



MOST INNOVATIVE COMPANY

Award Entry Questionnaire

One (1) form per award category.

(*) Required information

About Your Organization

*Contact Person Submitting this Entry:

*Name of Owner/President/CEO:

*Name of Company:

*Work Email:

*Website:

*City:

*State/Terr:

*Post/Zip Code:

*Country:

*Phone:

*Twitter:

Do you currently work with an **ActionCOACH**?

Yes No

If yes, who is your Coach?

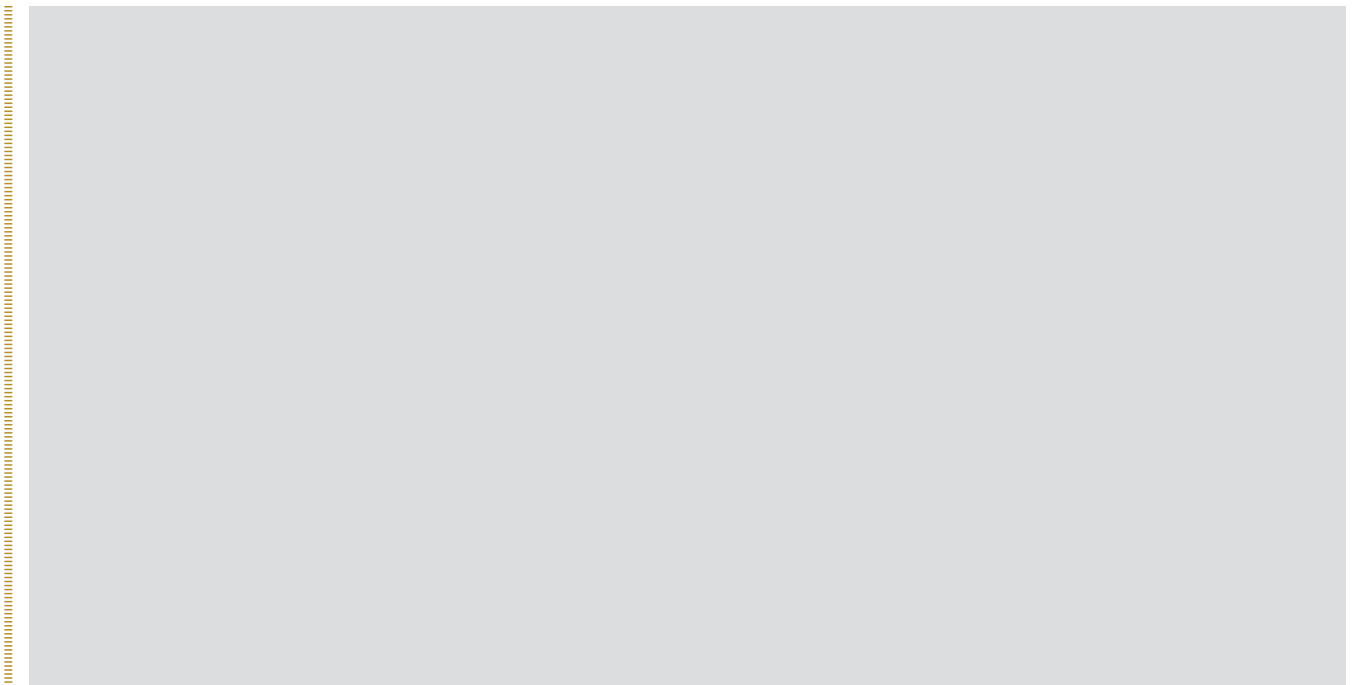
Submit this document via email and include both of the following:

1. A **high resolution** company logo (.jpg, .eps, .pdf, .ai., .png, .gif, .psd)
2. Any supporting documents for your submission (press releases, other awards, etc.)

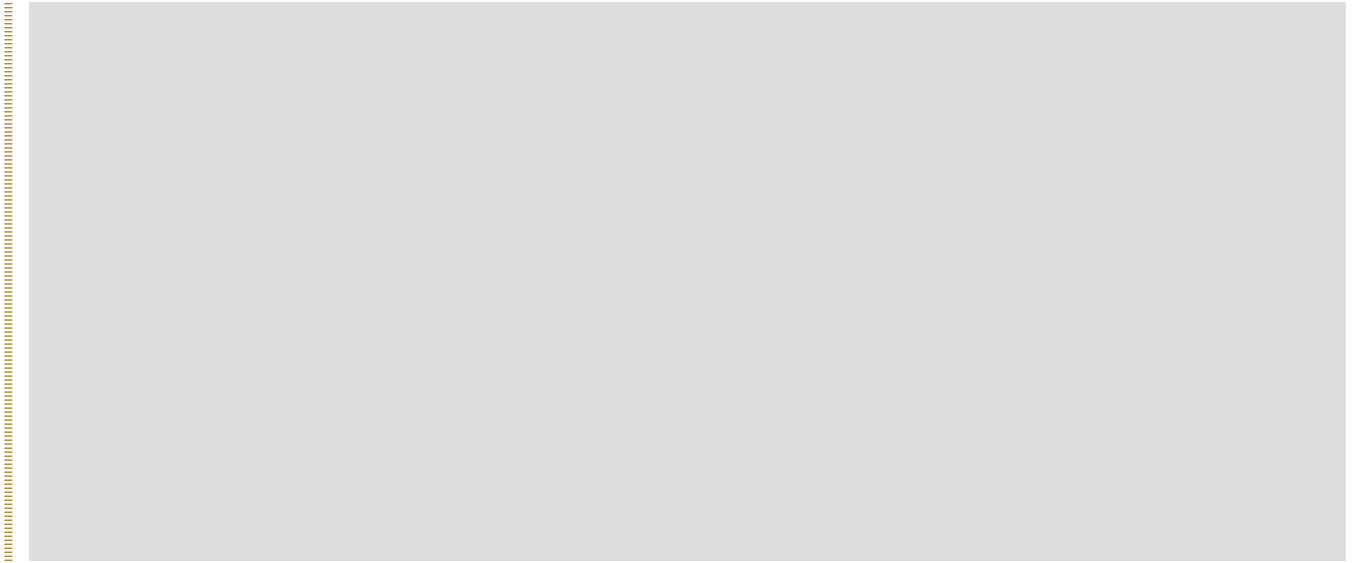
1 Describe your core business and include your company mission statement (*600 words or less*).



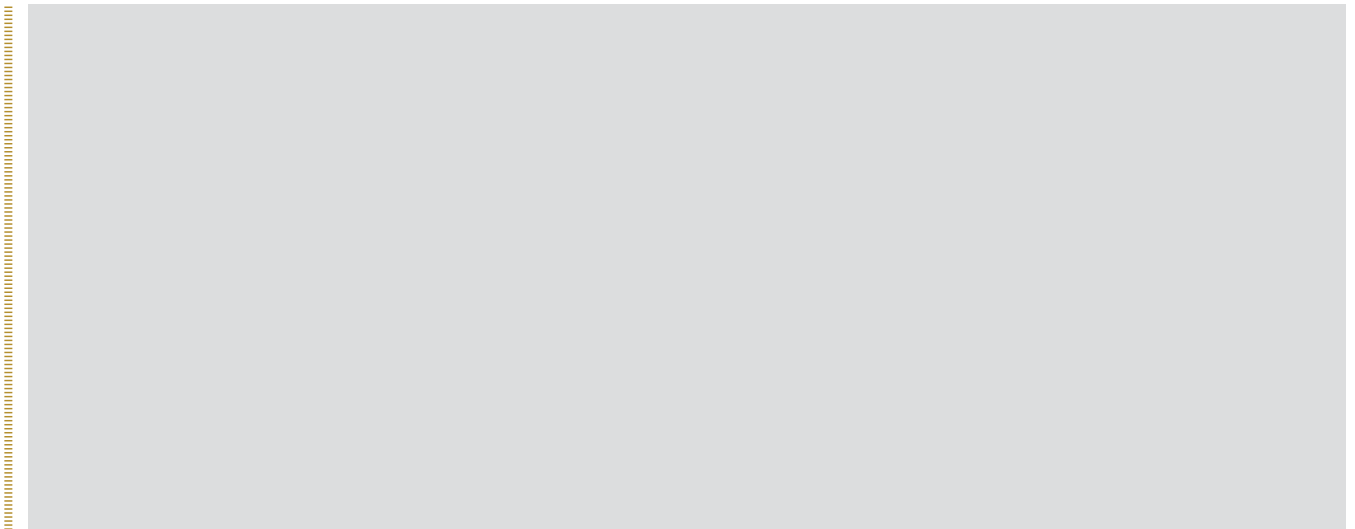
2 How has your business performed in recent years? Particularly, you should detail the turnover and profits of the company over the last three financial years.



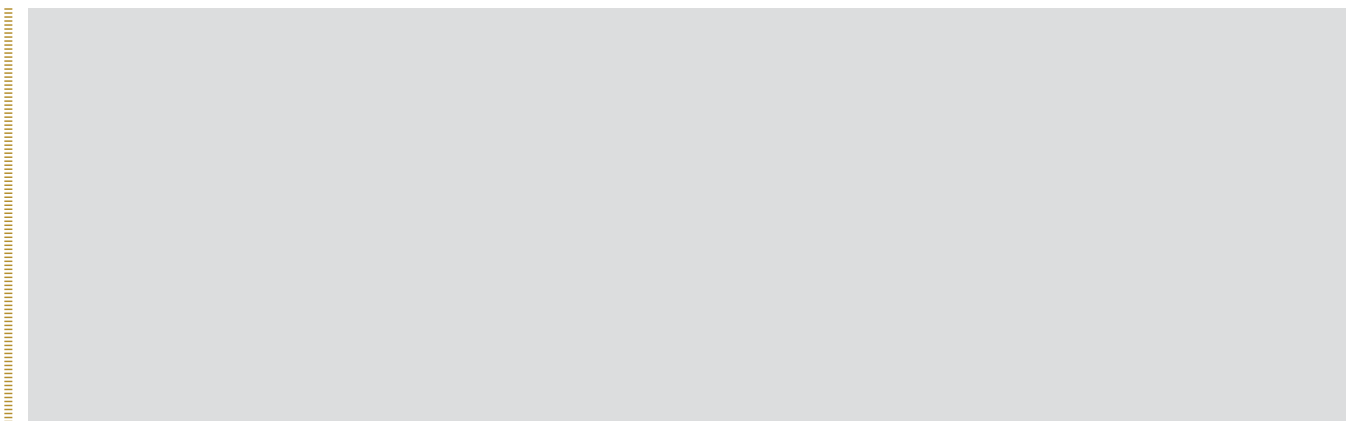
3 What is your current strategy for the development of the business and how will you implement that strategy? Link the strategic decisions taken in the past to the performance of the company, as described in the response to previous question.



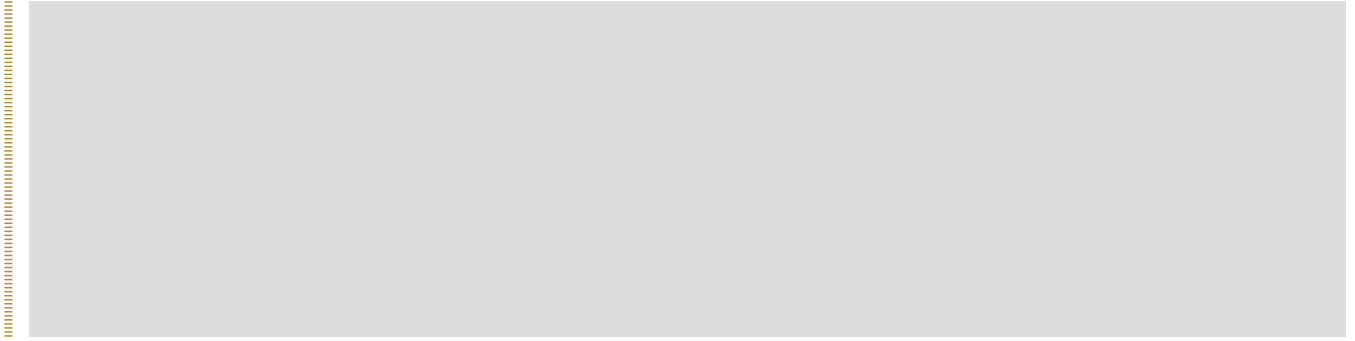
4 How do you manage your business and what performance indicators do you use? Provide examples of the reporting used to manage the business.



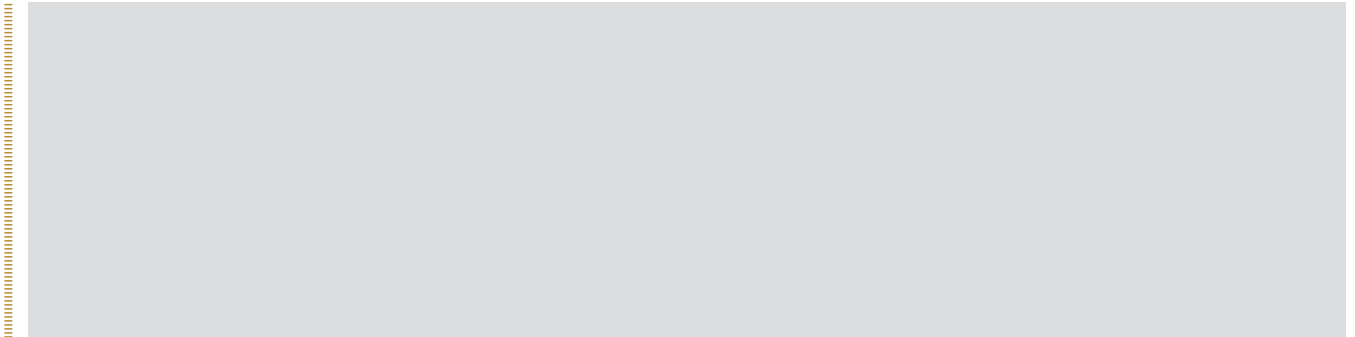
5 What processes do you use to research and develop new products or services, and how do you introduce them to the market?



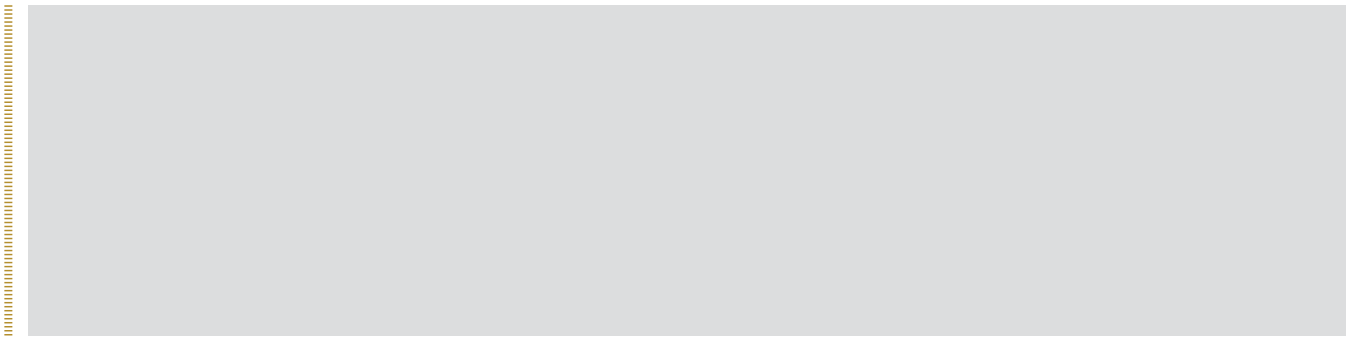
7 How do you provide customer care and monitor customer satisfaction?



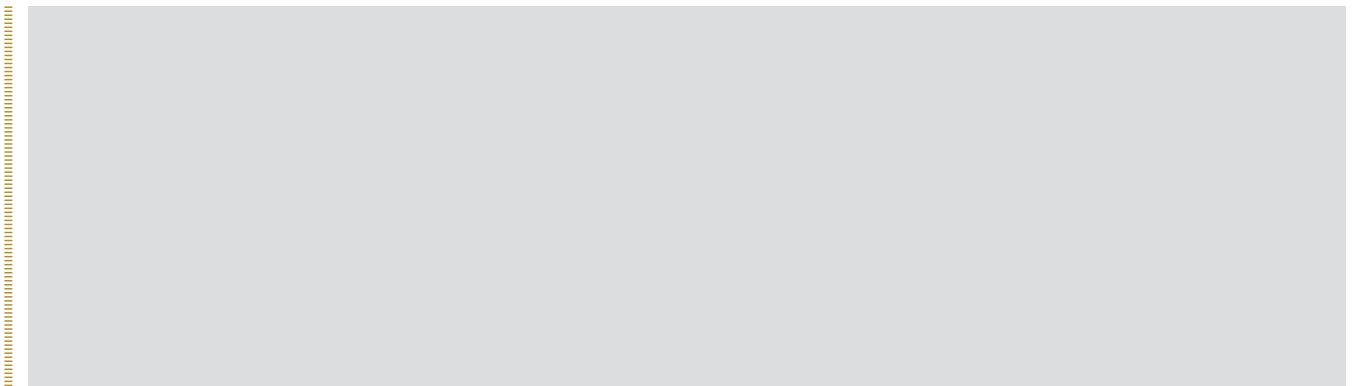
8 What is your marketing strategy and how is it implemented?



9 How do you communicate with your employees and what level of involvement do they have in business decisions?



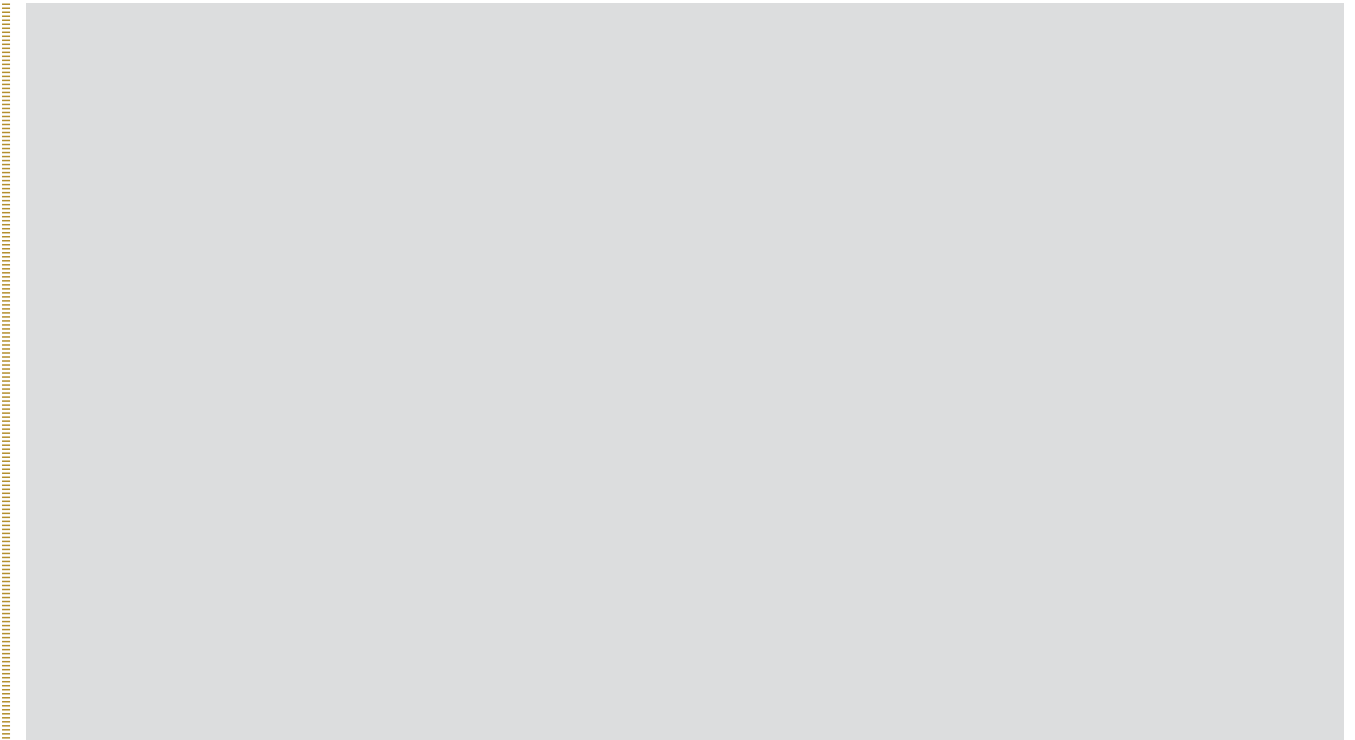
10 What contribution does your business make to the community including?



11 Please provide any notoriety public headlines/testimonials your company has received over the past 3 years.



12 Why should your business win Best Overall Company? What would winning this award mean to you and your business?



13 Please fill out the following (this information will be kept confidential):

For 2012, what was your gross revenue?	<input type="text"/>	Employees	<input type="text"/>
For 2013, what was your gross revenue?	<input type="text"/>	% Growth	<input type="text"/>
		Employees	<input type="text"/>
For 2014, what was your gross revenue?	<input type="text"/>	% Growth	<input type="text"/>
		Employees	<input type="text"/>
For 2015, what was your gross revenue?	<input type="text"/>	% Growth	<input type="text"/>
		Employees	<input type="text"/>

14 What are your current *5 Ways* Numbers?

Lead Generation	<input type="text"/>
Conversion Rate	<input type="text"/>
No. of Customers	<input type="text"/>
No. of Transactions	<input type="text"/>
Average \$/£ Sale	<input type="text"/>
Revenue	<input type="text"/>
Margin	<input type="text"/>
Profits	<input type="text"/>

15 What are your business long term goals and how do you plan to achieve these?

16 What is your competitive advantage or unique selling point over your competitors?

17 Is this the first time you have attended The Business Excellence Forums & Awards?

Yes
 No In what year(s)?

18 How did you hear about The Business Excellence Forums & Awards?

Facebook Twitter
 Direct Website ActionCOACH™
 Magazine/Newspaper Referred by a friend
 Other

19 Will you be bringing any team or family members?

Yes How many?
 No

HOW TO SUBMIT YOUR ENTRIES

Submit this form via email to: info@thebusinessexcellenceforums.com

OR by standard mail c/o ActionCOACH at the address below.

Disposition of Entries

Entries and materials submitted may or may not be used, displayed, shown, duplicated, published or disposed of as The Business Excellence Forums & Awards deems appropriate. We hold no responsibility to return any documents, images, or files, once submitted to us.

By submitting entries, the entrant agrees to hold The Business Excellence Forums & Awards and its employees and/or sponsors exempt from any costs or expenses of any claim arising out of any such use by us. Winners must be present at the Awards Ceremony to receive their awards.

How to Get Help

Need answers to your questions on how to prepare and/or submit your entries?

Visit our web site at: TheBusinessExcellenceForums.com

If you can't find the answer there, [please contact us at:](#)

The Business Excellence Forums & Awards

c/o ActionCOACH Global Office
5781 S. Fort Apache Rd.
Las Vegas, NV (USA) 89148

Telephone: +1 (702) 795-3188

Twitter: @BEFAGlobal | #BEawarded

Email: info@thebusinessexcellenceforums.com

thebusinessexcellenceforums.com