



# min's SALES EXECUTIVE OF THE YEAR AWARDS

## Saluting Sales Excellence at Media Companies

Entry Deadline: May 6, 2016 | Final Deadline: May 13, 2016

[www.minonline.com/seoy2016](http://www.minonline.com/seoy2016)

Recognizing outstanding media sales performance, min's Sales Executive of the Year Awards salutes those in the trenches, selling the print, online, on-air and multiplatform programs and creating a winning proposition for both the advertiser and the media brand. Whether selling in a challenging or booming market, the winners will be the ones running circles around their peers, the ones who can sell well and better than the rest. We will be honoring the winners and honorable mentions during an awards ceremony in September in New York City.

**min's Sales Executive of the Year Awards Entry Form • Deadline: May 6, 2016**

*Detach and return with entry*

Full payment must accompany all entries/entry packets. If you are paying by check, make a note as to how many entries you are paying for. Please ensure you complete all sections below and provide all required details with your entry. This entry form can also be found at [www.minonline.com/seoy2016](http://www.minonline.com/seoy2016)

**Hall of Fame**

**Sales Assistant of the Year**

**Salesperson of the Year**

- Digital & Web Advertising - B2B
- Digital & Web Advertising - Consumer
- Events
- Multiple Titles - B2B
- Multiple Titles - Consumer
- Single Title Circ over 50k -B2B
- Single Title Circ under 50k - B2B
- Single Title Circ under 250k - Consumer
- Single Title Circ over 250k - Consumer

**Sales Team Leaders**

- Total Integrated Program - B2B
- Total Integrated Program - Consumer
- Multiple Magazine Titles - B2B
- Multiple Magazine Titles - Consumer
- Single Magazine Title - B2B
- Single Magazine Title - Consumer
- Web & Mobile - B2B
- Web & Mobile - Consumer

**Sales Team of the Year**

- B2B
- Consumer
- Events

Title of Entry (as you'd like it to appear on your award) \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Contact Name/Job title \_\_\_\_\_

Telephone of Contact/Fax \_\_\_\_\_

Company Name /Media Title/Web Site \_\_\_\_\_

Email Address (Required) \_\_\_\_\_

Contact Address \_\_\_\_\_

Names of Team Players Associated with Article/Entry \_\_\_\_\_

**ENTRY/JUDGING FEES**

- Primary entry: \$325 each      \$325 each \$ \_\_\_\_\_
- Secondary entry of same campaign\*\*  
into one or more categories: \$215 each      \$215 each \$ \_\_\_\_\_
- Late entry fee: \$215 per entry      \$215 each \$ \_\_\_\_\_  
(for entries sent between  
May 7, 2016 and May 13, 2016)

Total \$ \_\_\_\_\_

The late entry fee must be applied to each individual entry postmarked after May 6, 2016.

\* Payment in full must accompany the entry.

\*\* If your org is entering more than one category, please submit separate entry form.

Entry fees are not refundable. Access Intelligence Federal Tax ID#: 52-2270063

**PAYMENT OPTIONS**

- Check (payable to Access Intelligence/min)       Money Order
- Mastercard       Visa       Discover       American Express

Credit Card # \_\_\_\_\_ Card Verification # \_\_\_\_\_

Exp. \_\_\_\_\_

Print name of card holder \_\_\_\_\_

Signature \_\_\_\_\_

Mail to: Mary-Lou French  
Access Intelligence  
9211 Corporate Blvd., 4th Floor Rockville, MD 20850  
Attn: min's Sales Executive of the Year Awards

Recognizing outstanding media sales performance, min's Sales Executive of the Year Awards salutes those in the trenches, selling the print, online, on-air and multiplatform programs and creating a winning proposition for both the advertiser and the media brand. Whether selling in a challenging or booming market, the winners will be the ones running circles around their peers, the ones who can sell well and better than the rest. min will salute those who are the "cream of the crop" and their best practices will serve as guides for the thousands of media sales professionals in search of stronger strategies.

## National & International Recognition

min's Sales Executive of the Year Awards serve as a testament to you and your team's success. Present your best in and become one of the select min Sales Executive of the Year recipients. The winners will gain:

- Recognition at an awards event honoring the winners and honorable mentions
- Outstanding exposure through a profile on min's Sales Executive of the Year Awards special section on minonline.com.
- A crystal award.
- Recognition in min, email promotions, press releases and min's social media outlets.
- A link on the min winners circle web page.

## General Entry Rules

### Eligibility & Eligibility Period:

- Entries must be related to the selling period of January 2015 to May 2016.
- The awards are open to any media company professional who is involved at least part time in sales or sales management.
- Outside contract sales executives are eligible.
- The Awards are open to sales executives at media companies worldwide, as the criteria for sales excellence is universal.
- All entries will be treated with the strictest confidence. But winners should be prepared to be interviewed by min editors for the special min "Best Sellers" awards special section on minonline.com.

## Who Should Enter:

This awards program is open to media sales and business development executives, account managers and leaders whose primary responsibility is to sell ad space or sponsorship programs for a media brand or to lead a team of salespeople. It is open to all sales/business development job titles — from Account Executive to Vice President, from Publisher to Sales Director.

## Deadlines/Entry Fees

**Deadline: May 6, 2016 (postmarked)**

**Final Deadline: May 13, 2016 (postmarked)**

All entries must be postmarked by May 13, 2016. Entries postmarked between May 7, 2016 and May 13, 2016, please add a \$215 late fee per entry. Award winners (including honorable mentions) will be honored during an awards ceremony in September in New York City.

The price of each primary entry is \$325. If you submit the same entry into multiple categories, the additional fee is \$215 per category. There is a late entry surcharge of \$215 per entry. Payment in full must accompany the entry. Entry fees are not refundable.

### What to send?

- Three (3) copies of the entry form
- Three (3) copies of your entire entry
- Entry fee

Please include supporting materials such as customer testimonials, Web sites, print materials, photographs and other material that will help the judges.

### Send Entries To:

Mary-Lou French  
Access Intelligence  
9211 Corporate Blvd., 4th Floor  
Rockville, MD 20850  
mfrench@accessintel.com  
Attn: min's Sales Executive of the Year Awards

## Judging Criteria

### Salesperson Judging Criteria:

- Set and exceeds goals
- Customer relationship-builder
- Has a successful and consistent sales record
- Understands client business
- Maintains agency/client contact – before, during and after the planning/buying season
- Responsive to clients' needs
- Regularly bring new ideas to clients
- Provides strong alternative recommendations to clients
- Understand the competitive landscape
- Manages the "cost" hurdle as a partner
- Understand and applies marketing prowess in sales

### Sales Team Judging Criteria:

- Above-par sales performance as a team for the year
- Each salesperson contributed to outstanding sales results for the year
- Each salesperson on the team has assisted colleagues at least once in the past year with a difficult sales challenge
- Team leader is highly motivated and a great teacher
- Team works collaboratively on client-centric programs

- Team has introduced innovative and results-oriented ideas and programs for clients
- There is a shared culture and mutual respect among team members

### Sales Team Leader Judging Criteria:

- Builds team spirit & shows sales leadership
- Knows how to develop and reach strong prospects
- Has helped others to become top sellers
- Accessible to all levels of sales team
- Regularly gets out into the marketplace to understand environment to sales people
- Runs powerful and insightful sales meetings
- Rewards sales excellence
- Strong industry spokesperson for his/her company

## FAQ

### What sorts of supporting materials are you looking for?

We need a short synopsis of why the nominee/team should receive an award. Please, no more than 3 pages long, and we want to hear how you, your team or the person you are entering best match the category criteria. Please reference the above Judging Criteria.

### Who will be judging my entries?

We will have a distinguished panel of outside media experts and internal judges from our min staff. Your entries will be held in strict confidence.

### Can I enter in multiple categories?

Yes. Please be sure to check off which categories you're entering and tailor your synopsis to each category. There is an additional entry fee for each category you enter.

### When and how will the winners be announced?

Finalists will be notified in June and honored in September 2016 during an awards ceremony in New York.

**Questions?** Marketing Manager  
Rachel Feldman at  
rfeldman@accessintel.com.

### About min:

The min family of products covers the people and the business of consumer and b2b magazine media and includes min, minonline.com, awards programs, conferences, the Skinny from min and more. For more information, visit [www.minonline.com](http://www.minonline.com).

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For more information and to enter online visit [www.minonline.com/seoy2016](http://www.minonline.com/seoy2016).