



## **EQUINE CAREERS SALES REPRESENTATIVE/AGENT OF THE YEAR 2020**

**To be awarded to the Sales Representative/Agent who is judged outstanding in their approach to servicing their customers' and companys' needs.**

**Entries close: 22<sup>nd</sup> November 2019**

**Nominated Sales Representative/Agent:**

**Company they work for and their contact Details:**

**Nominating Retailer:**

**Contact Details of retailer (address & tel):**

**Reasons for nomination:**

**The sorts of questions to be considered when justifying a nomination includes:**

**Please continue on additional pages if required.**

Does the Sales Representative/Agent make and keep appointments?

How good is his/her product knowledge?

Are you sold what will sell, or what the company wishes to sell?

Are follow up queries or requests for further details followed up promptly?

Are promises kept, and if not are you informed that they can't be?

Do you look forward to his/her visit?

Do they get involved in shop open days/consumer information evenings?

Nominations may only be made by Retail shops. No nominations may be received for individuals working for the nominating company. Nominated individuals may either be commission agents or sales representatives working on a part or full time basis in the equestrian field.

**Please return the completed form to BETA, East Wing, Stockeld Park, Wetherby, LS22 4AW or email to [agy@beta-uk.org](mailto:agy@beta-uk.org) by 22<sup>nd</sup> November 2019.**