



ENTER NOW

PLEASE COMPLETE ALL PARTS OF THE FORM IN CAPITAL LETTERS

CANDIDATE'S DETAILS

NAME: JOB TITLE: STORE NAME:

STORE ADDRESS: POST CODE:

STORE TELEPHONE NUMBER: ALTERNATIVE TELEPHONE NUMBER:

NORMAL WORKING HOURS: (Day and times e.g Tuesday mornings, all day Saturday)

SIGNED:

MANAGER / OWNER TO COMPLETE

NAME: (PLEASE PRINT) DAYTIME TELEPHONE NUMBER:

SIGNED: DATE:

THE CATEGORIES ARE:

PLEASE TICK THE BOX THAT BEST DESCRIBES YOUR STORE

- THE INDEPENDENT SECTOR**
(fewer than nine stores under the same ownership, trading under its own brand name)
- THE INDEPENDENT SYMBOL SECTOR**
(fewer than nine stores under the same ownership, trading under a recognised symbol brand e.g. Spar, Costcutter, Londis, Nisa)
- THE MULTIPLE SYMBOL SECTOR**
(part of a chain of 10 stores or more under the same ownership, trading under a recognised symbol brand)
- THE CO-OPERATIVE AND MULTIPLE SECTOR**
(10 or more stores under the same ownership, trading under a co-operative or retail brand)
- THE FORECOURT SECTOR**
(any store on a garage forecourt, whether under co-operative, multiple, symbol or independent brand)

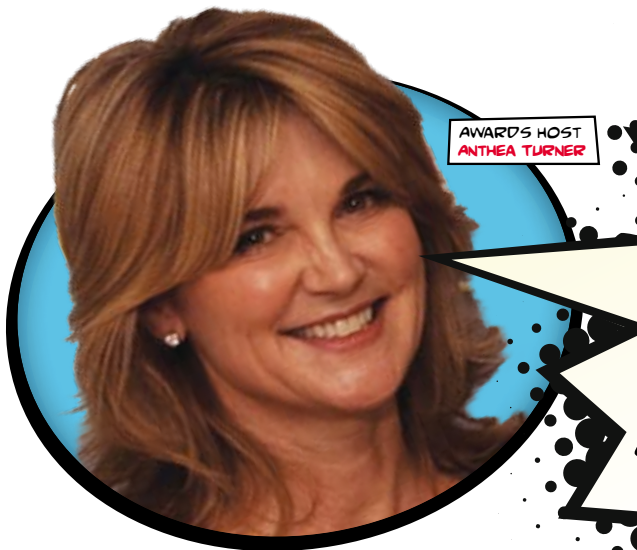
ENTRY QUESTIONS:

To nominate a member of staff for Sales Assistant of the Year 2011, please fill in this form and ask the candidate to answer the following questions, using as many sheets of paper as necessary. Please also include a letter from the store owner or manager (max 350 words) outlining why the candidate deserves to be considered for the award.

1. List your five most important responsibilities in your store (e.g deputising for manager, banking, ordering, supervising a section etc)
2. What aspects of your work in the store are you most proud of and why?
3. Describe a crisis or challenging incident that occurred in your store recently, and how you helped to resolve it.
4. When you are asked for cigarettes or alcohol by someone you believe to be under the legal age to purchase these goods, what do you do?
5. Describe an idea you have introduced recently to improve customer service in your store.
6. Which was the most successful new product in your store in the past year. In your opinion, why was it so popular?

SUPPORTED BY...





AWARDS HOST
ANTHEA TURNER

WAIT!

RUN THROUGH OUR
CHECKLIST TO MAKE
SURE YOUR ENTRY IS
SUPER PERFECT

CHECKLIST

HAVE YOU COMPLETED THE FOLLOWING...?

- Filled out all sections of this form?
- Had the form endorsed by your manager and a customer?
- Enclosed a supporting letter from the store owner or manager?
- Included a photograph of the candidate?
- Included answers to all the entry questions overleaf?

CUSTOMER TO COMPLETE

"This sales assistant has given me outstanding service and is worthy of entering the 2011 Sales Assistant of the Year Awards."

NAME: (PLEASE PRINT)

.....

SIGNED:

DATE:

.....

**ENTRIES MUST BE
RECEIVED BY 5PM
AUGUST 19TH 2011**

POST YOUR ENTRIES TO:

Sales Assistant of the Year Awards,
William Reed Business Media
FREEPOST (RCC1797), Broadfield Park, Crawley,
West Sussex RH11 9RT.

Entries can also be emailed to cstevents@wrwm.com, but please remember to include the candidate's name, contact details, store address and store type along with the answers to the entry questions and supporting letter.

DATA PROTECTION

We will keep you informed of products and services from William Reed Business Media Ltd. If you do not want to receive such information please email data.manager@william-reed.co.uk, or write to Data Manager, WRBM, Broadfield Park, Crawley RH11 9RT.

We may also make your contact details available to third parties offering products or services that may be of interest to you (excluding e-mail and mobile numbers). If you do not wish your details to be passed to third parties please tick here.

TERMS AND CONDITIONS

1.The Organiser of the Sales Assistant of the Year Awards ("Awards") is William Reed Business Media Ltd, Broadfield Park, Crawley RH11 9RT. 2. By entering the Awards the Entrant will be deemed to have read and understood these rules and to be bound by them. These rules include any instructions set out with the Entry Form. 3.The competition is open to sales assistants who at the time of entry are aged 18 years or older, working in retail outlets in the United Kingdom and who are not in full-time education. Overseas entrants are not eligible. 4.Any employees (and their families) of the Organiser, its agents, the sponsors and anybody professionally connected with the competition are not eligible for entry. 5.The Organiser reserves the right at its absolute discretion to reject any entry that it deems inappropriate. 6.Entry forms and any supporting documents must be sent by prepaid post or courier to arrive no later than 5pm on Friday, 29th August 2011. Proof of posting will not be deemed to be proof of delivery. 7.Entries will only be accepted if they are submitted on the Entry Form and completed in full, in ink. 8.Entries must be signed by the person responsible

for submitting the entry and to whom all correspondence concerning the Awards should be addressed and be countersigned by the owner or manager of the retail outlet in which the entrant is employed. By entering the Awards entrants consent to being interviewed and photographed at their retail outlet. 9.Responsibility cannot be accepted for any lost, late or mislaid entry and any entry which is damaged, defaced, illegible or incomplete, or which otherwise does not comply with these terms and conditions may be deemed invalid in the sole discretion of the Organiser. 10.There will be one winner in each category ("Winners") from whom will be selected the Sales Assistant of the Year 2011. All of the winners will be selected in October against the criteria set out in the Entry Form by a panel of judges selected by the Organiser. Winners will be notified in writing. 11.Each of the Winners will receive £500. The winner of the Sales Assistant of the Year Award will win an additional £500, and the owner or manager who wrote a letter of support at the entry stage for the overall Sales Assistant of the Year winner will receive a prize of £250. The winner of the Community

Hero award will win an additional £250. 12.Winners will be offered two complimentary places at the Awards Lunch with accommodation in London on the night prior to the Awards and travel to and from London booked and paid for by the Organiser. 13.The Winners will be announced at and will be required to attend the awards ceremony and lunch at The Dorchester Hotel on Tuesday 15th November and will be published in Convenience Store on Friday 26th November 2011. 14.The judges may decline to make some or all of the awards in any category if in their opinion there are insufficient entries of a winning standard. 15.The Organiser reserves the right to change the categories and the judging panel without prior notice to entrants. 16.The decision of the Chairman of the judges on all matters affecting this competition is final and legally binding. 17.No correspondence will be entered into. 18.Winners may be required to take part in some post-event publicity and consent to their name and image being used for such purposes.