

Nomination Form

2020 PRO Member Awards

Use this form to prepare your nomination for submission. You may also submit this form directly to info@salesenablement.pro.

AWARD CATEGORIES

Business Impact

This category recognizes enablement practitioners and teams that correlate their sales enablement initiatives to impact across their business as a whole.

1. **Sales Productivity:** The sales enablement practitioner or team that has caused the greatest increase in the productivity of the sales teams they support in 2020. Please demonstrate how this was achieved with specific details in the nomination form.
2. **Sales Proficiency:** The sales enablement practitioner or team that has created the greatest increase in the proficiency of their sales teams in 2020. Please demonstrate how this was achieved with specific details in the nomination form.
3. **Sales Performance:** The sales enablement practitioner or team that has influenced the greatest increase in the performance of their sales teams in 2020. This could be measured through increased revenue, time to quota attainment, or win rate. Please demonstrate how this was achieved with specific details in the nomination form.

Initiatives

This category recognizes enablement practitioners and teams that created exemplary initiatives, impacting the culture, process, strategy, or business results across their organization.

1. **Onboarding, Training & Coaching:** The sales enablement practitioner or team that created and launched the best Onboarding, Training and/or Coaching initiative in 2020. Please provide specific examples and explain the why and how of your initiative being successful.
2. **Content & Guidance:** The sales enablement practitioner or team that created and launched the best initiative in 2020 to support corporate initiatives with the content and guidance (by way of sales processes and plays) to increase

rep engagement. Please provide specific examples and explain the why and how of your initiative being successful.

3. **Buyer/Customer Engagement & Experience:** The sales enablement practitioner or team that created and launched the best Engagement & Experience initiative for your buyers and/or customers in 2020. Please provide specific examples and explain the why and how of your initiative being successful.

Innovation

This category recognizes enablement practitioners and teams that created the most innovative initiatives in 2020. Creative solutions will shine in this category.

1. **Sales Transformation:** The sales enablement practitioner or team that has created and launched the most innovative solution or initiative that has had a significant impact on the transformation of their sales team or sales processes. Describe the solution in detail and explain how it impacted the organization.
2. **Virtual Enablement Evolution:** The sales enablement practitioner or team that has created and launched the most innovative solution or initiative to virtually enable their sales team. Describe the solution in detail and explain how it impacted the organization.
3. **Unified Sales Enablement Stack:** The sales enablement practitioner or team that has architected and launched the most innovative solution using a unified tech stack. Describe the solution in detail, including the solutions used, and explain how it impacted the organization.

People's Choice

This category recognizes enablement practitioners that have made an impact across the enablement function and community. Voted on by the members of Sales Enablement PRO, these people exemplify what it means to be a sales enablement expert and are models of success.

1. **Best Sales Enablement Team:** A sales enablement team that has made a significant, meaningful contribution to the sales enablement community in 2020. Please provide examples of their contributions (advancing the function, elevating the function, providing mentorship to peers, innovative solutions, etc.)
2. **Rising Sales Enablement Star:** A new sales enablement practitioner (defined as in the profession for under 24 months as of October 2020) that has made a significant meaningful impact in the sales enablement community. Please provide examples of their impact (advancing the function, elevating the function, innovative solutions, etc.) in your nomination.
3. **Sales Enablement Executive of the Year:** The sales enablement executive (CRO, CSEO, CSO, etc.) that has made a significant meaningful impact in sales enablement. Please provide specific examples of their impact in your nomination.

INSTRUCTIONS

Complete this form once for each nomination you are submitting. If submitting a person or team for multiple awards, submit a separate nomination for each award.

Nominator Information

- Name
- Organization
- Email
- Job Title
- Relationship to nominee

Nominee information

(Skip this section if nomination yourself.)

- Name of Nominee: *(Full name for individual, Team name for team)*
- Job Title: *(If nominating an individual)*
- Organization
- Email
- Country

Nomination Details

1. Which award are you nominating this person or team for?
2. Why do you believe this person or team deserves to win this award?
We are looking for: a brief (250 words or less) summary of the nominee's impact in this award category and why this specific nomination fits in the category you are submitting.

3. What were the challenges the nominee aimed to overcome?
We are looking for:
 - a. *Specific details on the problem at hand*
 - b. *The process to determine the solution (including evaluation criteria, evaluation process (was a proof of concept implemented?))*
 - c. *How the person or team implemented the solution*
 - d. *The impact of the solution*
 - e. *What roadblocks or obstacles did the team have to overcome to be successful*

4. What specific behaviors resulted from the implementation of the initiatives applicable to this award category?
We are looking for:
 - a. *What processes changed within the sales team*
 - b. *Illustrative story explaining the behavior changes*

5. Lessons learned: What did the enablement team learn as a result of the initiative(s)? How will this impact the team moving forward?
We are looking for:
 - a. *Process improvements*
 - b. *Things the team would do differently if they undertook the initiative again*
 - c. *What the team wished they knew going into the initiative(s)*

6. Include any data, metrics, or other quantifiable information that is relevant to the nomination.

We are looking for:

- i. *Percent of sales team impacted*
- ii. *Number of salespeople impacted*
- iii. *Adoption velocity (how long did it take the sales team to adopt the new solution(s))*
- iv. *Impact to key metrics related to award*
 1. *Did ramp time decrease? Did the win rate increase? If so, by how much?*
 2. *Did CSAT/NPS scores go up? If so, by how much?*

7. Include any qualitative information relevant to the success of the person or team's nomination.

We are looking for:

- i. *Salesperson testimonials*
- ii. *Sales manager testimonials*
- iii. *Executive testimonials*
- iv. *Customer testimonials*

8. If any of these people are willing to serve as references, please include their contact information.

If you would like to include any supporting documentation, please upload it in the online form or email it to info@salesenablement.pro.

If you have any questions about the awards, please contact Briana McDougall at briana@salesenablement.pro.