

Award for Salesperson of the Year

Award overview

The Award for Salesperson of the Year recognises 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.

Entries will be shortlisted in each region (NSW/ACT, SA/NT, VIC/TAS, WA and QLD) with the regional winners making up the five national finalists. Eligible entries have not previously won the National Award. Previous regional winners are eligible for nomination.

The award is open to members of the Property Council of Australia only.

Judging criteria

The Property Council has a Retirement Living Management Capability Framework for the sector. The Framework contains seven domains, one of which applies to sales professionals (the "Sales Professionalism" domain).

The Framework and each domain are explained in [this report](#).

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:

Criteria	Weighting
Customer experience and product/value proposition knowledge (200 words maximum) <ul style="list-style-type: none"> • 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? 	30%

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Criteria	Weighting
<ul style="list-style-type: none"> 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 In your answer, identify how you have achieved the Sales Professionalism domain within the Retirement Living Management Capability Framework 	
<p>Achievement of excellent sales results (400 words maximum)</p> <ul style="list-style-type: none"> 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 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 In your answer, identify how you have achieved the Sales Professionalism domain within the Retirement Living Management Capability Framework. 	30%
<p>Sourcing enquiries including community and prospective resident engagement (200 words maximum)</p> <ul style="list-style-type: none"> 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? In your answer, identify how you have achieved the Sales Professionalism domain within the Retirement Living Management Capability Framework 	25%
<p>Leadership, professional development and collaboration (200 words)</p> <ul style="list-style-type: none"> 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 	10%

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<p>(Please provide testimonials from other involved in the sales journey – if appropriate)</p> <ul style="list-style-type: none"> Outline your professional development approach for yourself, and if relevant, others your work with/mentor (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 In your answer, identify how you have achieved the Sales Professionalism domain within the Retirement Living Management Capability Framework. 	
<p>Your pitch (150 words)</p> <ul style="list-style-type: none"> 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 	5%

Nomination details

The following additional information will need to be supplied with your online nomination. This information is not included in the judging criteria, however, it will assist with assessing your entry.

All entries must be submitted using the online nomination form.

Nominator/entry contact person

- Name
- Position
- Company
- Mailing Address
- Contact Number (Day)
- Email
- Mobile

Village Manager details (nominee)

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

Additional information

- Date started at company
- Provide the nominee's brief employment history (point form, 150 words maximum)
- Length of time worked as a Salesperson
- Does the Salesperson know they are being nominated for the award?

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- Has the Owner/Operator been advised of the nomination and given consent to proceed?
- 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 (150 words maximum)

Entry marketing information

The following information will assist us in promoting your entry in the official awards marketing material. Awards marketing material includes the Awards Commemorative Magazine, Awards showcase videos, social media, email marketing and the official National Retirement Living Awards website. This information is not judged against the criteria, however, will ensure your entry is promoted appropriately, should it be a finalist or winner.

Marketing synopsis

To assist the organiser in promoting your nomination within Awards marketing material, please provide a summary about your entry and why you feel it is a standout. Synopsis of no more than 80 words to be supplied.

Entry photos

Uploading supporting images with your online submission before the nomination deadline, is optional.

All entries announced as a finalist in December 2023 must supply supporting images to the Awards Manager by 31 January 2024, for the entry to progress.

We require a maximum of 6 images (minimum of 4 images is mandatory). You must include 1-2 profile photos of the nominee. Images requirements:

- landscape format
- jpg, png or .eps format
- high resolution (300dpi)
- minimum 1920px
- maximum file size of 5MB each

You may also upload any further supporting information such as video links, village fact sheets, written testimonials etc in addition to the required images.

Awards ceremony details

The national award winners will be presented at the National Retirement Living Awards Gala Dinner on Thursday 27 June 2024 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 on their behalf, at the event?

- Name
- Position
- Company
- Mobile
- Email

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Conditions of entry

- Entry in the Award for Salesperson of the Year costs \$250 (including GST) per nomination
- The Property Council of Australia will acknowledge regional winners in NSW/ACT, SA/NT, QLD, VIC/TAS and WA. Regional finalists should be available to attend the respective regional event. From these regional winners, the national finalist of the award will be confirmed
- The regional winners (national finalist) 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, 27 June 2024
- The award is open to members of the Property Council of Australia only
- 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. Judges will not consider formatting or presentation of entries
- If the nominee is shortlisted as a finalist, 4-6 images to support their submission must be submitted to the Awards Manager by 31 January 2024. 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
- All entries must be received and paid by 5:00 pm (AEST) on Sunday, 29 October 2023