

# Entry Kit for the **2018**

## Stevie® Awards for Sales & Customer Service



Complete instructions about how to prepare and submit nominations to the world's preeminent awards program for customer service, contact center, business development, and sales professionals

Entry Kit  
for the **2018**  
Stevie® Awards  
for **Sales &  
Customer Service**



We invite your organization to submit nominations to the 2018 (12th annual) Stevie® Awards for Sales & Customer Service, the world's top honors for customer service, contact center, business development, and sales professionals.

All organizations worldwide are eligible to participate in the awards: large and small, public and private, for-profit and non-profit. Nominations may be submitted by individuals or organizations. Last year's competition attracted more than 2,300 nominations from organizations in more than 30 nations.

The Stevie® Award trophy, the prize that is conferred in the Sales & Customer Service awards and all other Stevie Award programs, is one of the world's most coveted prizes.

Many of the world's largest and most famous companies have won Stevie Awards. Most of our winners each year are small and midsize companies that are still growing and building their brands, however.

This booklet explains how to prepare and submit nominations to the Sales & Customer Service awards. The first important step to entering is to review the categories and to choose the categories in which you'll participate. There are many categories to choose from, including the following:

**Sales**

- Sales Individual see page 6
- Sales Team see page 7
- Sales Achievement see page 8
- Sales Distinction see page 9

**Customer Service & Contact Center**

- Customer Service & Contact Center Individual see page 10
- Customer Service & Contact Center Team see page 11
- Customer Service & Contact Center Achievement see page 14
- Customer Service Department see page 15
- Customer Service Success see page 16

**New Product & Service**

see page 16

**Solution Provider**

see page 17

**Business Development**

see page 18

In these pages you will find explanations of the submission requirements for all of these categories, and an outline of how to submit your entries through our website at [www.StevieAwards.com/Sales](http://www.StevieAwards.com/Sales). All of this information is also available on the website. We hope your organization will submit entries to the 2018 Stevie Awards for Sales & Customer Service. Please don't hesitate to contact us with your questions about how to participate.

Cordially,

Michael Gallagher  
President  
The Stevie Awards



Hear from the Stevie Awards president about the awards

2018 Calendar

October 18, 2017	Early-bird entry deadline
November 15	Entry deadline
November - January	Judging
January 11, 2018	Last day that late entries will be accepted with payment of \$55/entry late fee
January 16	Finalists notified
January 17	Public voting opens for People's Choice Stevie Awards for Favorite Customer Service (see page 15)
February 9	Public voting closes at 11:59 pm ET for People's Choice Stevie Awards for Favorite Customer Service
February 23	Awards banquet at Caesars Palace in Las Vegas, Nevada USA

What Some Past Stevie® Winners Say About Their Awards



Arcelik



Blue Ocean Contact Centers



ClearVision Optical Company



Concentrix



Delta Air Lines



DHL



Google Fiber



IBM



KT



Oi



SAP



WePay, Inc.

## Entry Kit for the **2018** Stevie® Awards for Sales & Customer Service



### How the Stevie® Award Winners Will Be Determined

Judging of entries will be conducted in one round that will begin in mid-November and conclude in mid-January. Judges will be recruited worldwide, will apply to judge on the Stevie Awards for Sales & Customer Service website, and if accepted will be assigned to juries by Stevie Awards staff, based on their function, industry and experience.

All entries that receive an average score of at least 7.0 out of 10 from the judges will be accorded Stevie Award status. The qualifying entry in each category with the highest average score will receive a Gold Stevie Award. Other qualifying entries with an average score of at least 8.0 will be designated as Silver Stevie winners, and will receive a silver medal. Remaining qualifying entries will be designated as Bronze Stevie winners, and will receive a bronze medal.

Silver and Bronze winners will have the option to purchase their Silver and Bronze Stevie trophies.

### The Top 10 Awards

The Top 10 Awards are 10 best-of-competition prizes that will be presented to the organizations that submit the best collection of entries to the Stevie Awards for Sales & Customer Service, in their own name or in the names of one or more clients.

**The winners of these prizes will be awarded the Grand Stevie Award trophy.**

These awards cannot be applied for directly. Winners will be determined by a points system based on the total number of awards won in the Stevie Awards for Sales & Customer Service, with a Gold Stevie win counting for 3 points, a Silver Stevie for 2 points, and a Bronze Stevie counting for 1.5. Points cannot be counted more than once in calculating Top 10 Award winners (i.e., points won by an agency in its client's name cannot be counted a second time in the agency's name).

### How to Submit Your Entries

After you have chosen your categories and prepared your entries according to the requirements outlined on the following pages, do the following:

- 1 Visit the website at [www.StevieAwards.com/Sales](http://www.StevieAwards.com/Sales) and click on the **READY? ENTER NOW** button at the very top of the page.
- 2 Follow the instructions to complete the registration form that will create your entry-submission account. (If you've entered the Stevie Awards for Sales & Customer Service before, you can login to your existing account instead.)
- 3 Within your entry-submission account, choose the first category you'll enter, and complete and save the entry form for that category.
- 4 Repeat the process as necessary to create and save additional entries.
- 5 When you've created all of your entries, select them and click the **SUBMIT SELECTED NOMINATIONS** button to begin the submission process.
- 6 Review and agree to the Terms and Conditions of Entry, and choose to pay your entry fees by credit card, bank check, or wire transfer.

## Entry Kit for the **2018** Stevie® Awards for **Sales & Customer Service**



### Entry Fees

Early-bird entry fees are as follows:

- U.S. \$235 per entry in the categories that recognize the achievements of individuals
- U.S. \$460 per entry in the categories that recognize the achievements of entire organizations, teams and departments and new products and services

Entry fees will rise \$45/entry after the October 18 early-bird deadline. Entries may be still be submitted after the final deadline of November 15, up through January 11, 2018, but a late fee of \$55/entry will be assessed in addition to the entry fee.

If appropriate an entry may be entered in multiple categories; and the fees are due for each category entered. Each entry will be judged separately in each category entered. Entries submitted in multiple categories are eligible to win multiple awards.

Payment may be made by credit card, check, or wire transfer. We accept American Express, Mastercard, and Visa. Payment by check must be made in U.S. dollars by check or draft drawn on a U.S. bank payable to Stevie Awards, Inc. Non-U.S. bank checks will be returned. Please note the name of the entering organization on your check or draft. Enclose the check with a printout of the "Pay By Check" page on our web site.

For wire transfers to our bank, write to [help@stevieawards.com](mailto:help@stevieawards.com) for instructions.

**No refunds will be made after November 15, 2017.**

**Note:** Stevie Award winners who are not represented at the February 23, 2018 awards banquet in Las Vegas to accept their award(s) will be assessed a shipping fee for their award(s). Only sponsors and honorary nominees will not have to pay shipping fees. See the **Terms and Conditions** of entry for details.

### BENEFIT OF ENTERING

You'll have access to all of the judges' comments about your entries - an invaluable resource!





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Stevie® Awards  
for **Sales &  
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## Categories

The following is a list of all categories in the Stevie® Awards for Sales & Customer Service. The categories are grouped by type. The submission requirements for each type of category are listed at the beginning of each group.

### SALES INDIVIDUAL CATEGORIES

The sales individual categories recognize individual sales professionals.

#### *Information required for entries in these categories include:*

- (a) An essay of up to 650 words describing the nominee's accomplishments since July 1, 2016.
- (b) Optional (but highly recommended), a collection of supporting files and web addresses that you may upload to our server to support your entry and provide more background information to the judges. At the very least you should provide a link to the organization's website.

#### **1. Senior Sales Executive of the Year**

Recognizing senior sales executives with titles such as Chief Sales Officer. This category may also be used to recognize senior corporate executives for their role in driving sales achievements.

#### **2. Worldwide Sales Executive of the Year**

Recognizing sales executives with responsibility for sales performance on a global level.

#### **3. National Sales Executive of the Year**

Recognizing sales executives with responsibility for sales performance on a national level.

#### **4. Sales Director of the Year**

Recognizing the achievements of sales directors at organizations of any size, of any type.

#### **5. Sales Manager of the Year**

Recognizing the achievements of sales managers and sales professionals with a managerial role at organizations of any size, of any type.

#### **6. Sales Operations Professional of the Year**

Recognizing sales executives and sales professionals with a managerial role for their achievements in managing sales organizations that run effectively, efficiently and in support of business strategies and objectives.

#### **7. Sales Training or Education Professional of the Year**

Recognizing sales executives and sales professionals with a managerial role who manage, design, or deliver sales training or education in any aspect of work life.

#### **8. Sales Representative of the Year**

Recognizing individual sales representatives for their personal contributions to organizations' sales results. This category is split into four separate categories:

- a. **Business Services Industries:** recognizes sales representatives in business services industries such as advertising, consulting, marketing, public relations, recruiting, etc.
- b. **Other Service Industries:** recognizes sales representatives in services industries such as financial services, healthcare, hospitality & leisure, legal, media & entertainment, real estate, retail, etc.
- c. **Technology Industries:** recognizes sales representatives in technology industries such as computer software, computer services, computer hardware, internet/new media, and telecommunications.
- d. **All Other Industries:** recognizes sales representatives in all industries not covered by the other Sales Representative of the Year categories.

#### **BENEFIT OF ENTERING**

The awards are a great way to benchmark your achievements against competitors in your industry.

## SALES TEAM CATEGORIES

The sales team categories recognize the members of individual teams within your overall sales department. For example, the team may service a particular customer segment or a single client, or may work in a particular sales territory.

### **Information required for entries in these categories include:**

- (a) An essay of up to 650 words describing the team's accomplishments since July 1, 2016.
- (b) Optional (but highly recommended), a collection of supporting files and web addresses that you may upload to our server to support your entry and provide more background information to the judges. At the very least you should provide a link to the organization's website.

#### **20. Global Sales Team of the Year**

Recognizing sales teams whose industry, client, or other focus has a global scope.

#### **21. National Sales Team of the Year**

Recognizing sales teams whose industry, client, or other focus has a national scope.

#### **22. Government Sales Team of the Year**

Recognizing sales teams whose charge is selling to government clients.

#### **23. Field Sales Team of the Year**

Recognizing sales teams that obtain the majority of their business out of the office at face to face meetings with clients.

#### **24. Telesales Team of the Year**

Recognizing sales teams that obtain the majority of their business by telephone.

#### **25. Online Sales Team of the Year**

Recognizing sales teams that obtain the majority of their business via online and social media.

#### **26. Sales Support Team of the Year**

Recognizing teams that provide administrative, logistical, or resource support to sales organizations. This category is split into four separate categories:

- a. **Business Services Industries:** recognizes sales support teams in business services industries such as advertising, consulting, marketing, public relations, recruiting, etc.
- b. **Other Service Industries:** recognizes sales support teams in services industries such as financial services, healthcare, hospitality & leisure, legal, media & entertainment, real estate, retail, etc.
- c. **Technology Industries:** recognizes sales support teams in technology industries such as computer software, computer services, computer hardware, internet/new media, and telecommunications.
- d. **All Other Industries:** recognizes sales support teams in all industries not covered by the other Sales Support Team of the Year categories.

#### **27. Sales Operations Team of the Year**

Recognizing teams that help sales organizations to run effectively, efficiently and in support of business strategies and objectives.

#### **28. Virtual Technology Sales Enablement and Pre-sales Team of the Year**

Recognizing teams that provide remote sales and technology expertise to accelerate and enable sales with a global or national scope.

#### **29. Sales Management Team of the Year**

Recognizing the leadership teams of sales organizations for their achievements.



## SALES ACHIEVEMENT CATEGORIES

The sales achievement categories recognize excellence in particular types of achievements related to the sales process.

### **Information required for entries in these categories include:**

- (a) An essay of up to 650 words describing the nominee's accomplishments since July 1, 2016 in the area covered by the category.
- (b) Optional (but highly recommended), a collection of supporting files and web addresses that you may upload to our server to support your entry and provide more background information to the judges. At the very least you should provide a link to the organization's website.

### **30. Sales Turnaround of the Year**

Recognizing sales organizations for improvements since July 1, 2016, over the prior year. Improvements in revenue, operations, and training will be considered in this category.

### **31. Sales Growth Achievement of the Year**

Recognizing sales organizations for their improvements in sales growth - in revenue and/or units - since the beginning of July 2016, over the prior year.

### **32. Best Use of Technology in Sales**

Honoring sales organizations for their innovative use of technology to improve sales operations, drive sales growth, and/or improve customer satisfaction since the beginning of July 2016.

### **33. Demand Generation Program of the Year**

Recognizing sales organizations (and their colleagues in marketing) for their demand generation programs.

### **34. Outbound Marketing Program of the Year**

Recognizing marketing programs that use advertising, promotions, public relations and sales.

### **35. Inbound Marketing Program of the Year**

Recognizing marketing programs that rely on content generation, lead development, and prospect cultivation.

### **36. Sales Process of the Year**

Recognizing sales organizations for their development and use of sales process methodologies.

### **37. Sales Training or Coaching Program of the Year**

Recognizing sales organizations for their development and use of sales training and coaching programs. This category is split into four separate categories:

- a. **Business Services Industries:** recognizes sales training or coaching programs in business services industries such as advertising, consulting, marketing, public relations, recruiting, etc.
- b. **Other Service Industries:** recognizes sales training or coaching programs in services industries such as financial services, healthcare, hospitality & leisure, legal, media & entertainment, real estate, retail, etc.
- c. **Technology Industries:** recognizes sales training or coaching programs in technology industries such as computer software, computer services, computer hardware, internet/new media, and telecommunications.
- d. **All Other Industries:** recognizes sales training or coaching programs in all industries not covered by the other Sales Training or Coaching Program of the Year categories.

### **38. Sales Meeting of the Year**

Recognizing sales organizations for creativity and effectiveness in their sales meetings. **There is no entry fee for this category.**

### **BENEFIT OF ENTERING**

The entry fees are nominal compared to the publicity boon your firm can reap when you become a Stevie® winner.



### 39. Award for Innovation in Sales

Recognizing new ideas and developments within sales that enabled organizations to implement creative selling and business development strategies, since the beginning of July 2016, to win new customers and grow revenue. This category is split into four separate categories:

- a. **Business Services Industries:** recognizes innovation in sales in business services industries such as advertising, consulting, marketing, public relations, recruiting, etc.
- b. **Other Service Industries:** recognizes innovation in sales in services industries such as financial services, healthcare, hospitality & leisure, legal, media & entertainment, real estate, retail, etc.
- c. **Technology Industries:** recognizes innovation in sales in technology industries such as computer software, computer services, computer hardware, internet/new media, and telecommunications.
- d. **All Other Industries:** recognizes innovation in sales in all industries not covered by the other Award for Innovation in Sales categories.

## SALES DISTINCTION CATEGORIES

Rather than focus on the performance of a named sales department, these categories recognize sales-related achievements across your entire company or organization. You choose the successes you wish to highlight. They can be related to revenue growth, customer acquisition, lead development, training, enculturation of product knowledge, etc.

### *Information required for entries in these categories include:*

- (a) An essay of up to 650 words describing your organization's sales-related accomplishments since July 1, 2016.
- (b) Optional (but highly recommended), a collection of supporting files and web addresses that you may upload to our server to support your entry and provide more background information to the judges. At the very least you should provide a link to the organization's website.

### 40. Sales Distinction of the Year - Computer Hardware

### 41. Sales Distinction of the Year - Computer Services

### 42. Sales Distinction of the Year - Computer Software

### 43. Sales Distinction of the Year - Distribution & Transportation

### 44. Sales Distinction of the Year - Financial Services

### 45. Sales Distinction of the Year - Healthcare, Pharmaceuticals, and Related Industries

### 46. Sales Distinction of the Year - Hospitality & Tourism

### 47. Sales Distinction of the Year - Industrial & Manufacturing

### 48. Sales Distinction of the Year - Media & Entertainment

### 49. Sales Distinction of the Year - Public Services & Education

### 50. Sales Distinction of the Year - Services

### 51. Sales Distinction of the Year - Telecommunications

### 52. Sales Distinction of the Year - All Other Industries



## CUSTOMER SERVICE & CONTACT CENTER INDIVIDUAL CATEGORIES

The customer service and contact center individual categories recognize individual contact center and customer service professionals.

### *Information required for entries in these categories include:*

- (a) An essay of up to 650 words describing the nominee's accomplishments since July 1, 2016.
- (b) Optional (but highly recommended), a collection of supporting files and web addresses that you may upload to our server to support your entry and provide more background information to the judges. At the very least you should provide a link to the organization's website.

### **BENEFIT OF ENTERING**

It's a very cost-effective way to thank your valued employees for their efforts and accomplishments.

### **55. Front-Line Customer Service Professional of the Year**

Recognizing the achievements of customer service professionals who directly engage customers. This category is split into five separate categories:

- a. **Business Services Industries:** recognizes achievements of professionals in business services industries such as advertising, consulting, marketing, public relations, recruiting, etc.
- b. **Financial Services Industries:** recognizes the achievements of professionals in the accounting, banking, financial services, insurance, etc. industries.
- c. **Other Service Industries:** recognizes achievements of professionals in services industries such as financial services, healthcare, hospitality & leisure, legal, media & entertainment, real estate, retail, etc.
- d. **Technology Industries:** recognizes achievements of professionals in technology industries such as computer software, computer services, computer hardware, internet/new media, and telecommunications.
- e. **All Other Industries:** recognizes achievements of professionals in all industries not covered by the other Front-Line Customer Service Professional of the Year categories.

### **56. Back-Office Customer Service Professional of the Year**

Recognizing the achievements of customer service professionals who work behind the front lines of customer service organizations for their achievements since the beginning of July 2016. This category is split into five separate categories:

- a. **Business Services Industries:** recognizes achievements of professionals in business services industries such as advertising, consulting, marketing, public relations, recruiting, etc.
- b. **Financial Services Industries:** recognizes the achievements of professionals in the accounting, banking, financial services, insurance, etc. industries.
- c. **Other Service Industries:** recognizes achievements of professionals in services industries such as financial services, healthcare, hospitality & leisure, legal, media & entertainment, real estate, retail, etc.
- d. **Technology Industries:** recognizes achievements of professionals in technology industries such as computer software, computer services, computer hardware, internet/new media, and telecommunications.
- e. **All Other Industries:** recognizes achievements of professionals in all industries not covered by the other Back-Office Customer Service Professional of the Year categories.

### **57. Young Customer Service Professional of the Year**

Recognizing the achievements of customer service professionals under the age of 30. This category is split into five separate categories:

- a. **Business Services Industries:** recognizes achievements of professionals in business services industries such as advertising, consulting, marketing, public relations, recruiting, etc.
- b. **Financial Services Industries:** recognizes the achievements of professionals in the accounting, banking, financial services, insurance, etc. industries.
- c. **Other Service Industries:** recognizes achievements of professionals in services industries such as financial services, healthcare, hospitality & leisure, legal, media & entertainment, real estate, retail, etc.

- d. **Technology Industries:** recognizes achievements of professionals in technology industries such as computer software, computer services, computer hardware, internet/new media, and telecommunications.
- e. **All Other Industries:** recognizes achievements of professionals in all industries not covered by the other Young Customer Service Professional of the Year categories.

**58. Customer Service Manager of the Year**

Recognizing the achievements of customer service managers and service professionals with a managerial role at organizations of any size, of any type.

**59. Customer Service Leader of the Year**

Recognizing the achievements of senior customer service and call center executives.

**60. Contact Center Professional of the Year**

Recognizing the achievements of non-executive professionals who work in a call or contact center.

**61. Contact Center Manager of the Year**

Recognizing the achievements of contact or call center managers for their achievements since the beginning of July 2016.

**62. Contact Center Leader of the Year**

Recognizing the achievements of senior contact or call center executives for their achievements since the beginning of July 2016.

**CUSTOMER SERVICE & CONTACT CENTER TEAM CATEGORIES**

The customer service team categories recognize the members of individual teams within your overall customer service department or contact center organization. For example, the team may service a particular customer segment or a single client, or may work in a particular call center.

**Information required for entries in these categories include:**

- (a) An essay of up to 650 words describing the customer service team’s accomplishments since July 1, 2016.
- (b) Optional (but highly recommended), a collection of supporting files and web addresses that you may upload to our server to support your entry and provide more background information to the judges. At the very least you should provide a link to the organization’s website.

**65. Customer Service Team of the Year - Recovery Situation**

Recognizing service teams who have demonstrated exceptional skill in recovering either an individual case or in rebuilding an underperforming service department. This category is split into five separate categories:

- a. **Business Services Industries:** recognizes achievements of teams in business services industries such as advertising, consulting, marketing, public relations, recruiting, etc.
- b. **Financial Services Industries:** recognizes the achievements of teams in the accounting, banking, financial services, insurance, etc. industries.
- c. **Other Service Industries:** recognizes achievements of teams in services industries such as financial services, healthcare, hospitality & leisure, legal, media & entertainment, real estate, retail, etc.
- d. **Technology Industries:** recognizes achievements of teams in technology industries such as computer software, computer services, computer hardware, internet/new media, and telecommunications.
- e. **All Other Industries:** recognizes achievements of teams in all industries not covered by the other Customer Service Team of the Year - Recovery Situation categories.



#### 66. Customer Service Complaints Team of the Year

Recognizing service teams whose primary focus is to address and resolve customer complaints. This category is split into five separate categories:

- a. **Business Services Industries:** recognizes achievements of teams in business services industries such as advertising, consulting, marketing, public relations, recruiting, etc.
- b. **Financial Services Industries:** recognizes the achievements of teams in the accounting, banking, financial services, insurance, etc. industries.
- c. **Other Service Industries:** recognizes achievements of teams in services industries such as financial services, healthcare, hospitality & leisure, legal, media & entertainment, real estate, retail, etc.
- d. **Technology Industries:** recognizes achievements of teams in technology industries such as computer software, computer services, computer hardware, internet/new media, and telecommunications.
- e. **All Other Industries:** recognizes achievements of teams in all industries not covered by the other Customer Service Complaints Team of the Year categories.

#### 67. Front-Line Customer Service Team of the Year

Recognizing service teams that directly engage customers. This category is split into five separate categories:

- a. **Business Services Industries:** recognizes achievements of teams in business services industries such as advertising, consulting, marketing, public relations, recruiting, etc.
- b. **Financial Services Industries:** recognizes the achievements of teams in the accounting, banking, financial services, insurance, etc. industries.
- c. **Other Service Industries:** recognizes achievements of teams in services industries such as financial services, healthcare, hospitality & leisure, legal, media & entertainment, real estate, retail, etc.
- d. **Technology Industries:** recognizes achievements of teams in technology industries such as computer software, computer services, computer hardware, internet/new media, and telecommunications.
- e. **All Other Industries:** recognizes achievements of teams in all industries not covered by the other Front-Line Customer Service Team of the Year categories.

#### 68. Back Office Customer Service Team of the Year

Recognizing teams that provide service functions that do not directly engage customers, such as billing, credit and collections, payments, security and support services. This category is split into five separate categories:

- a. **Business Services Industries:** recognizes achievements of teams in business services industries such as advertising, consulting, marketing, public relations, recruiting, etc.
- b. **Financial Services Industries:** recognizes the achievements of teams in the accounting, banking, financial services, insurance, etc. industries.
- c. **Other Service Industries:** recognizes achievements of teams in services industries such as financial services, healthcare, hospitality & leisure, legal, media & entertainment, real estate, retail, etc.
- d. **Technology Industries:** recognizes achievements of teams in technology industries such as computer software, computer services, computer hardware, internet/new media, and telecommunications.
- e. **All Other Industries:** recognizes achievements of teams in all industries not covered by the other Back-Office Customer Service Team of the Year categories.

#### 69. Contact Center of the Year (Up to 100 Seats)

Recognizing call and contact centers that have no more than 100 seats. This category is split into five separate categories:

- a. **Business Services Industries:** recognizes achievements of contact centers in business services industries such as advertising, consulting, marketing, public relations, recruiting, etc.
- b. **Financial Services Industries:** recognizes the achievements of contact centers in the accounting, banking, financial services, insurance, etc. industries.
- c. **Other Service Industries:** recognizes achievements of contact centers in services industries such as financial services, healthcare, hospitality & leisure, legal, media & entertainment, real estate, retail, etc.

- d. **Technology Industries:** recognizes achievements of contact centers in technology industries such as computer software, computer services, computer hardware, internet/new media, and telecommunications.
- e. **All Other Industries:** recognizes achievements of contact centers in all industries not covered by the other Contact Center of the Year (Up to 100 Seats) categories.

**70. Contact Center of the Year (Over 100 Seats)**

Recognizing call and contact centers that have more than 100 seats. This category is split into five separate categories:

- a. **Business Services Industries:** recognizes achievements of contact centers in business services industries such as advertising, consulting, marketing, public relations, recruiting, etc.
- b. **Financial Services Industries:** recognizes the achievements of contact centers in the accounting, banking, financial services, insurance, etc. industries.
- c. **Other Service Industries:** recognizes achievements of contact centers in services industries such as financial services, healthcare, hospitality & leisure, legal, media & entertainment, real estate, retail, etc.
- d. **Technology Industries:** recognizes achievements of contact centers in technology industries such as computer software, computer services, computer hardware, internet/new media, and telecommunications.
- e. **All Other Industries:** recognizes achievements of contact centers in all industries not covered by the other Contact Center of the Year (Over 100 Seats) categories.

**BENEFIT OF ENTERING**  
 Small organizations have just as much chance to win a Stevie as big ones do.

**71. Customer Service Management Team of the Year**

Recognizing the leadership teams of customer service organizations and contact centers for their achievements.

**72. Customer Service Training Team of the Year**

Recognizing teams that develop and deliver training to customer service organizations and contact center personnel. This category is split into five separate categories:

- a. **Business Services Industries:** recognizes achievements of teams in business services industries such as advertising, consulting, marketing, public relations, recruiting, etc.
- b. **Financial Services Industries:** recognizes the achievements of teams in the accounting, banking, financial services, insurance, etc. industries.
- c. **Other Service Industries:** recognizes achievements of teams in services industries such as financial services, healthcare, hospitality & leisure, legal, media & entertainment, real estate, retail, etc.
- d. **Technology Industries:** recognizes achievements of teams in technology industries such as computer software, computer services, computer hardware, internet/new media, and telecommunications.
- e. **All Other Industries:** recognizes the achievements of teams in all industries not covered by the other Customer Service Training Team of the Year categories.



## CUSTOMER SERVICE & CONTACT CENTER ACHIEVEMENT CATEGORIES

The customer service and contact center achievement categories recognize excellence in particular types of achievements related to customer service.

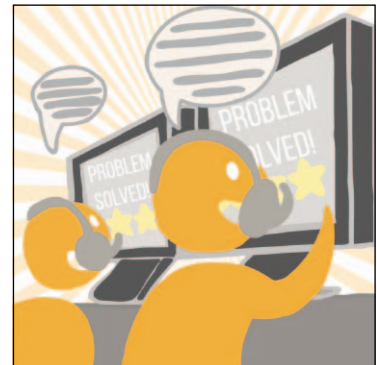
### **Information required for entries in these categories include:**

- (a) An essay of up to 650 words describing the nominee's accomplishments since July 1, 2016 in the area covered by the category.
- (b) Optional (but highly recommended), a collection of supporting files and web addresses that you may upload to our server to support your entry and provide more background information to the judges. At the very least you should provide a link to the organization's website.

### **75. e-Commerce Customer Service Award**

Recognizing customer service and contact center organizations for their innovative use of online technologies and social media to service the needs of customers. This category is split into five separate categories:

- a. **Business Services Industries:** recognizes achievements in business services industries such as advertising, consulting, marketing, public relations, recruiting, etc.
- b. **Financial Services Industries:** recognizes achievements in the accounting, banking, financial services, insurance, etc. industries.
- c. **Other Service Industries:** recognizes achievements in services industries such as financial services, healthcare, hospitality & leisure, legal, media & entertainment, real estate, retail, etc.
- d. **Technology Industries:** recognizes achievements in technology industries such as computer software, computer services, computer hardware, internet/new media, and telecommunications.
- e. **All Other Industries:** recognizes achievements in all industries not covered by the other e-Commerce Customer Service Award categories.



### **76. Best Use of Technology in Customer Service**

Recognizing customer service and contact center organizations for their use of technology that has directly improved customer service delivery, provided real business benefits, and shown system adoption across the entire customer service function. This category is split into five separate categories:

- a. **Business Services Industries:** recognizes achievements in business services industries such as advertising, consulting, marketing, public relations, recruiting, etc.
- b. **Financial Services Industries:** recognizes achievements in the accounting, banking, financial services, insurance, etc. industries.
- c. **Other Service Industries:** recognizes achievements in services industries such as financial services, healthcare, hospitality & leisure, legal, media & entertainment, real estate, retail, etc.
- d. **Technology Industries:** recognizes achievements in technology industries such as computer software, computer services, computer hardware, internet/new media, and telecommunications.
- e. **All Other Industries:** recognizes achievements in all industries not covered by the other Best Use of Technology in Customer Service categories.

### **77. Award for Innovation in Customer Service**

Recognizing new ideas and developments within customer service that enabled organizations to meet the needs of their customers more effectively, leading to increased satisfaction and loyalty. This category is split into five separate categories:

- a. **Computer Industries:** recognizes achievement in the internet/new media, computer hardware, computer software, computer services, etc. industries.
- b. **Financial Services Industries:** recognizes achievement in the accounting, banking, financial services, insurance, etc. industries.
- c. **Other Service Industries:** recognizes achievement in all service industries except for financial services.
- d. **Telecommunications Industries:** recognize achievement in all telecommunications industries.
- e. **All Other Industries:** recognizes achievement in all industries that are not covered by one of the other Award for Innovation in Customer Service categories.

## CUSTOMER SERVICE DEPARTMENT CATEGORIES

The customer service department categories recognize everyone who works formally in customer service in your organization, regardless of their role or location.

In addition to the possibility of receiving a peer-reviewed honor in these categories, all nominated customer service departments that are chosen as Finalists also will be included in voting for the People's Choice Stevie Awards for Favorite Customer Service. Online voting will open to the public worldwide in mid-January and will continue through early February. We will provide Finalists in these categories with tools to help you encourage your fans, followers and customers to vote for you. The nominee with the most votes in each category will receive a special crystal People's Choice Stevie Award.



### ***Information required for entries in these categories include:***

- (a) An essay of up to 650 words describing your customer service department's accomplishments since July 1, 2016.
- (b) Optional (but highly recommended), a collection of supporting files and web addresses that you may upload to our server to support your entry and provide more background information to the judges. At the very least you should provide a link to the organization's website.

### **80. Customer Service Department of the Year - Airlines, Distribution & Transportation**

### **81. Customer Service Department of the Year - Computer Hardware**

### **82. Customer Service Department of the Year - Computer Software.** This category is split into two separate categories:

- a. At Organizations With Up to 100 Employees
- b. At Organizations With 100 or More Employees

### **83. Customer Service Department of the Year - Computer Services**

### **84. Customer Service Department of the Year - Financial Services.** This category is split into two separate categories:

- a. At Organizations With Up to 100 Employees
- b. At Organizations With 100 or More Employees

### **85. Customer Service Department of the Year - Healthcare, Pharmaceuticals, and Related Industries**

### **86. Customer Service Department of the Year - Leisure & Tourism**

### **87. Customer Service Department of the Year - Public Services & Education**

### **88. Customer Service Department of the Year - Retail**

### **89. Customer Service Department of the Year - Telecommunications**

### **90. Customer Service Department of the Year - All Other Industries**

Entry Kit  
for the **2018** Stevie® Awards  
for **Sales & Customer Service**

## CUSTOMER SERVICE SUCCESS CATEGORIES

If your organization doesn't have a formal customer service function – if "everyone here works in customer service" is your motto – then these are the categories for you. *If your organization has a formal customer service function, don't enter these categories – enter the Customer Service Department categories instead.*

### **Information required for entries in these categories include:**

- (a) An essay of up to 650 words describing your organization's customer service-related accomplishments since July 1, 2016.
- (b) Optional (but highly recommended), a collection of supporting files and web addresses that you may upload to our server to support your entry and provide more background information to the judges. At the very least you should provide a link to the organization's website.



140. Customer Service Success – Business Service Industries

141. Customer Service Success – Financial Service Industries

142. Customer Service Success – Other Service Industries

143. Customer Service Success – Technology Industries

144. Customer Service Success – All Other Industries

## NEW PRODUCT & SERVICE CATEGORIES

These categories recognize new and new-version solutions for sales, contact center, and customer service operations. Any type of product or service offering may be nominated in these categories.

### **Information required for entries in these categories include:**

- (a) An essay of up to 650 words describing the nominated product or service that was released or updated since July 1, 2016. Focus on features, functions, benefits, and sales performance to date.
- (b) Optional (but highly recommended), a collection of supporting files and web addresses that you may upload to our server to support your entry and provide more background information to the judges. These might include product demonstrations videos, images, and press reviews. At the very least you should provide a link to the organization's website.

95. Business Intelligence Solution – New

96. Business Intelligence Solution – New Version

97. Collaboration Solution – New

98. Collaboration Solution – New Version

99. Contact Center Solution – New

100. Contact Center Solution – New Version

101. Incentive Management Solution – New

102. Incentive Management Solution – New Version

103. IVR or Web Service Solution – New

104. IVR or Web Service Solution – New Version





- 105. Marketing Solution – New
- 106. Marketing Solution – New Version
- 107. Relationship Management Solution – New
- 108. Relationship Management Solution – New Version
- 109. Sales Automation Solution – New
- 110. Sales Automation Solution – New Version

### **BENEFIT OF ENTERING**

Win a Stevie® and you'll get a number of free tools you can use to promote your win.

- 111. Best Sales Enablement Solution – New **(new category for 2018)**
- 112. Best Sales Enablement Solution – New Version **(new category for 2018)**
- 113. Best Sales & Marketing Mobile Application – New **(new category for 2018)**
- 114. Best Sales & Marketing Mobile Application – New Version **(new category for 2018)**

#### 115. Customer Service or Sales Book of the Year

If available, attach an electronic version of your book to your online entry using the attachment/link uploading tool. If you will submit your publication offline for review by the judges, you must first submit your entry online. Then print out a copy of your entry and mail it with one (1) copy of the publication or series of publications to: The Stevie Awards, 10560 Main Street, Suite 519, Fairfax, VA 22030, USA.

- 116. Customer Service Training Product of the Year. Eligible products include DVDs, videos, courseware and workbooks, among others.
- 117. Sales Training Product of the Year. Eligible products include DVDs, videos, courseware and workbooks, among others.

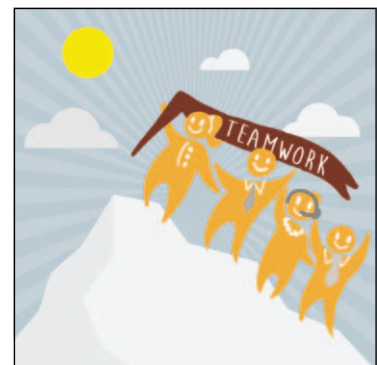
### **SOLUTION PROVIDER CATEGORIES**

These categories recognize the achievements of solution providers for sales, contact center, and customer service professionals.

#### ***Information required for entries in these categories include:***

- (a) An essay of up to 650 words describing the nominated organization's accomplishments since July 1, 2016.
- (c) Optional (but highly recommended), a collection of supporting files and web addresses that you may upload to our server to support your entry and provide more background information to the judges. At the very least you should provide a link to the organization's website.

- 120. Sales Consulting Practice of the Year
- 121. Sales Training Practice of the Year
- 122. Sales Outsourcing Provider of the Year
- 123. Incentive, Rewards, or Recognition Provider of the Year
- 124. Customer Service or Call Center Consulting Practice of the Year
- 125. Customer Service or Call Center Training Practice of the Year
- 126. Sales or Customer Service Solutions Technology Partner of the Year
- 127. Contact Center or Customer Service Outsourcing Provider of the Year
- 128. Leadership or Management Training Practice of the Year



## BUSINESS DEVELOPMENT CATEGORIES

These categories recognize the achievements of individual business development professionals, and singular business development achievements in a variety of industries.

### *Information required for entries in these categories include:*

- (a) An essay of up to 650 words describing the nominee's accomplishments since July 1, 2016.
- (b) Optional (but highly recommended), a collection of supporting files and web addresses that you may upload to our server to support your entry and provide more background information to the judges. At the very least you should provide a link to the organization's website.

#### **130. Business Development Executive of the Year**

Recognizing the achievements of business development executives since July 1, 2016. (Professionals at the VP level or higher.)

#### **131. Business Development Professional of the Year**

Recognizing the achievements of non-executive business development professionals since July 1, 2016. (Professionals at a Director level or lower.)

#### **132. Business Development Achievement of the Year - Financial Services Industries**

Recognizing singular business development achievements - agreements, deals, implementations, and/or performance results - in any of the financial services industries since July 1, 2016.



#### **133. Business Development Achievement of the Year - Hospitality & Leisure Industries**

Recognizing singular business development achievements - agreements, deals, implementations, and/or performance results - in any of the hospitality and leisure industries since July 1, 2016.

#### **134. Business Development Achievement of the Year - Media & Entertainment Industries**

Recognizing singular business development achievements - agreements, deals, implementations, and/or performance results - in any of the media and entertainment industries since July 1, 2016.

#### **135. Business Development Achievement of the Year - Services Industries**

Recognizing singular business development achievements - agreements, deals, implementations, and/or performance results - in any of the services industries (business or consumer) since July 1, 2016.

#### **136. Business Development Achievement of the Year - Technology Industries**

Recognizing singular business development achievements - agreements, deals, implementations, and/or performance results - in any of the technology industries since July 1, 2016.

#### **137. Business Development Achievement of the Year - Transportation Industries**

Recognizing singular business development achievements - agreements, deals, implementations, and/or performance results - in any of the transportation industries since July 1, 2016.

#### **138. Business Development Achievement of the Year - All Other Industries**

Recognizing singular business development achievements - agreements, deals, implementations, and/or performance results - since July 1, 2016 in any industry not addressed by categories 132 - 137.

### **BENEFIT OF ENTERING**

The awards will be announced at a gala event that will be broadcast worldwide to thousands.

## Entry Preparation Tips

### 1. Write Your Entries Before Submitting Them

Write your entries offline, so that you have a permanent record of them. It will then take just a few minutes to submit them through our easy-to-use online submission system. Don't write your entries on the fly online— if something goes wrong with your computer or there's a momentary glitch in our online system, your work may be lost.

### 2. Include Supporting Materials and Links

For most categories, attaching supporting files or web URLs to your entries is optional. But we strongly recommend that if you have no other materials to append to your entry, you at least provide the URL to your organization's website, so that the judges have access to some additional, basic information about your organization

### 3. Focus on Achievements During the Eligibility Period

The eligibility period for the 2018 Stevie Awards for Sales & Customer Service extends from July 1, 2016 through January 11, 2018. While your entries may make reference to achievements from before this period, they should focus extensively on achievements during the eligibility period. The judges will not give high scores to your entries if they don't.

### 4. How to Submit Entries for Multiple Clients

If you're a PR or marketing agency and you want to submit entries on behalf of multiple clients, you don't have to create separate entry-submission accounts in our online system for each client. Instead, create one account in your agency's name, with your agency's contact information and description in the account. Then begin each entry's title with the name of the client; for example, "ABC Company: Jane Smith, CEO" or "XYZ Company: The XYZ Company Website." That will be our cue that you intended to submit the entries in your clients' names, and we'll know that if they're recognized as Stevie winners the awards should be presented to your clients, not your agency.

### 5. Test Your Links

If you include links to online videos, images, or other supporting materials with your entries, test your links before you submit your entries. Preview an entry before you submit it, and click your links in it to ensure that they are valid and will present to the judges the content you would like them to see.

### 6. Video Entries and Other Media Materials

When you attach materials to your entries for judges' review, consider that judges have only a few minutes to review and rate each entry. They do not have time to wait many minutes to download materials from Hightail, Dropbox, Box.com, or similar services. Your attachments should be directly downloadable and immediately accessible to judges.

If you want the judges to review a video, we prefer that you provide a link to a hosted version on YouTube, Vimeo, or a similar service that will begin to play instantaneously when a judge wants to access it. If you absolutely cannot do that, we encourage you to upload your video file to our server.

Entry Kit  
for the **2018**  
Stevie® Awards  
for Sales &  
Customer Service



## Regulations, Terms & Conditions

The following are the terms and conditions of entry to the 2018 Stevie® Awards for Sales & Customer Service. By submitting entries to the competition you assent that you have read and agree to abide by these terms and conditions.

### Entry Fees

Entry Fees differ per category and are **listed on the awards web site**. Entry fees must be paid before entries will be submitted to judges for review.

You may withdraw one or more entries from the competition and receive a refund of entries fees paid for those entries through November 15, 2017. After that date entries may still be withdrawn, but no refunds will be issued. If for extraordinary circumstances after November 15 we must submit your entries for judging before entry fees are paid, your entries will be nonrevokable and entry fees will be payable.

### Acceptance of Stevie Awards Correspondence

Every entrant has a designated point of contact: a single person with whom we communicate about the disposition of entries submitted. We will send regular email correspondence to your organization's point of contact, especially after Stevie Award finalists are announced in January 2018. Your organization's point of contact agrees to:

- Whitelist the email address [help@stevieawards.com](mailto:help@stevieawards.com), from which most of our email correspondence will come
- Read all email correspondence from us promptly and respond as requested or required

### Maintenance of Your Entry Account Information

Your organization's entry-submission account on the Stevie Awards for Sales & Customer Service website, through which your entries are submitted, will contain the contact information for your point of contact, including that person's name, postal mailing address, email address, and telephone number. Your organization's point of contact agrees to maintain the information in this entry-submission account and update it if and when necessary. The entry-submission account may be logged into at any time at [here](#).

### Final Decision

In the event of a dispute as to the category in which an entry(s) will be judged, the decision of the Stevie Awards staff will prevail. Judges may recommend that an entry be switched to a different category, and at their discretion Stevie Awards staff may change an entry's category.

### Disposition of Submitted Materials

Any offline materials submitted as part of your entries will not be returned.

### Payment of Shipping Fees

Stevie Award winners who are not represented at the February 23, 2018 awards banquet in Las Vegas to accept their award(s) will be assessed a shipping fee for their award(s). Only sponsors and honorary nominees will not have to pay shipping fees. Shipping fees payable will be as follows:

#### Stevie Award Winners in the U.S.A.

- U.S. \$30 per Gold Stevie Award trophy
- U.S. \$7.50 per Silver or Bronze Medal

#### Stevie Award Winners in Canada

Trophies will be shipped by FedEx International Ground and fees include customs fees and taxes

- U.S. \$50 per Gold Stevie Award trophy
- U.S. \$12 per Silver or Bronze Medal

#### Stevie Award Winners in All Other Nations

Trophies will be shipped by FedEx International Economy or DHL Express and fees includes customs fees and taxes

- U.S. \$300 per Gold Stevie Award trophy
- U.S. \$17 per Silver or Bronze Medal

If you are liable to pay shipping fees, they will be automatically charged to the credit card to which entry fees were charged, approximately 10 days after the awards banquet, unless you first provide us with an alternate means of payment. Your organization's point of contact with us will receive an email in advance of the charge, noting the date that the charge will be made. If entry fees were not charged to a credit card, you

will be invoiced for your shipping fees and payment is due upon receipt of your invoice. That invoice will be emailed to your point of contact.

Non-payment of shipping fees is not an option: if you submit entries to the Stevie Awards for Sales & Customer Service, you agree to pay the fees due if any awards you win are not accepted at the February 23 awards banquet in Las Vegas. You may not opt out of paying them by asking to not receive your awards.

See the section above headed **Maintenance of Your Entry Account Information**. We reserve the right to charge you shipping fees twice if your award shipment is returned to us because the shipping address in your entry-submission account is wrong, or you otherwise did not provide us with an alternate shipping address, and your awards are returned as undeliverable to us or to one of our award manufacturers.

### Publication of Stevie-winning Entries

The full-text of Gold Stevie Award-winning entries will be published on Stevie Awards for Sales & Customer Service web site approximately one month after the awards banquet. Gold Stevie Award winners will be given the opportunity to redact any confidential or non-public information from their entries before publication. If you should have one or more Gold Stevie Award-winning entries in the 2018 Stevie Awards for Sales & Customer Service, you agree to respond promptly to our request for edits or redactions to those entries before publication.

**Failure to comply with these Terms & Conditions will render your entries ineligible. Entry fees will not be refunded.**

## 10 Reasons to Enter

1. It's a very cost-effective way to thank your valued employees for their efforts and accomplishments.
2. The **entry fees** are nominal compared to the publicity boon your firm can reap when you become a Stevie winner.
3. Small organizations have just as much chance to win a Stevie as big ones do.
4. There are dozens of **categories** for customer service, contact center, business development, and sales professionals, teams, and departments. There are also categories for new products and services used by these professionals, as well as categories to recognize solution providers.
5. Stevie Award winners will be recognized during a gala awards dinner attended by executives from around the world.
6. The awards ceremonies will be broadcast live, online, worldwide.
7. The awards are a great way to benchmark your achievements against competitors in your industry.
8. The **Stevie Award** trophies are magnificent — among the most coveted prizes in the world.
9. Stevie winners can get **extra copies** of their awards to share with employees, executives, and clients.
10. You'll have access to all judges' comments for all of your entries — an invaluable resource.





## The Stevie® Award

The Stevie Award trophy is one of the world's most coveted prizes. Since 2002 the Gold Stevie Award has been conferred for achievement in business to organizations and individuals in more than 60 nations.

The name Stevie is taken from the name Stephen, which is derived from the Greek for "crowned."

The crystal pyramid held aloft by Stevie represents the hierarchy of human needs, a system often represented as a pyramid that was developed in the 1960s by psychologist Abraham Maslow, who observed that after their basic needs are met, human beings seek the esteem of their peers.



### | USA Headquarters

The Stevie Awards

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