



## BEST RETAILER

### 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?

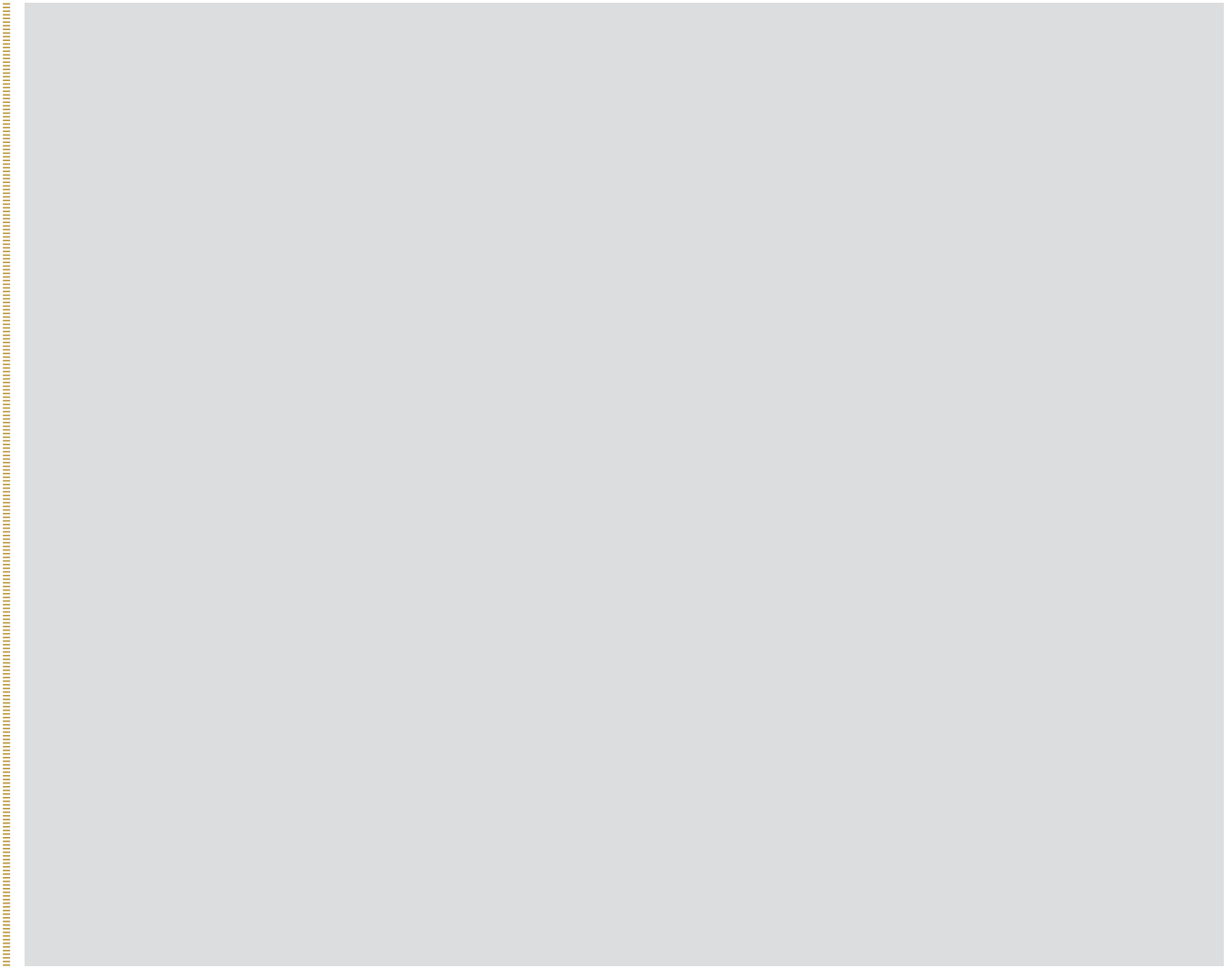
Yes  No

If yes, who is your Coach?

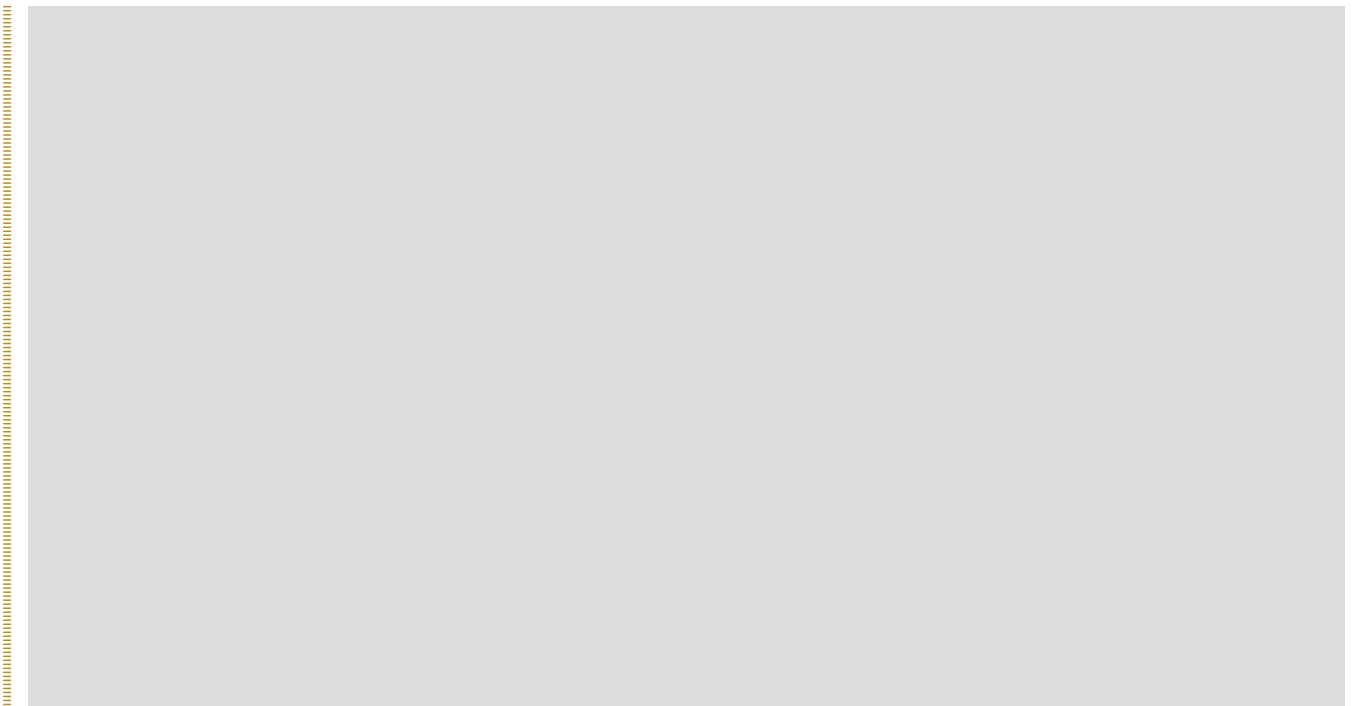
**Submit this document via email and include both of the following:**

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.)

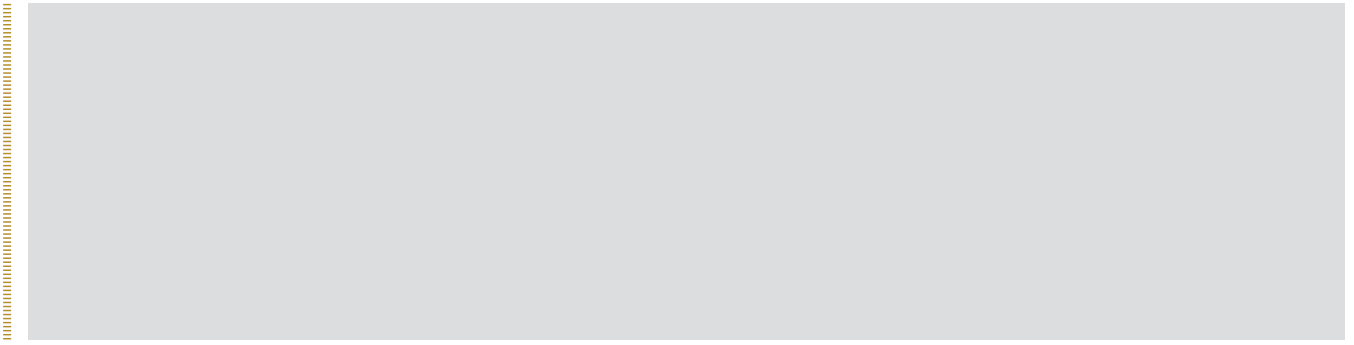
**1** Describe your core business and include your company mission statement (600 words or less).



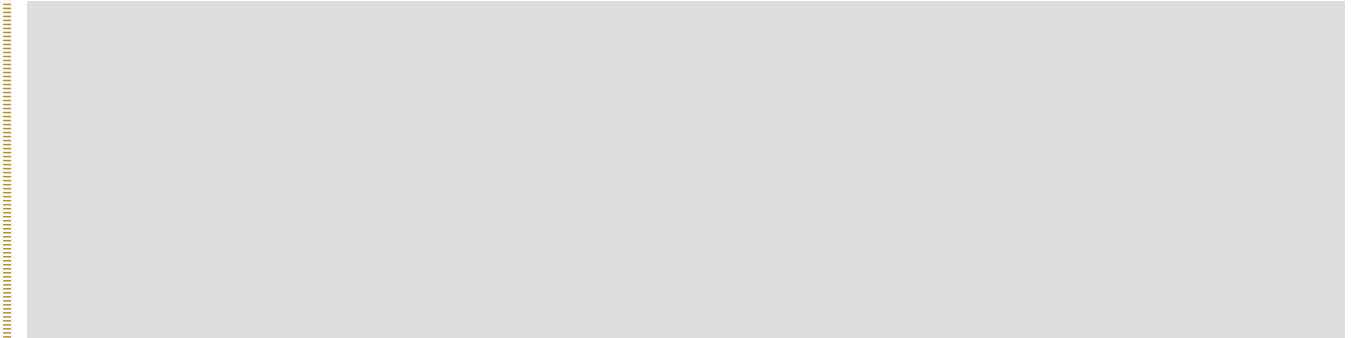
**2** What has driven your company's success and why?



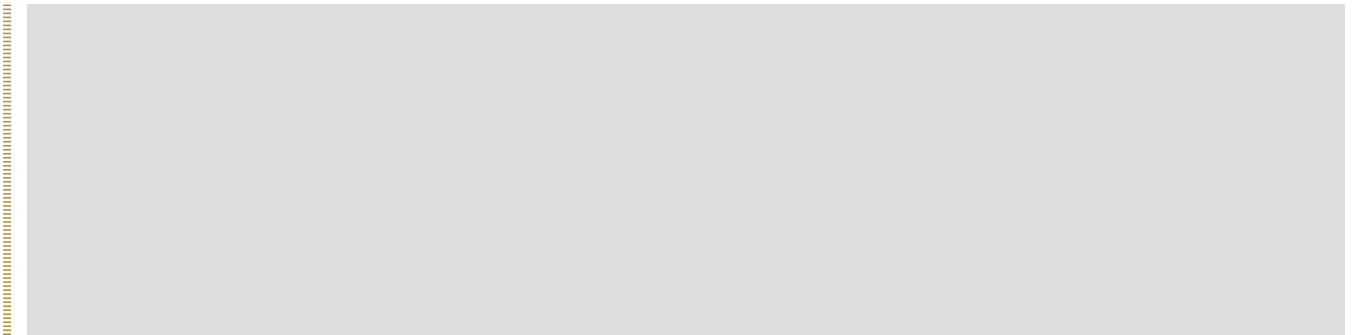
**3** How does your business promote/advertise your product/service?

A large, empty grey rectangular area intended for the user to provide their answer to question 3.

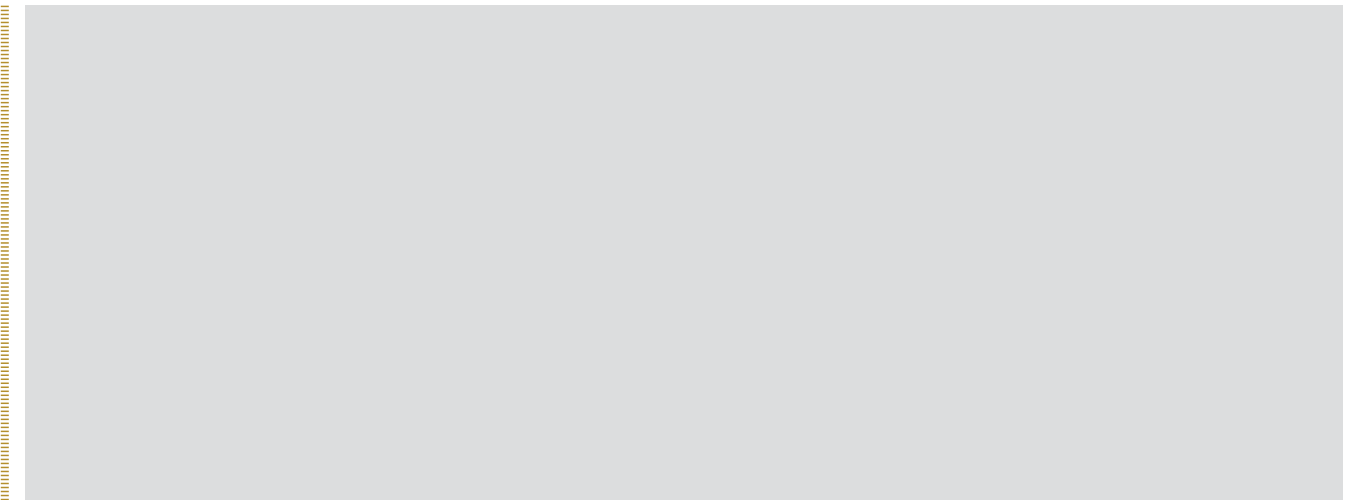
**4** What are your business long term goals and how do you plan to achieve these?

A large, empty grey rectangular area intended for the user to provide their answer to question 4.

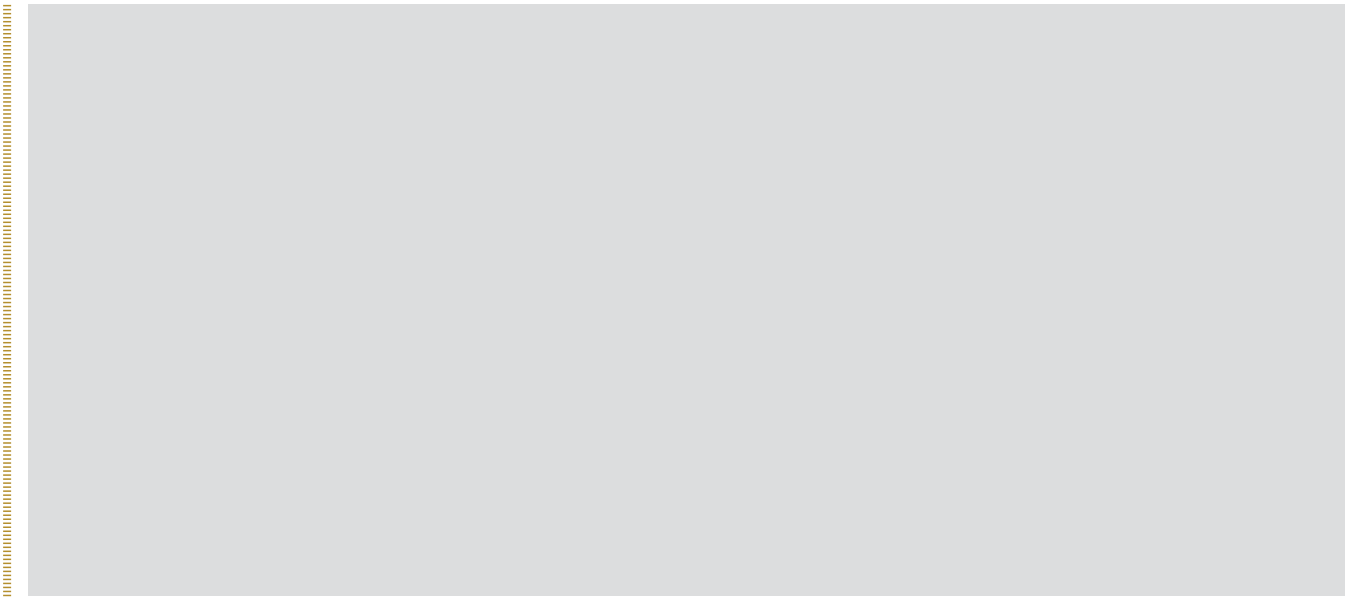
**5** What is your competitive advantage or unique selling point over your competitors?

A large, empty grey rectangular area intended for the user to provide their answer to question 5.

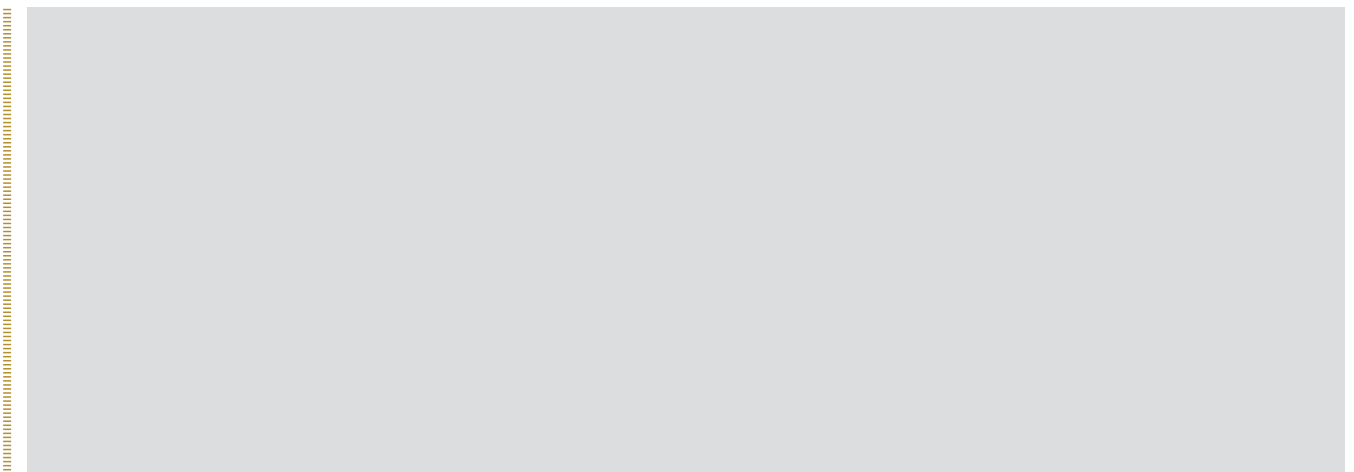
**6** What are your milestone achievements? Include contracts you've won, innovations you've initiated, products or services you've developed or awards you have won.

A large, empty grey rectangular area intended for the user to provide their answer to question 6.

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



**8** What would winning this award mean to you and your business?



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

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

## 10 What are your current *5 Ways* Numbers?

Lead Generation

Conversion Rate

No. of Customers

No. of Transactions

Average \$/£ Sale

Revenue

Margin

Profits

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

Yes

No In what year(s)?

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

Facebook

Twitter

Direct Website

ActionCOACH™

Magazine/Newspaper

Referred by a friend

Other

## 13 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](mailto: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](http://TheBusinessExcellenceForums.com)

If you can't find the answer there, please contact us at:

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