

## Imagine Projects Award for Salesperson of the Year

### Award Description

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This Award is for a Salesperson who achieves outstanding results in leading and driving sales of retirement living units/apartments (independent and/or 'care' or 'serviced' apartments) at one or more retirement villages.

The Salesperson will demonstrate capability in developing and implementing sales strategies, delivering an exceptional customer experience, demonstrating strong resident and community engagement, effective collaboration with village management, maintaining strong governance together with leadership, coaching and mentoring skills.

### Judging Criteria

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The judging panel will review the Salesperson through both **WHAT** the Salesperson has delivered (i.e. results achieved) and **HOW** the Salesperson achieved these results as follows:

#### **Customer experience and product/value proposition knowledge: 30% Weighting (500 words maximum)**

- Appropriate and rewarding prospective resident experience – including demonstrating a thorough understanding of the retirement village value proposition, the product/DMF options and financial implications, an enjoyable and informed/responsive experience for prospective residents and their families/carers. Explain your sales approach and provide testimonials and post-occupancy evaluations if appropriate
- Explain your delivery of transparent and easy to understand descriptions for entry pricing, ongoing service fees, reinstatement costs and departure fees/payments
- Explain if/how you encourage potential residents to make an informed decision on whether a retirement village is suitable for them and how you ensure that they understand the financial implications of the contracts etc – e.g. who do you encourage them to consult with/seek advice from before signing a contract?
- Overcoming objections; follow up etc. Provide examples of how you assist people to make their decision, your follow up processes and your waiting lists approach. Outline issues which have been raised by prospective residents and outline your actions to create a resolution which is satisfactory for the potential resident/s and in ensuring you have achieved your sales results

#### **Achievement of excellent sales results: 30% Weighting (500 words maximum)**

- Number and value of sales delivered; comparison to budget/target (number and value), conversion rates – enquiries to inspection to deposit/settlement
- Number of sales/referrals from existing residents
- Consistency of results across multiple review periods

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- Pipeline management including maintenance of sales management/CRM, waiting lists, follow up with potential residents
- Number of cancellations
- Any other relevant information, e.g. feedback from recent incoming residents, letters of commendation.

### **Sourcing enquiries including community and prospective resident engagement: 25% Weighting (400 words maximum)**

- Outline details of your community engagement activity over at least the previous 12 months and the results achieved.
- Outline details of your existing resident engagement activity over a recent 12-month period and the results achieved (e.g. preparedness of residents to refer/assist the sales team, number and value of resident referrals and conversion rates.
- What do you consider the best way to develop and convert leads at a local level – what is your contribution to lead generation (vs the marketing teams). Has this been successful for you?

### **Leadership, professional development and collaboration: 10% Weighting (300 words)**

- Discuss the nominee's leadership, development and mentoring of others involved in the sales process.
- Collaboration with others involved in the sales process including corporate/head office staff, local management and marketing team etc (Please provide testimonials from other involved in the sales journey – if appropriate.)
- Outline your professional development approach for yourself, and if relevant, others your work with/mentor (NB: this does not need to be limited to sales training, but any development activity to ensure that you stay abreast of market changes and deliver strong customer experience and sales leadership.)
- Going 'above and beyond' to provide excellence in maintaining and strengthening relationships with relevant stakeholders.

### **Your pitch: 5% Weighting (150 words)**

- What makes you a compelling nominee for the Salesperson of the Year Award (i.e. your personal value proposition) – give examples and/or testimonials if possible.

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### Nomination Form Questions

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NOMINATOR / CONTACT PERSON	
Name	
Position	
Company	
Mailing Address	
Contact Number (Day)	
Email	
Mobile	

NOMINEE DETAILS	
Name	
Position	
Village Name	
Mailing Address	
Contact Number (Day)	
Email	
Mobile	

AWARD CEREMONY DETAILS	
The national award winners will be presented at the National Retirement Living Awards Gala Dinner on Thursday 21 November 2019 on the Gold Coast. Should the nominee be successful in winning this award, but unable to attend the awards gala dinner, who will be receiving the award at the event?	
Name	
Position	
Company	
Mobile	
Email	

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### ADDITIONAL INFORMATION

- Describe the nominee's current role – highlighting challenges and accomplishments (150 words maximum)
- Provide the nominee's brief employment history (point form, 250 words maximum)
- Provide evidence from the last 12 months that demonstrates the nominee's outstanding sales delivery (300 words maximum)
- Provide an overview of the village including number of residents, average age of residents, age of village, number of units/apartments, types of services/housing available (200 words maximum)
- To help the judges understand the nominee's achievements and why he/she is exceptional, please attach any supporting documents about the village (such as a village fact sheet, media/articles, accolades and brochures)
- Demonstrate why the nominee is suitable to win this award through their positive contribution and outstanding sales practice (300 words maximum)
- Attach a letter of endorsement to accompany the nomination. The letter can be from either a resident/resident association and/or an operator
- Date started in current position
- Date started at company
- Length of time worked as a Salesperson
- Does the Salesperson know they are being nominated for the award?
- Has the Owner/Operator been advised of the nomination and given consent to proceed?

### MARKETING SYNOPSIS

To assist the organiser in promoting your entry within marketing material, please provide a summary about your entry of no more than 100 words.

### ENTRY PHOTOS

Please upload a maximum of 6 images (minimum of 4 images is mandatory). You must include 1-2 images of the nominee in landscape and full colour. Images are to be in a .jpg format and high resolution (300dpi) and a maximum file size of 5MB each.

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### Conditions of Entry

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- Finalists should be available to attend the National Retirement Living Summit or register for the National Retirement Living Awards Gala Dinner to be held in Gold Coast on Thursday 21 November 2019
- Nominated companies must be a Property Council of Australia member
- We welcome both self-nomination and third-party nominations
- Before you submit your nomination, ensure you have permission from the owner, your client or your contractor to do so
- All entries must be submitted via the online nomination form
- Entries must stick to the word limit on the online nomination form. Nominees are reminded that judges will not consider formatting or presentation of entries
- Nominees must include 4-6 images to support their submission. Other material relevant to support the application may also be uploaded as an Appendix in .pdf format only
- All nominees should be prepared to attend a site inspection with a judge, should it be deemed necessary
- All nominations and contents will remain the property of the Property Council of Australia
- Please note entries are exclusive to the Property Council of Australia National Retirement Living Awards and no details private or professional will be distributed to outside contacts
- The judge's decision is final and no communication will be entered into concerning the final decision
- The Property Council of Australia reserves the right to publish the results and winner details
- The finalists should be available to attend the National Retirement Living Awards Gala Dinner to be held on the Gold Coast on Thursday 21 November 2019
- All entries must be received and paid by 5:00 pm (AEST) on Friday 12 April 2019