

Convenience Store

# Sales Assistant of the year 2010



SUPPORTED BY...

*Coca-Cola Enterprises Ltd*

**JTi**

**MARS**  
chocolate

**P&G**

PLEASE COMPLETE ALL PARTS OF THE FORM IN CAPITAL LETTERS

NAME

JOB TITLE

STORE NAME

STORE ADDRESS

POST CODE

STORE TELEPHONE NUMBER

ALTERNATIVE TELEPHONE NUMBER

OWNER / MANAGER'S NAME

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

SIGNED

# IT'S TIME TO REVEAL YOUR SECRET

THANK YOU FOR YOUR INTEREST IN CONVENIENCE STORE'S SALES ASSISTANT OF THE YEAR AWARDS 2010.

IF YOUR STORE OFFERS GREAT CUSTOMER SERVICE, IS RENOWNED LOCALLY FOR ITS FRIENDLY ATMOSPHERE AND IS A REAL HUB FOR THE COMMUNITY, THEN THIS IS ALMOST CERTAINLY DUE TO EXCELLENT STAFF. YET DESPITE MAKING A HUGE CONTRIBUTION TO THE SUCCESS OF BUSINESSES ACROSS THE COUNTRY, FRONT-LINE RETAIL STAFF OFTEN GO UNRECOGNISED IN THE INDUSTRY AT LARGE.

THE AIM OF OUR AWARDS IS TO TURN THESE UNSUNG HEROES INTO HOUSEHOLD NAMES. BUT AS WELL AS RECOGNISING AND CELEBRATING EXCELLENCE IN CUSTOMER SERVICE, AND REWARDING AN INDIVIDUAL WHO MAKES A GREAT CONTRIBUTION EVERY DAY, THERE IS ALSO A GREAT BUSINESS BENEFIT TO BE GAINED, AS HAVING THE UK'S BEST SALES ASSISTANT WORKING IN YOUR STORE IS A GREAT ADVERTISEMENT FOR THE LOCAL SHOP.

SO WE ARE ENCOURAGING ALL GREAT SALES ASSISTANTS TO STEP FORWARD. EACH CATEGORY WINNER WILL RECEIVE A PRIZE OF £500, WITH AN ADDITIONAL £500 TO THE OVERALL SALES ASSISTANT OF THE YEAR, WITH EXTRA CASH PRIZES FOR THE 'COMMUNITY HERO' AWARD AND FOR THE MANAGER OF THE SUCCESSFUL EMPLOYEE.

TO ENTER, CANDIDATES MUST COMPLETE THIS FORM AND RETURN IT TO US ALONG WITH A CURRENT PHOTOGRAPH AND A LETTER OF RECOMMENDATION FROM THE STORE OWNER OR MANAGER ON A SEPARATE PIECE OF PAPER. SHORTLISTED CANDIDATES WILL BE VISITED IN-STORE BY OUR JUDGING TEAM.

WORKING INSIDE EVERY GREAT STORE IS A SUPERHERO STAFF MEMBER. IT'S NOW TIME TO REVEAL THEIR SECRET IDENTITY.

David Kees

EDITOR



PLEASE TICK  
THE BOX THAT  
BEST DESCRIBES  
YOUR STORE

## THE CATEGORIES ARE :

### 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 FORM (Include additional sheet if necessary)

PLEASE LIST YOUR FIVE MOST IMPORTANT RESPONSIBILITIES IN YOUR STORE (E.G DEPUTISING FOR MANAGER, BANKING, ORDERING, SUPERVISING A SECTION ETC)

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WHAT ASPECTS OF YOUR WORK IN THE STORE ARE YOU MOST PROUD OF AND WHY?

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DESCRIBE A CRISIS OR CHALLENGING INCIDENT THAT OCCURRED IN YOUR STORE RECENTLY, AND HOW YOU HELPED TO RESOLVE IT.

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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?

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PLEASE DESCRIBE AN IDEA YOU HAVE INTRODUCED RECENTLY TO IMPROVE CUSTOMER SERVICE IN YOUR STORE.

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WHICH WAS THE MOST SUCCESSFUL NEW PRODUCT IN YOUR STORE IN THE PAST YEAR. IN YOUR OPINION, WHY WAS IT SO POPULAR?

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**FOR FURTHER INFORMATION OR QUERIES PLEASE CONTACT THE EVENTS TEAM ON**

**www.salesassistantawards.co.uk**  
**Phone: 01293 610354**  
**Email: cstevents@william-reed.co.uk**

**CHECKLIST.....**

**Have you....?**

- Filled out all sections of this form?
- Had the form endorsed by your manager and a customer?
- Enclosed a supporting letter from your manager? maximum 300 words
- Included a photograph of yourself?

**MANAGER / OWNER TO COMPLETE**

NAME (PRINT) :

DAYTIME TELEPHONE NUMBER :

SIGNED :

DATE :

**CUSTOMER TO COMPLETE**

“This sales assistant has given me outstanding service and is worthy of entering the 2010 Sales Assistant of the Year Awards.”

NAME (PRINT) :

SIGNED :

**ENTRIES MUST BE RECEIVED BY 5PM AUGUST 20TH 2010**

Don't forget to include a current clear photograph of yourself. This photo should be a minimum of passport-sized, clearly labelled on the reverse with your name and store name, and attached to the form using a paper clip. Please note photographs cannot be returned.

**DATA PROTECTION**

We will use this data to mail or phone you about this product or other similar WR products. We will also use this data to fax, email or text you about WR products (including this one) or allow carefully selected third party companies to let you know how you can benefit from similar offers (mail and telephone only). If you do not wish this to happen please tick the relevant box.

	Mail	Telephone	Faxing	Email	Text Messaging
William Reed	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3rd party partners	<input type="checkbox"/>	<input type="checkbox"/>	<b>We do not share your data with third parties for Email, Fax or SMS purposes.</b>		

**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, 20th August 2010. 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 2010. 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 16th November and will be published in Convenience Store on Friday 26th November 2010.
- 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.



Send entries to:

**Sales Assistant of the Year Awards**

**William Reed Business Media**  
**FREEPOST (RCC1797)**

**Broadfield Park**  
**Crawley**  
**West Sussex**  
**RH11 9RT**

