

# *Excellence in Salesforce Development Award*

The field salesforce forms the backbone of a direct selling company. Successful companies dedicate significant resources to developing the skills of field sellers. Whether through product training, sales training, business skills training or personal development, companies that stand above the rest develop the individual and the seller. The Excellence in Salesforce Development Award recognizes companies that have implemented an innovative field development program with demonstrated results.

*Who is eligible to enter:*

Direct selling companies. (Supplier companies may be recognized in conjunction with a direct selling company. Please see the criteria for details.)

*Criteria:*

- The program must have been created primarily by the entering direct selling company. In cases where a supplier company is also recognized, the supplier may be the primary developer of the program, but the program must have been developed for the entering company.
- Successful entries must describe the development and implementation of the program including objectives and mechanism for measuring success. Quantifiable outcomes must be described.
- The program or its concept must be replicable in whole or in part by other direct selling companies.
- The program must have begun in the last three years.

**\* Program Title**

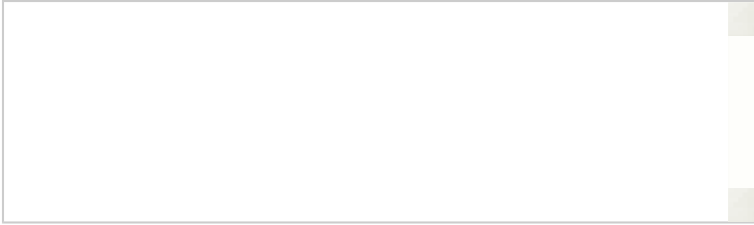
**Name of Supplier Company to be recognized with the primary entrant (if applicable):**

**Describe the role of the Supplier company in the development of this program (if applicable):**

**\* Provide a one paragraph summary (150 words) of your entry to be included in the Awards Banquet Program. Please note this summary should not replace a more detailed description of your program and its results submitted as part of your entry materials. This thumbnail description will be used only for purposes of the banquet program and Web site, should your entry be chosen as a finalist or recipient.**

**\* Program Description and Details**

**Please attach your entry materials as a single PDF file. The PDF file should address all criteria listed for the award for which you are applying. Hard copy materials can be provided to supplement the information contained in this document - see details below. It is recommended that you provide as**



much information as possible within this PDF document including links to relevant Web pages or other online materials. *(Please note: there is a 9MB total file size limit for attachments.)*

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#### Supplemental Materials

You may submit additional materials by mail. However, please note the following guidelines:

1. Include a cover sheet with your materials clearly identifying your company name, program name and name of the award for which you are applying.
2. Ensure the additional materials you submit enhance the presentation of your entry - do not simply repackage the information provided in the entry document.
3. Send only one copy of any materials you submit.
4. Do not send unique or original documents - items will not be returned.
5. All supplemental materials must be received by the entry deadline of 5 pm ET on Wednesday, March 31, 2010.
6. Check the box below to indicate you will be submitting additional materials by mail.

Supplemental materials will be submitted by mail



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