



# Nomination Form\*

## Sales Professionals of the Year

\* This PDF version of the nomination form is for informational/planning purposes only. All nominations must be submitted online via the link below.

**NOMINATION FORM:** <https://forms.gle/pd9Vu19kQ4EoRmv58>

**DEADLINE:** Tuesday, August 31, 2021

Questions? Ask Juli Jones at [jjones@hsmai.org](mailto:jjones@hsmai.org) or 1-703-506-3276.

### NOMINEE CONTACT INFORMATION

This is for the person being nominated.

1. First Name
2. Last Name
3. Job Title
4. Employer
5. Work Phone
6. Email Address

### ABOUT THE NOMINEE

1. For which category should the nominee be considered?
  - On-Property Sales Professional
  - Off-Property (Regional/National/Global) Sales Professional
2. Does the nominee currently serve in a sales role for a hotel brand, management company, ownership group, or independent property?
  - Yes
  - No
3. For how many months did the nominee work in a hotel sales role in 2020?
4. How many cumulative years does the nominee have in sales roles?

### DEMONSTRATING EXCELLENCE

Please provide information on how the nominee demonstrates excellence for EACH of the following five (5) criteria. You must fill out all areas completely. The more details you can provide, the better we (the awards committee) are able to assess your nominee.

1. **Grit and Resilience** – For example:
  - Describe their ability to adapt and function well in the face of adversity.

- How have they built their emotional strength and resilience – and that of their team members (if applicable)?
- How do they keep a positive attitude during difficult situations?
- Do they keep their eyes on the big picture even during challenging times?

**2. Customer Relationships** – For example:

- How do they navigate tricky legal issues without alienating their clients?
- During the pandemic, how did they keep their client relationships strong and remain connected?
- What creative approaches do they take to stay engaged with customers?
- How are their “sales hunting” skills?

**3. Creativity & Initiative** – For example:

- In what ways are they creative, clever, and an outside-the-box thinker?
- How did they deal with the pandemic differently from other sales professionals?
- Describe their sales & business acumen – such as: repositioning sales and adjusting marketing in response to high leisure demand; selling segments that aren't their core responsibility; utilization of space to maximize hotel revenue; and understanding of the business of hotels (financials, the dynamics and metrics behind revenue forecasts, total hotel profitability)
- In what ways are they an innovative leader? How did they rise to the challenges of the pandemic? Did they implement new ideas that created a new dimension of performance, or processes that became best practices?

**4. Advancement of the Discipline** – For example:

- How do they engage in, support, and/or lead the sales community at the local, regional, national, or global level?
- In what ways do they mentor and develop team members?

**5. Personal & Community Development** – For example:

- Are there any achievements – personal or professional – that demonstrate their commitment to lifelong learning and development?
- In what ways did they support their local community during the pandemic?

**NOMINATOR INFORMATION**

This is for the person completing this form.

1. First Name
2. Last Name
3. Job Title
4. Employer
5. Work Phone
6. Email Address
7. What is your relationship to the nominee?
  - Co-worker
  - Former colleague
  - Supervisor
  - He/She is my client/customer

- Other:

8. If this nomination is being submitted on behalf of an HSMAl chapter, what is the chapter name?

**ADDITIONAL INFORMATION**

Is there any additional information you think is relevant to this nomination (e.g., customer endorsement, evaluation)? If so, provide it here. (If it is a document, send a PDF of it to [jjones@hsmal.org](mailto:jjones@hsmal.org))