



Entry Kit for the 2025 (19th Annual) 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 2025 Stevie® Awards for Sales & Customer Service

We invite your organization to submit nominations to the 2025 (19th 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. The 2024 competition received more than

2,300 nominations from organizations of all types in 45 nations and territories.

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 organizations have won Stevie Awards. Most of our winners each year are small and mid-size organizations 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.

In these pages you will find explanations of the submission requirements for all of the categories, and an outline of how to submit your entries through our website at www.StevieAwards.com/Sales. All of this information is also available on the website.

We've made quite a few changes to the 2025 program. Foremost among them is that we will announce the full slate of Gold, Silver, and Bronze Stevie Award winners a full five weeks before the awards banquet, so that winners will have full knowledge of what they've won before the event. The event itself will move from its long-time home in Las Vegas to New York City. The other major change is that we have eliminated the entry fees for many of the sales categories.

We hope your organization will submit entries to the 2025 Stevie Awards for Sales & Customer Service. Please don't hesitate to contact us with your questions about how to participate.

Cordially,
Maggie Miller
President
The Stevie Awards



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CALENDAR FOR THE 2025 AWARDS

October 11, 2024	Early-bird entry deadline (<i>Entry fees are discounted for nominations submitted through this date</i>)
November 20, 2024	Entry deadline (<i>Late fees are payable for entries submitted after this date</i>)
December 3, 2024– February 26, 2025	Judging
January 22, 2025	Last day that entries will be accepted with payment of \$55/entry late fee
March 5, 2025	Winners notified
March 7, 2025– March 31, 2025	Voting in the People's Choice Stevie Awards for Favorite Customer Service
April 10, 2025	Awards banquet at the Marriott Marquis Hotel, New York City. Attendance is not required to win.

SUMMARY OF THE 2024 AWARDS

- ▶ [List of 2024 Stevie Winners](#)
- ▶ [Browse Photographs of the Awards Evening](#)
- ▶ [Watch the Individual Awards Presentation Videos](#)
- ▶ [Download the Awards Banquet Program Book \(PDF\)](#)
- ▶ [Watch Interviews with Stevie Winners](#)



Monitor Stevie® Awards Social
Media for Updates to the Calendar



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WHAT'S NEW & DIFFERENT FOR 2025

- Many of the Sales categories are now free to enter.
- Gold, Silver, and Bronze Stevie® Award placements will be announced **BEFORE** the awards banquet, so you can plan your event participation with full knowledge of what you've won. (Attendance isn't required to win.)
- The setting of the awards banquet moves from its long-time home in Las Vegas to New York City.

[See the full list of changes for 2025.](#)

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 event attended by executives from around the world.
- 6 The awards ceremonies will be broadcast 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.

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HOW THE STEVIE® AWARD WINNERS WILL BE DETERMINED

Judging of entries will be conducted in one round that will begin in mid-December and conclude in late February. 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.

More than 200 professionals around the world will participate in the judging process. [See the lists](#) of those who formed the juries for the 2024 awards.

All entries that receive an average score of at least 7.75 out of 10 will qualify for Stevie Award status. Winners will be notified on March 5 and publicly announced on March 6, in advance of the April 10 awards banquet in New York City. 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 5 AWARDS

The Top 5 Awards are five 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 5 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).

SELECTION OF 2024 WINNERS



Entry Kit for the 2025 Stevie® Awards for Sales & Customer Service



ENTRY FEES

There are a number of categories for which there are no entry fees. For categories in which we do charge an entry fee, early-bird fees are as follows:

- U.S. \$275 per entry in the categories that recognize the achievements of individuals
- U.S. \$500 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 11, 2024 early-bird deadline. Entries may be still be submitted after the final deadline of November 20, through January 22, 2025, but a late fee of \$55/entry will be assessed in addition to the entry fee. The late fee will apply to ALL categories, including those for which there is no 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 bank 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 website.

For wire transfers, write to help@stevieawards.com for instructions.

No refunds will be made after November 20, 2024.

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 and click on the "READY? ENTER NOW" button at the very top of the page.
- 2 Follow the instructions to 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. Follow the instructions to create 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, check, or wire transfer.

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EFFECTIVE STEVIE AWARD NOMINATIONS

- 1 Are Focused on the Eligibility Period**

The eligibility period for the 2025 awards extends from July 1, 2022 through the date on which you submit your nominations. While it's OK to briefly mention achievements from before that window, your nominations should be focused on achievements during this window.
- 2 Relate the Cited Achievement(s) to Their Benefits**

The judges want to know about your achievements, but they also want to know how those achievements have benefited others: your organization, your colleagues, your customers, your partners, etc. Make sure your nominations include explanations of these outcomes.
- 3 Are Supported by Materials to Back up Your Claims**

The judges want to see that you can back up the claims you make in your nominations with materials that validate them. These might include customer testimonials, press clippings, product reviews, etc. You may attached links to web pages to your nominations, or upload files such as videos, photos, PDFs, or other documents.

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. You may submit any number of entries to any of the following categories.

Nominations that won in the 2024 Stevie Awards for Sales & Customer Service may be resubmitted for consideration in the 2025 awards. If they have been updated with recent achievements they may be submitted to the same categories in which they won. If they have not been updated they must be submitted to categories different from those in which they won.

Sales Partnerships Ethics in Sales Award



We invite your organization to submit a nomination for the 2025 Sales Partnerships Ethics in Sales Award. This award is sponsored by [Sales Partnerships](#), one of the world's leading contract sales organizations. **There are no entry or late fees for this award.**

To nominate, [complete and submit this form](#) by no later than Friday, February 28. In addition to the required essay of up to 600 words you have the option to submit up to three (3) supporting files and up to three (3) web page or file links, to support the claims made in your nomination.

Nominations for the Ethics in Sales Award will be reviewed and rated by Sales Partnerships. The results will be reported to nominees in mid-March. One Gold Stevie winner will be chosen from among all nominations. Other nominations may be accorded Silver or Bronze Stevie medals, depending on their ratings.

Questions about this sponsored award? Contact [Fred Kessler](#) of Sales Partnerships, or call the Stevie Awards office at +1 703-547-8389.

Sales Individual Categories

The sales individual categories recognize individual sales professionals. Entry fees have been eliminated for many of these categories, but the \$55/entry late fee will still apply to them after November 20, 2024.



These categories are sponsored by ValueSelling Associates™

Information required for entries in these categories include:

- 1** **Written answers to the following questions, describing the nominated individual's achievements since July 1 2022, OR a video of up to five (5) minutes in length that answers all of the same questions:**
 - a. Briefly describe the nominated individual: history and past performance (up to 200 words). *Required*
 - b. Outline the nominee's achievements since July 1, 2022 that you wish to bring to the judges' attention (up to 250 words). *Required*
 - c. Explain why the achievements you have highlighted are unique or significant. If possible compare the achievements to the performance of other players in your industry and/or to the nominee's past performance (up to 250 words). *Required*
 - d. Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words). *Optional*
- 2** **Optional (but highly recommended),** add supporting materials to your nomination. Provide any number of weblinks, and/ or upload any number of files, that you believe will support your case to the judges. These might be press articles, press releases, videos, work samples, internal or external reviews, or employee feedback, for example.

- 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**
The entry fee has been eliminated for this category for 2025.
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

The entry fees for the Sales Representative of the Year categories have been eliminated for 2025.

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.

9. Sales Engineer of the Year

The entry fee has been eliminated for this category for 2025.

This category will recognize the achievements since the beginning of July 2022 of individual professionals who prepare and deliver technical presentations explaining products or services to existing and prospective customers; talk with customers and engineers to assess equipment needs and to determine system requirements; and plan and modify products to meet customer needs.

10. Sales Support Professional of the Year

This category will recognize the achievements since the beginning of July 2022 of individual professionals who provide administrative, logistical, or resource support to sales organizations.

**11. Virtual and Pre-Sales Professional of the Year**

The entry fee has been eliminated for this category for 2025.

This category will recognize the achievements since the beginning of July 2022 of individual professionals who offer remote sales and technology expertise to accelerate and enable sales with a global or national scope, or who work closely with sales, service, engineering, and technical support resources prior to a sale to ensure proposed deals include technical solutions that address customer needs.

12. Woman of the Year in Sales

Recognizing women in sales, at any level, for their achievements since the beginning of July 2022.

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:

- 1 **Written answers to the following questions, describing the nominated team's achievements since July 1, 2022, OR a video of up to five (5) minutes in length that answers all of the same questions:**
 - a. Briefly describe the nominated team: its history and past performance (up to 200 words). *Required*
 - b. Outline the team's achievements since July 1, 2022 that you wish to bring to the judges' attention (up to 250 words). *Required*
 - c. Explain why the achievements you have highlighted are unique or significant. If possible compare the achievements to the performance of other players in your industry and/or to the team's past performance (up to 250 words). *Required*
 - d. Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words). *Optional*
- 2 **Optional (but highly recommended),** add supporting materials to your nomination. Provide any number of weblinks, and/or upload any number of files, that you believe will support your case to the judges. These might be press articles, press releases, videos, work samples, internal or external reviews, or employee feedback, for example.

19. **Account Management Team of the Year**
Recognizing the sales management team of a specific client account for their achievements.
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. **Inside or 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 or 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.

Information required for entries in these categories include:

- 1** **Written answers to the following questions, describing the nominated organization's achievements since July 1, 2022, OR a video of up to five (5) minutes in length that answers all of the same questions:**
 - a. Briefly describe the nominated organization: its history and past performance (up to 200 words). *Required*
 - b. Outline the organization's achievements since the beginning of July 2022 that you wish to bring to the judges' attention (up to 250 words). *Required*
 - c. Explain why the achievements you have highlighted are unique or significant. If possible compare the achievements to the performance of other players in your industry and/or to the organization's past performance (up to 250 words). *Required*
 - d. Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words). *Optional*
- 2** **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 be planning documents, press clippings, work samples, photographs, video clips, etc.

Continues on Next Page

30. Achievement in the Use of Data & Analytics in Sales

Recognizing sales organizations for their successful use of data and analytics tools to better identify, understand, communicate with, and respond to customers and prospects since the beginning of July 2022.

31. Achievement in the Digital Transformation of Sales Operations

Recognizing sales organizations for the successful digital transformation of their operations since the beginning of July 2022, to better meet their goals and the needs of their customers.

32. Achievement in Sales Automation

Recognizing sales organizations for their successful use of sales automation tools, since the beginning of July 2022, to enable their sales professionals to focus their time and energies on fewer mundane and repetitive tasks and more on relationship building and customer closing.

33. Achievement in Sales Documentation

Recognizing sales organizations for their development and use since the beginning of July 2022 of creative, innovative, eye-catching and attention grabbing tools such as pitch scripts, product decks, customer and case studies, battle cards, graphics, and white papers/research reports. With your nomination to this category, be sure to include plenty of examples of the nominated work.

**34. Achievement in Self-Service Sales**

Recognizing sales organizations for successfully creating and running contactless or self-service buying processes.

35. Achievement in Value-based Selling Techniques

Recognizing sales organizations for their successful implementation of value-based selling techniques since the beginning of July 2022. In your nomination be sure to describe your organization's journey to your use of value-based sales processes and the before-and-after results of your transition.

36. 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 2022, 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.

37. Best Use of Technology in Sales

Honoring sales organizations for their innovative use of technology, such as artificial intelligence, to improve sales operations, drive sales growth, and/or improve customer satisfaction since the beginning of July 2022.

38. Demand Generation Program of the Year

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

- 39. Inbound Marketing Program of the Year**
Recognizing marketing programs that rely on content generation, lead development, and prospect cultivation.
- 40. Outbound Marketing Program of the Year**
Recognizing marketing programs that use advertising, promotions, public relations, and sales.
- 41. Remote Sales Innovation of the Year**
This category will recognize innovations in sales spurred by the need to sell remotely.
- 42. Sales Diversity and Inclusivity Initiative of the Year**
Recognizing organizations for their work to make their sales forces more diverse and inclusive.
- 43. Sales Employer of the Year**
This category will recognize how organizations have provided a supportive and rewarding work environment for sales professionals since the beginning of July 2022.
- 44. Sales Enablement Program of the Year**
Recognizing organizations for their development and effective use of sales enablement information, content, and tools.
- 45. 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 2022, over the prior year.
- 46. Sales Incentive Program of the Year**
Recognizing sales organizations for the design and effectiveness of their sales incentive programs.
- 47. Sales Meeting of the Year**
Recognizing sales organizations for creativity and effectiveness in their sales meetings - live, hybrid, and virtual.
- 48. Sales Process of the Year**
Recognizing sales organizations for their development and use of sales process methodologies.
- 49. Sales Recruitment Initiative of the Year**
Recognizing organizations for their programs and initiatives to recruit new sales staff.
- 50. 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.
- 51. Sales Turnaround of the Year**
Recognizing sales organizations for improvements since July 1, 2022, over the prior year. Improvements in revenue, operations, and training will be considered in this category.
- 52. Social Selling Initiative of the Year**
Recognizing organizations for their effective strategies to employ social media to enhance or increase sales.

Sales Distinction Categories

The entry fees have been eliminated for the Sales Distinction categories for 2025. The \$55/entry late fee will apply for submissions made after November 20, however.

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:

- 1** Written answers to the following questions, describing the nominated organization's achievements since July 1, 2022, **OR** a video of up to five (5) minutes in length that answers all of the same questions:
 - a. Briefly describe the nominated organization: its history and past performance (up to 200 words). *Required*
 - b. Outline the organization's achievements since July 1, 2022 that you wish to bring to the judges' attention (up to 250 words). *Required*
 - c. Explain why the achievements you have highlighted are unique or significant. If possible compare the achievements to the performance of other players in your industry and/or to the organization's past performance (up to 250 words). *Required*
 - d. Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words). *Optional*
- 2** **Optional (but highly recommended)**, add supporting materials to your nomination. Provide any number of weblinks, and/or upload any number of files, that you believe will support your case to the judges. These might be press articles, press releases, videos, work samples, internal or external reviews, or employee feedback, for example.



- 53a. Sales Distinction of the Year - Computer Hardware
- 53b. Sales Distinction of the Year - Computer Services
- 53c. Sales Distinction of the Year - Computer Software
- 53d. Sales Distinction of the Year - Consumer Products & Services
- 53e. Sales Distinction of the Year - Distribution & Transportation
- 53f. Sales Distinction of the Year - Financial Services
- 53g. Sales Distinction of the Year - Healthcare, Pharmaceuticals, and Related Industries
- 53h. Sales Distinction of the Year - Hospitality & Tourism
- 53i. Sales Distinction of the Year - Industrial & Manufacturing
- 53j. Sales Distinction of the Year - Media & Entertainment
- 53k. Sales Distinction of the Year - Public Services & Education
- 53l. Sales Distinction of the Year - Services
- 53m. Sales Distinction of the Year - Telecommunications
- 53n. 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:

- 1** **Written answers to the following questions, describing the nominated individual's achievements since July 1, 2022, OR a video of up to five (5) minutes in length that answers all of the same questions:**
 - a. Briefly describe the nominated individual: history and past performance (up to 200 words). *Required*
 - b. Outline the nominee's achievements since July 1, 2022 that you wish to bring to the judges' attention (up to 250 words). *Required*
 - c. Explain why the achievements you have highlighted are unique or significant. If possible compare the achievements to the performance of other players in your industry and/or to the nominee's past performance (up to 250 words). *Required*
 - d. Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words). *Optional*
- 2** **Optional (but highly recommended),** add supporting materials to your nomination. Provide any number of weblinks, and/or upload any number of files, that you believe will support your case to the judges. These might be press articles, press releases, videos, work samples, internal or external reviews, or employee feedback, for example.

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 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 2022. 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 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 who at some point since July 1, 2022 were 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 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. Contact Center Leader of the Year**
 Recognizing the achievements of senior contact or call center executives for their achievements since the beginning of July 2022.
- 59. Contact Center Manager of the Year**
 Recognizing the achievements of contact or call center managers for their achievements since the beginning of July 2022.
- 60. Contact Center Professional of the Year**
 Recognizing the achievements of non-executive professionals who work in a call or contact center.

- 61. Customer Service Leader of the Year**
 Recognizing the achievements of senior customer service and call center executives.
- 62. 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.
- 63. Customer Service Training Professional of the Year**
 Recognizing the achievements of customer service or contact center professionals for their achievements since the beginning of July 2022.
- 64. Woman of the Year in Customer Service**
 Recognizing women in customer service, at any level, for their achievements since the beginning of July 2022.



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:

- 1 **Written answers to the following questions, describing the nominated team's achievements since July 1, 2022, OR a video of up to five (5) minutes in length that answers all of the same questions:**
 - a. Briefly describe the nominated team: its history and past performance (up to 200 words). *Required*
 - b. Outline the team's achievements since July 1, 2022 that you wish to bring to the judges' attention (up to 250 words). *Required*
 - c. Explain why the achievements you have highlighted are unique or significant. If possible compare the achievements to the performance of other players in your industry and/or to the team's past performance (up to 250 words). *Required*
 - d. Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words). *Optional*
- 2 **Optional (but highly recommended),** add supporting materials to your nomination. Provide any number of weblinks, and/or upload any number of files, that you believe will support your case to the judges. These might be press articles, press releases, videos, work samples, internal or external reviews, or employee feedback, for example.

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 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 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 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 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 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 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.

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—External

Recognizing teams that develop curricula and deliver training to external customer service organizations and contact center personnel (at organizations other than their own). 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 team in the accounting, banking, financial services, insurance, etc. industries.
- c. **Other Service Industries:** recognizes achievements of teams in services industries such as 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 Training Team of the Year categories.



73. Customer Service Training Team of the Year—Internal

Recognizing teams that develop curricula and deliver training to internal customer service organizations and contact center personnel (within their own organizations). 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 team in the accounting, banking, financial services, insurance, etc. industries.
- c. **Other Service Industries:** recognizes achievements of teams in services industries such as 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 Training Team of the Year categories.

Customer Service & Contact Center Achievement Categories

Information required for entries in these categories include:

1 **Written answers to the following questions, describing the nominated organization's achievements since July 1, 2022, OR a video of up to five (5) minutes in length that answers all of the same questions:**

- a. Briefly describe the nominated organization: its history and past performance (up to 200 words). *Required*
- b. Outline the organization's achievements since the beginning of July 2022 that you wish to bring to the judges' attention (up to 250 words). *Required*
- c. Explain why the achievements you have highlighted are unique or significant. If possible compare the achievements to the performance of other players in your industry and/or to the organization's past performance (up to 250 words). *Required*
- d. Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words). *Optional*

2 **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 be planning documents, press clippings, work samples, photographs, video clips, etc.



74. Achievement in Customer Experience

Recognizing organizations for their improvement of the overall customer experience in order to retain existing customers, gain more loyal ones, and mitigate churn. Approaches to improving customer experience might include the use of customer surveys, personalized product and service recommendations, dynamic website experiences, and segmented customer messaging, among other tools.

75. Achievement in Customer Service Automation

Recognizing customer service organizations for their successful development and implementation since the beginning of July 2022 of digital-first customer service experiences.

76. Achievement in the Use of Data & Analytics in Customer Service

Recognizing customer service organizations for their successful use of data and analytics tools to better predict, respond to, track, and satisfy customer needs since the beginning of July 2022.

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.

78. Best Customer Engagement Initiative

Recognizing customer engagement initiatives since July 1, 2022 that created a positive customer experience that has maintained or increased customer loyalty.

79. Best Customer Feedback Strategy

Recognizing customer feedback strategies that led to an improvement in customer satisfaction and performance since July 1, 2022. Include in your nomination a discussion of how easy it is for customers to provide feedback and how you close the feedback loop.

80. Best Customer Satisfaction Strategy

Recognizing strategies that measurably improved customer satisfaction ratings since July 1, 2022. Include in your nomination a discussion of your strategic plan designed to leave a legacy, after implementation, of a new relationship between your organization and its customers.

81. Best Return on Customer Service Investment

This category is open to any organization that made an investment in customer service and has realized a quantifiable return on investment since July 1, 2022. Investment could be in process redesign, strategy, training, human resources, hardware or software. Include in your nomination evidence of measurable return applied specifically to the activity which the investment enabled, as well as secondary benefits (other than financial) which were a direct outcome of the investment.

82. Best Use of Customer Insight

Recognizing organizations for their successful use of customer insight to gain competitive advantage. Include in your nomination detail about the strategy that drove the customer insight as well as the expected outcomes and the actual results of your use of customer insight.

83. Best Use of Technology in Customer Service

Recognizing customer service and contact center organizations for their use of technology, such as artificial intelligence, 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:

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

84. Customer Service Employer of the Year

This category will recognize how organizations have provided a supportive and rewarding work environment for customer service professionals since the beginning of July 2022.



85. Customer Service Training or Coaching Program of the Year

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

- a. **Business Services Industries:** recognizes training or coaching programs in business services industries such as advertising, consulting, marketing, public relations, recruiting, etc.
- b. **Other Service Industries:** recognizes 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 training of coaching programs in technology industries such as computer software, computer services, computer hardware, internet/new media, and telecommunications.
- d. **All Other Industries:** recognizes training or coaching programs in all industries not covered by the other Customer Service Training or Coaching Program of the Year categories.



86. Best Use of Omnichannel in Customer Service (new category for 2025)

Recognizing organizations for meeting customer expectations across multiple platforms. Successful nominees in this category have mastered the art of seamlessly connecting various touchpoints, both digital and physical, to provide a cohesive customer journey. 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 Omnichannel in Customer Service Award categories.

87. Customer Service Transformation Award (new category for 2025)

Recognizing organizations for their improvements in customer service performance since July 1, 2022, over prior periods. Include in your nomination detail to quantify the performance improvement, based on your KPIs and any other indicators you measure.



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.

Information required for entries in these categories include:

- 1** **Written answers to the following questions, describing the nominated department's achievements since July 1, 2022, OR a video of up to five (5) minutes in length that answers all of the same questions:**
 - a. Briefly describe the nominated department: its history and past performance (up to 200 words). *Required*
 - b. Outline the department's achievements since July 1, 2022 that you wish to bring to the judges' attention (up to 250 words). *Required*
 - c. Explain why the achievements you have highlighted are unique or significant. If possible compare the achievements to the performance of other players in your industry and/or to the department's past performance (up to 250 words). *Required*
 - d. Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words). *Optional*
 - 2** **Optional (but highly recommended),** add supporting materials to your nomination. Provide any number of weblinks, and/or upload any number of files, that you believe will support your case to the judges. These might be press articles, press releases, videos, work samples, internal or external reviews, or employee feedback, for example.
88. **Customer Service Department of the Year – Airlines, Distribution & Transportation**
 89. **Customer Service Department of the Year – Computer Hardware**

In addition to the possibility of receiving a peer-reviewed honor in these categories, all nominated customer service departments that are chosen as Stevie winners 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 from early to late March. 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 (100 votes minimum required to win).

**PEOPLE'S
CHOICE
STEVIE AWARDS**
FOR FAVORITE
CUSTOMER SERVICE

90. **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
91. **Customer Service Department of the Year – Computer Services**
92. **Customer Service Department of the Year - Consumer Products & Services**
93. **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
94. **Customer Service Department of the Year – Healthcare, Pharmaceuticals, and Related Industries**
95. **Customer Service Department of the Year – Leisure & Tourism**
96. **Customer Service Department of the Year – Public Services & Education**
97. **Customer Service Department of the Year – Retail**
98. **Customer Service Department of the Year – Telecommunications**
99. **Customer Service Department of the Year – All Other Industries**

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:

- 1** Written answers to the following questions, describing the nominated organization's achievements since July 1, 2022, **OR** a video of up to five (5) minutes in length that answers all of the same questions:
 - a. Briefly describe the nominated organization: its history and past performance (up to 200 words). *Required*
 - b. Reaffirm here that your organization is qualified to enter these categories, by first stating: "Our organization does not have a formal customer service function." Then outline the organization's achievements since July 1, 2022 that you wish to bring to the judges' attention (up to 250 words). *Required*
 - c. Explain why the achievements you have highlighted are unique or significant. If possible compare the achievements to the performance of other players in your industry and/or to the organization's past performance (up to 250 words). *Required*
 - d. Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words). *Optional*
- 2** **Optional (but highly recommended)**, add supporting materials to your nomination. Provide any number of weblinks, and/or upload any number of files, that you believe will support your case to the judges. These might be press articles, press releases, videos, work samples, internal or external reviews, or employee feedback, for example.

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

Business Development Categories

These categories recognize the achievements of individual business development professionals, and singular business development achievements in a variety of industries. "Business development" incorporates the creation and mining of partnerships, alliances, deals and agreements that don't directly produce sales, but instead create platforms from which sales may be pursued.

Information required for entries in these categories include:

- 1** Written answers to the following questions, describing the nominated individual's achievements since July 1, 2022, **OR** a video of up to five (5) minutes in length that answers all of the same questions:
 - a. Briefly describe the nominated individual or organization: history and past performance (up to 200 words). *Required*
 - b. Outline the achievements since July 1 2022 that you wish to bring to the judges' attention (up to 250 words). *Required*
 - c. Explain why the achievements you have highlighted are unique or significant. If possible compare the achievements to the performance of other players in your industry and/or to the nominee's past performance (up to 250 words). *Required*
 - d. Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words). *Optional*
- 2** **Optional (but highly recommended)**, add supporting materials to your nomination. Provide any number of weblinks, and/or upload any number of files, that you believe will support your case to the judges. These might be press articles, press releases, videos, work samples, internal or external reviews, or employee feedback, for example.

Continues on Next Page

- 150. Business Development Executive of the Year**
 Recognizing the achievements of business development executives (Professionals at the VP level or higher) since July 1, 2022.
- 151. Business Development Professional of the Year**
 Recognizing the achievements of non-executive (Professionals at a Director level or lower) business development professionals since July 1, 2022.
- 152. 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, 2022.
- 153. 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, 2022.
- 154. 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, 2022.
- 155. 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, 2022.
- 156. 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, 2022.



- 157. 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, 2022.
- 158. Business Development Achievement of the Year - All Other Industries**
 Recognizing singular business development achievements—agreements, deals, implementations, and/or performance results—since July 1, 2022 in any industry not addressed by categories 152–157.

Solutions & Implementations Categories *(New Categories for 2025)*

These categories recognize sales, business development, contact center, and customer service-related products, services, and implementations since July 1 2022.

The first in each pair of categories is for product or service solutions issued since the beginning of July 2022. Both new and new-version solutions may be nominated. The second in each pair of categories is for implementations of those solutions or of custom solutions.

If you are the producer of a new or new-version solution, you'll want to nominate it in the first category of the pair. If you're the end user of a solution and want to nominate your implementation of it, you'll want to nominate in the second category of the pair.

Information to be submitted online for entries in these categories in the 2025 competition include:

1 **Written answers to the following questions, describing the nominated solution or implementation since July 1 2022, OR a video of up to five (5) minutes in length that answers all of the same questions:**

- a. If you are nominating a brand-new product, state the date on which it was released. If you are nominating a new version of an existing product, state the date on which the update was released. If you are nominating an implementation, state the date on which the implementation was completed. *Required*
- b. Describe the features, functions, and benefits of the nominated product, service, or implementation (up to 350 words). *Required*
- c. For the nomination of a product or service, outline the market performance, critical reception, and customer satisfaction with the product or service to date. State monetary or unit sales figures to date, if possible, and how they compare to expectations or past performance. Provide links to laudatory product or service reviews. Include some customer testimonials, if applicable. (up to 350 words). *Required*

For the nomination of an implementation, outline the need or problem that was identified, why the solution was chosen, how the solution was implemented, and the results of your implementation to date (up to 350 words). *Required*

- d. Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words). *Optional*

2 **Optional (but highly recommended),** add to your entry up to 10 webpage links and up to 10 document uploads to support your case to the judges. These might be press articles, press releases, videos, or images, for example.

100. Business Intelligence Solution – New or New Version

101. Business Intelligence Solution – Implementation

102. Collaboration Solution – New or New Version

103. Collaboration Solution– Implementation

104. Contact Center Solution – New or New Version

105. Contact Center Solution – Implementation

106. CRM Suite - New or New Version. For integrated CRM suites.

107. CRM Suite - Implementation. For integrated CRM suites.

108. Customer Experience Management Solution - New or New Version

109. Customer Experience Management Solution - Implementation

110. Customer Support Solution - New or New Version

111. Customer Support Solution - Implementation

112. Incentive Management Solution – New or New Version



- 113. Incentive Management Solution – Implementation
- 114. IVR or Web Service Solution – New or New Version
- 115. IVR or Web Service Solution – Implementation
- 116. Marketing Solution – New or New Version
- 117. Marketing Solution – Implementation
- 118. Relationship Management Solution – New or New Version
- 119. Relationship Management Solution – Implementation
- 120. Sales Automation Solution – New or New Version
- 121. Sales Automation Solution – Implementation
- 122. Sales Enablement Solution – New or New Version
- 123. Sales Enablement Solution – Implementation
- 124. Sales Force Automation Solution - New or New Version
- 125. Sales Force Automation Solution - Implementation
- 126. Sales & Marketing Mobile Application – New or New Version

- 127. Sales & Marketing Mobile Application – Implementation
- 128. Sales Management Solution - New or New Version
- 129. Sales Management Solution - Implementation
- 130. Sales Performance Management Solution - New or New Version
- 131. Sales Performance Management Solution - Implementation
- 132. Sales Proposal Management Solution - New or New Version
- 133. Sales Proposal Management Solution - Implementation
- 134. Customer Service or Sales Book of the Year
Attach an electronic version of your book to your online entry using the attachment/link uploading tool.
- 135. Customer Service Training Product of the Year
Eligible products include DVDs, videos, courseware and workbooks, among others.
- 136. 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:

- 1** Written answers to the following questions, describing the nominated organization's achievements since July 1, 2022, **OR** a video of up to five (5) minutes in length that answers all of the same questions:
 - a. Briefly describe the nominated organization: its history and past performance (up to 200 words). *Required*
 - b. Outline the organization's achievements since the beginning of July 2022 that you wish to bring to the judges' attention (up to 250 words). *Required*
 - c. Explain why the achievements you have highlighted are unique or significant. If possible compare the achievements to the performance of other players in your industry and/or to the organization's past performance (up to 250 words). *Required*
 - d. Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words). *Optional*
- 2** **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 be planning documents, press clippings, work samples, photographs, video clips, etc.



166. Sales Consulting Practice of the Year

167. Sales Training Practice of the Year

168. Sales Outsourcing Provider of the Year

169. Incentive, Rewards, or Recognition Provider of the Year

170. Customer Service or Call Center Consulting Practice of the Year

171. Customer Service or Call Center Training Practice of the Year

172. Sales or Customer Service Solutions Technology Partner of the Year

173. Contact Center or Customer Service Outsourcing Provider of the Year

174. Leadership or Management Training Practice of the Year

Thought Leadership Categories

These categories will recognize the achievements since July 1, 2022 of organizations that have taken active measures to develop themselves and their executives as thought leaders and promote their thought leadership to audiences inside and outside the organization.

Information required for entries in these categories include:

- 1** **Written answers to the following questions, describing the nominated organization's thought leadership achievements since July 1, 2022, OR a video of up to five (5) minutes in length that answers all of the same questions:**
 - a. Briefly describe the nominated organization: its history and past performance (up to 200 words). *Required*
 - b. Outline the organization's thought leadership achievements since the beginning of July 2022 that you wish to bring to the judges' attention (up to 250 words). *Required*
 - c. Explain why the achievements you have highlighted are unique or significant. If possible compare the achievements to the performance of other players in your industry and/or to the organization's past performance (up to 250 words). *Required*
 - d. Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words). *Optional*
- 2** **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 be planning documents, press clippings, work samples, photographs, video clips, etc.



175. Best Use of Thought Leadership in Sales

176. Best Use of Thought Leadership in Complex Sales

177. Best Integration of Thought Leadership into the Sales Process
Describe in this nomination how your organization is using thought leadership to accelerate sales.

178. Best Use of Thought Leadership in Business Development

179. Best Use of Thought Leadership in Customer Service

ENTRY PREPARATION TIPS

- 1 Write Your Entries Offline 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**

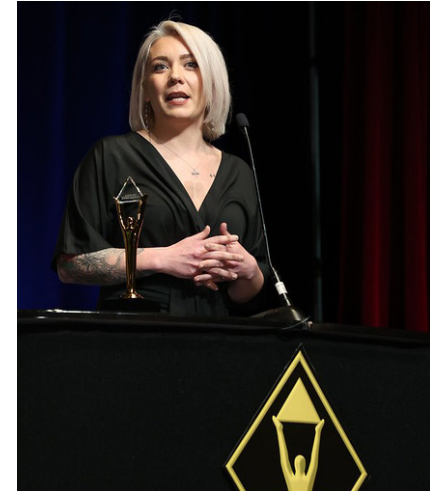
For most categories, attaching supporting files or web URLs to your entries is optional. But we strongly recommend that if you have no other materials to append to your entry, you at least provide the URL to your organization's website, so that the judges have access to some additional, basic information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

The eligibility period for the 2025 Stevie® Awards for Sales & Customer Service extends from July 1, 2022 through January 22, 2025. 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, Customer Service Manager" or "XYZ Company: The XYZ Company Sales Training Program." 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.
- 7 Giving Titles to Your Entries**

When titling your entries it is not necessary to include the category name in the title—the category will be very apparent to judges when they review your entries.

When titling the nomination of an individual person, the ideal title is just the person's name and job title, such as "Jane Doe, President." Unless you have other text that qualifies the nomination in a meaningful way, keep it simple.

REGULATIONS, TERMS, & CONDITIONS

The following are the terms and conditions of entry to the 2025 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 website](#). 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 20, 2024. After that date entries may still be withdrawn, but no refunds will be issued. If for extraordinary circumstances after November 20 we must submit your entries for judging before entry fees are paid, your entries will be nonrevokable and entry fees will be payable.

LANGUAGE OF SUBMISSION

Entries to the Stevie Awards for Sales & Customer Service must be submitted in English. Any supporting materials submitted with nominations should also be in English. Supporting materials not in English should be subtitled or dubbed in English (for videos) or complemented by an English-language translation (for written materials).

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 winners are announced in March 2025. Your organization's point of contact agrees to:

- Whitelist the email address 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

Gold, Silver, and Bronze Award winners who are not represented at the April 10, 2025 awards banquet in New York City to accept their award(s) will be offered the opportunity to opt-in to pay shipping fees to receive their physical awards. Those who do not opt-in will still be winners in good standing, but will not be shipped their awards.

Shipping fees payable will be as follows:

Shipments within the U.S.A.

- U.S. \$42 per Gold Stevie Award trophy
- U.S. \$18 per Silver or Bronze Medal

Shipments to Canada

Trophies will be shipped by FedEx International Economy, DHL Express, or UPS and fees include all customs fees and taxes

- U.S. \$95 per Gold Stevie Award trophy
- U.S. \$39 per Silver or Bronze Medal

Shipments to All Other Nations

Trophies will be shipped by FedEx International Economy, DHL Express, or UPS and fees include all customs fees and taxes

- U.S. \$335 per Gold Stevie Award trophy
- U.S. \$48 per Silver or Bronze Medal

Shipping fee invoices would be issued or charges placed in late May 2025, and awards shipped to those who opted-in in June.

PUBLICATION OF STEVIE-WINNING ENTRIES

The full-text of Gold Stevie Award-winning entries will be published on Stevie Awards for Sales & Customer Service website in June 2025. 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 2025 Stevie Awards for Sales & Customer Service, you agree to respond promptly to our request for edits or redactions to those entries before publication.

NOTICE OF FILMING AND PHOTOGRAPHY AT THE STEVIE AWARDS FOR SALES & CUSTOMER SERVICE AWARDS BANQUET

Please be aware that by attending this event, you agree to be filmed or photographed. Photographs and/or videos taken at the awards banquet may be used in the Stevie Awards website publications, news releases, and in other media communications related to the mission of the Stevie Awards.

IDENTITY VERIFICATION

The Stevie® Awards has the right to verify the identity, employment and affiliation of any Stevie Awards entrant. After submitting your nomination(s), you may be asked to use an online verification tool.

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

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 70 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.



Resources to Help Prepare Your Entries

Most public relations agencies and independent practitioners have experience writing Stevie Awards entries. If you don't have the time to prepare, write and submit your Stevie® Awards for Sales & Customer Service entries, we suggest you turn to a PR pro to help you. There are also several communications professionals who specialize in writing Stevie Awards entries. Seven we can recommend are:

Business Awards Consulting, Cagatay Kayabas, awards@kuzeygelisim.com

Chris Robinson, Boost Awards, info@boost-awards.co.uk

Martha Hooper, hooperconsultinginternational@gmail.com

Melissa Sones, melissasonesconsulting@gmail.com

Susan Turkell, info@pairelations.com

The Audacious Agency, Lauren Clemett, info@theaudaciousagency.com

Entrants in Australia & New Zealand: Green Door Co, Heather Marano, heather@greendoor.co



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