (Insert text here) |
| Stock Symbol | (Insert text here) |
| Website | (Insert text here) |

\*Optional: Company Background (of solution provider if submitted jointly)

Insert company logo here:

Use the grid below to give information about the organization, size and scope, and industries served.

|  |  |
| --- | --- |
| Company-at-a-Glance | |
| Headquarters | (Insert text here) |
| Year Founded | (Insert text here) |
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| Employees | (Insert text here) |
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| Customers/Output, etc. (Key customers and services offered) | (Insert text here) |
| Industry | (Insert text here) |
| Stock Symbol | (Insert text here) |
| Website | (Insert text here) |

Entry Details:

Judging Criteria 1: Strategic Contribution

Provide Nominee Bio (Workplace experience, Education Background, Community Involvement)

Describe how the nominee aligned sales performance initiatives with business goals and strategy to drive organizational growth.

Details:

Judging Criteria 2: Innovative

Describe the nominee’s ability to **implement emerging solutions and tools to transform sales processes.** Provide examples of these abilities and initiatives.

Details:

Judging Criteria 3: Inspirational Leadership

Describe and provide examples of the nominee's ability to motivate and develop sales teams and build strong relationships with customers and internal stakeholders.

Details:

Judging Criteria 4: Results Focused

Describe the quantifiable metrics showcasing the leader's achievements and how they leverage data and technology to optimize the sales process. Please provide examples of how they develop and motivate their sales team to maximize performance and recognize high performers while dealing effectively with underperformers.

Details:

Judging Criteria 5: Overall – Video

Overall

Use this section to provide the overall summary of how the nominee demonstrated a positive impact for the organization’s sales performance goals.

Details:

Video

Submit a video (ranging from 45 seconds up to 3 minutes) explaining the key attributes that showcase the values and behaviors of the leader.

\*Don’t include the link here – make sure to add the video link in your online application where you upload your entry form.